

Heidi M. Johnson

3516 Palmetto Avenue, Columbia, SC 29203

heidi@greydoggroup.com ◦ (917) 952-0273 ◦ www.greydoggroup.com

SUMMARY OF QUALIFICATIONS

- Nearly 20 years of management, fundraising, and program development experience.
 - Seasoned grants professional with overall success rate surpassing 75%.
 - Highly developed written, communication, and organizational skills.
 - In-depth knowledge of budgeting, financial oversight, and reporting processes.
 - Proven ability to establish partnerships and collaborate with diverse groups of individuals and organizations.
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EDUCATION

Milano School of International Affairs, Management and Urban Policy (1998 – 2002)

The New School for Public Engagement, New York, New York

MS, Nonprofit Management, May 2002. Honored as Outstanding Student at 2002 graduation.

- Coursework included Grantsmanship, Role of Foundations, Law of Nonprofit Organizations, Governance of Nonprofit Organizations, and Policy Analysis.

Fulbright Junior Scholar (2000 – 2001)

Taipei, Taiwan

- Interned at the National Culture and Arts Foundation, Foundation for Scholarly Exchange, and Asia Foundation in Taiwan.

Western Washington University (1991 – 1995)

Bellingham, Washington

BA, East Asian Studies, May 1995. Cum Laude and Departmental Honors.

WORK EXPERIENCE

Grey Dog Group, Columbia, South Carolina

Principal (8/2014 – present)

- **Provide professional grant research, writing, and management services** on a freelance basis to a range of education and non-profit clients focusing on the arts, education, human services, and international studies.
- **Clients to date have included** Student Achievement Partners (New York City), Nickelodeon Theatre (Columbia), and Palmetto AIDS Life Support Services (Columbia), among others.

University of South Carolina, Columbia, South Carolina

Part-time Proposal Writer, Corporate & Foundation Relations (10/2014 – present)

- **Prospect research and proposal writing** for programs across the university.

Big Brothers Big Sisters of Greater Columbia, Columbia, South Carolina

President and CEO (9/2011 – 7/2014)

- **Provided leadership and directed day-to-day operations** for organization with \$350,000 annual budget.
- **Secured more than \$200,000 in new grant funding** for new and existing program activities.
- **Secured profitable new corporate partnerships and donors** that more than tripled corporate giving in two years.
- **Realized a 200% increase in individual giving** over two years.
- **Increased Bowl for Kids' Sake Revenue by 55%** from 2012 to 2013.
- **Launched the new Readers on the Rise program** to better position the agency as a player in the field of education and literacy in Columbia.
- **Re-established all agency communications channels:** created a distribution list, launched new e-mail newsletter to constituents, expanded the agency's social media presence on Twitter and Facebook, and implemented new website.
- **Gained statewide recognition for the organization** as one of ten non-profit "Angels" named by the South Carolina Attorney General in 2013.

Keep the Midlands Beautiful, Columbia, South Carolina

Executive Director (7/2007 – 8/2011)

- **Provided overall management** for all Keep the Midlands Beautiful initiatives and activities as the organization's only full-time staff member.
- **More than doubled revenue from grants (including \$90,000 in new grant support), corporate giving, individual giving, and sponsorships.** Recruited new donors and expanded grant and sponsorship support for existing and new programs.
- **Prepared and managed all government funding and grant requests,** including the City of Columbia, Lexington County, Richland County, and private foundations ranging from the Central Carolina Community Foundation to the Walmart Foundation.
- **Secured funding for and developed new programs** including Adopt-A-Waterway, High School Student Advisory Board, and Litter-acy Lessons environmental education initiative.
- **Executed all marketing, public relations, and communications efforts.** Completely revamped content and delivery of website and e-mail communications. Created a new Year-in-Review publication for donors, partners, and other supporters. Oversaw increase of at least 1,000 subscribers to e-newsletter. Established presence on Facebook and grew follower base to over 900 "fans." Launched the new litter prevention education campaign, "We Like it Hot, Not Trashy."

Weatherhead East Asian Institute (WEAI), Columbia University, New York, New York

Program Officer (3/2002 – 7/2007)

- **Established the Expanding East Asian Studies (ExEAS) program,** which ran from 2002 through 2007 under the direction of historian Carol Gluck and was funded by a \$2 million grant from the Freeman Foundation.
- **Oversaw the multimillion-dollar comprehensive ExEAS program budget** and managed all required reporting to the Freeman Foundation.
- **Launched the ExEAS website** (www.exeas.org). Managed site design process with external vendors. Served as chief editor for all teaching materials and other content featured on the website.

- **Managed the ExEAS Postdoctoral Fellows program**, including publicity, application processing, coordinating the application review process, conducting interviews with finalists, notifying candidates, and supervising fellows. Eighteen fellows hired over five years.
- **Developed the ExEAS Teaching Collaborative**, a group of postdoctoral fellows and faculty from more than 50 undergraduate institutions throughout the Northeast. Recruited and selected participants, planned and organized 11 weekend workshops, and sustained relationships with Collaborative members.

China Institute, New York, New York

Manager of Foundation and Government Support (6/1999 – 7/2000 and 8/2001 – 3/2002)

- **Conducted prospect research, project development, proposal writing, budgeting, and reporting** for all new and renewal grants.
- **Secured 18 new grants totaling over \$394,000** during FY 1999/2000. Oversaw and collaborated with senior staff on grants from private foundations, corporate foundations, and government agencies, including the Fidelity Foundation, New York State Council on the Arts, and the National Endowment for the Humanities.
- **Co-led multi-week, multi-city study tours to China** for groups of nearly 20 educational administrators and high school teachers for China Institute's professional development program.

China Institute, New York, New York

Assistant to the President (8/1997 – 6/1999)

- **Scheduling, correspondence, and general administrative support** for the President's office and 25-member Board of Trustees

Northwest China Council, Portland, Oregon

Assistant Director and Auction Coordinator (12/1995 – 7/1997)

- **Managed day-to-day financial, administrative, and programmatic matters** for a small nonprofit with two full-time staff members.
- **Organized the Council's annual fundraising auction**, generating a 25% increase in net profits each year.

COMMUNITY INVOLVEMENT

Big Brothers Big Sisters of Greater Columbia, Columbia, South Carolina

Volunteer Mentor ("Big Sister") (4/2013 – present)

Midlands Reading Consortium, Columbia, South Carolina

Volunteer Reading Tutor (10/2009 – 5/2014)

"20 Under 40" Honoree by *The State Newspaper*, Columbia, South Carolina

Class of 2013

Leadership Columbia, Columbia, South Carolina

Member of the Class of 2011 (8/2010 – 6/2011)

Lexington Medical Center, Columbia, South Carolina

Pet Therapy Volunteer (2/2008 – 8/2011)