

## Heidi M. Johnson

700 7th Street SW, Apt. 610, Washington, DC 20024  
heidi@greydoggroup.com ◦ (917) 952-0273 ◦ www.greydoggroup.com

---

### SUMMARY OF QUALIFICATIONS

- Nearly 20 years of nonprofit management, fundraising, and program development experience.
  - Seasoned grants professional with an accomplished track record of securing private foundation, corporate, and federal grants.
  - Highly developed written, communication, and organizational skills.
  - In-depth knowledge of program development, budgeting, oversight, and reporting processes.
  - Proven ability to establish partnerships and collaborate with diverse groups of individuals and organizations.
- 

### 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 and the Foundation for Scholarly Exchange.

#### **Western Washington University** (1991 – 1995)

Bellingham, Washington

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

---

### WORK EXPERIENCE

#### **Grey Dog Group**, Washington, DC (7/2016 – present); Columbia, SC (8/2014 – 6/2016)

*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.
- **Provide nonprofit management consulting services** including program evaluation, fundraising, and board development planning, training, and advising.
- **Clients to date have included** McAllister & Quinn (Washington, DC), Eden Autism Services (Princeton, NJ), Nickelodeon Theatre (Columbia, SC), and Palmetto AIDS Life Support Services (Columbia, SC). Full client list available upon request.

#### **University of South Carolina**, Columbia, South Carolina

*Part-time Proposal Writer, Corporate & Foundation Relations* (10/2014 – 12/2015)

- **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 mentoring and youth development organization with \$350,000 annual budget.
- **Gained statewide recognition for the organization** as one of ten non-profit “Angels” named by the South Carolina Attorney General in 2013.
- **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 special event 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.

**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.

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

*Program Officer (3/2002 – 7/2007)*

- **Wrote and managed production of *East Asia at Columbia*** publication which has been used by the WEAI, SIPA, and Columbia University’s Office of Development and Alumni Relations for a decade.
- **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](http://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.

- **Key staff representative to the strategic planning and program development process for the undergraduate initiative of the Committee on Global Thought**, a university-wide effort to integrate global courses, experiences, and perspectives into undergraduate education.
- **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")* (2013 – 2016)

**Midlands Reading Consortium**, Columbia, South Carolina

*Volunteer Reading Tutor* (2009 – 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)