

SEPTEMBER 23, 2026

LEADING PHILANTHROPY

What Fundraising & Philanthropy Require Now

REGISTRATION NOW OPEN!



Speaker Bios

Presenter	Bio	Organization	Title
Amanda Finnell	Amanda embarked on her first nonprofit role in corporate philanthropy and cause marketing 20 years ago with Big Brothers Big Sisters of America, where she was mentored by some of the best minds in the field. Subsequently, she spent her career leading development teams at organizations with missions dear to her soul and heart--youth mentoring, public health, gender and racial justice, and human rights. Amanda has led fundraising and communications teams at various national, state, and citywide organizations--building and inspiring departments that continue to raise and cultivate millions of dollars. After earning her master's degree in social impact and a human rights certificate, Amanda began teaching and creating nonprofit and grants-related courses for Temple University's continuing education team. Tapping into her passion for justice and education reignited her desire to consult, teach, and resource leaders, change-makers, and good-seekers. Currently, Amanda is a full-time Director with Aperio Philanthropy, a fundraising consulting agency rooted in the philosophy that we deserve a world where we all thrive.	Aperio Philanthropy	Director, Client Services
Amy Mansky, MPH	Amy Mansky, MPH, has more than 20 years of fundraising experience across a variety of nonprofits in Philadelphia, as well as in the San Francisco Bay Area. As Chief Advancement Officer at MANNA for the last 3 ½ years, she leads all fundraising and communications activities for the organization, including overseeing individual and institutional giving efforts, fundraising events and communications/marketing work. Amy previously served as Director of Development at the Lankenau Medical Center Foundation and has held development positions with the Berkeley Food Institute, San Francisco Unified School District, the Bay Area Discovery Museum and the Please Touch Museum. Her work spans almost all aspects of the fundraising ecosystem, including major gifts, annual and planned giving, capital campaigns, fundraising events, grants, corporate sponsorship/engagement, Board and volunteer relations, building and managing development teams and more. She holds a BA in Journalism & Mass Communication from UNC Chapel Hill and a Master's in Public Health Nutrition from UC Berkeley.	MANNA	Chief Advancement Officer
Bailey Tracy	In her role as Fundraising & Strategy Consultant, Bailey brings a strategic, research-driven approach to her work, with particular depth in campaign planning studies and a strong track record in independent schools and social service organizations. She draws on data and insight to develop findings and recommendations that sharpen clients' fundraising strategy and direction. With a passion for social impact and organizational efficiency, Bailey is dedicated to helping nonprofits build stronger, more sustainable systems that drive measurable results. Bailey has experience with nonprofits, local philanthropy, and grassroots advocacy. Prior to joining the S&W team, Bailey worked for a family foundation with a focus on international social impact, where she assisted in conducting research, identifying emerging nonprofits internationally, strategizing educational initiatives, and organizing fundraising events. She has a Bachelor of Arts in Psychology and a Master of Public Policy from Temple University.	Schultz & Williams	Consultant
Barbara O'Reilly, CFRE	Barbara O'Reilly, CFRE, is a passionate fundraising strategist who helps nonprofits take the guesswork out of fundraising and replace it with clarity, confidence, and results. With a blend of sharp strategy, deep sector knowledge, and a no-nonsense love for what works, she's on a mission to help organizations raise more money and love doing it. Barbara brings over 30 years of experience leading fundraising efforts at powerhouse institutions like Harvard University, the American Red Cross, and the National Trust for Historic Preservation. As the founder and principal of Windmill Hill Consulting, she and her team partner with nonprofits nationwide to build fundraising programs, strengthen development teams, and turn donor engagement into long-term impact. She's also a trusted voice in the field: past president of the AFP Washington DC Metro Chapter, board member of the BBB Wise Giving Alliance, and board member of and chair of the Research Committee for the Giving USA Foundation.	Windmill Hill Consulting	Founder and Principal
Bridget O'Halloran	Bridget O'Halloran is the Director of Annual Giving at Malvern Preparatory School in Malvern, Pennsylvania, where she develops and manages all aspects of the annual giving program - from giving day campaigns and direct mail strategy to donor cultivation, the Class Agents Program, and athletics giving. A passionate advocate for building cultures of philanthropy, Bridget brings a relationship-forward, data-informed approach to annual fund work that has driven consistent growth in donor participation and engagement. Before joining Malvern Prep, Bridget served as Associate Director of Annual Giving at Temple University's Fox School of Business and held development roles at Playworks and Girl Scouts Heart of New Jersey. She began her career as an elementary school teacher - an experience that continues to shape her commitment to education and mission-driven work. Bridget holds a Master of Science in Communication Management from Temple University and a B.A. from Stonehill College.	Malvern Preparatory School	Director of Annual Giving

Darren Sudman	Darren Sudman is the founder and executive director of Simon's Heart, a nonprofit organization dedicated to preventing sudden cardiac arrest in children. Since founding the organization in 2005, he has led the development of nationally recognized youth heart screening programs, CPR education initiatives, and community engagement efforts. Over two decades of nonprofit leadership, Sudman has overseen fundraising strategy, board development, and program growth while navigating the complex challenges many mission-driven organizations face, including revenue sustainability, leadership transitions, and evolving donor expectations. His work focuses on helping organizations rethink how they engage communities, align fundraising with mission impact and make strategic decisions during periods of uncertainty and change.	Simon's Heart	CoFounder
Denise Soto, MS, CFRE	Denise Soto serves as Chief Development and Communications Officer at Oaks Integrated Care, where she leads fundraising, marketing, communications, and public relations efforts. With more than 20 years of nonprofit leadership experience, Denise specializes in strategic fundraising, donor and volunteer engagement, board development, relationship building, and creating meaningful community partnerships that advance mission-driven impact. She has successfully led fundraising initiatives, events, and engagement strategies that strengthen organizational growth and sustainability. Denise holds a Master of Science in Organizational Leadership and Management and earned her Certified Fund Raising Executive (CFRE) credential in 2022. She values ongoing professional development and actively serves in volunteer leadership roles, including as IDEA Chair for the AFP Southern NJ Chapter.	Oaks Integrated Care	Chief Development & Communications Officer
Elizabeth Hefner, CFRE	Liz possesses a deep and practical knowledge of how a well-run back-end operation advances a nonprofit's success through the data-centered assessment of program effectiveness. By bringing her experience as an engineer to the nonprofit context, Liz has successfully grown fundraising programs by developing goals, tracking activity, identifying problems, and providing strategies and solutions. In addition, Liz has more than a decade of development experience with a variety of nonprofits. Her expertise spans capital campaigns, major gifts, planned giving, board development, and strategic planning. Susan is known for her collaborative approach, working closely with clients to design tailored fundraising strategies that align with their mission and goals. She emphasizes the importance of partnership in each engagement, aiming to create enduring relationships that drive growth and impact. Liz has been a Certified Fundraising Executive (CFRE) since 2020. She serves on the Association of Fundraising Professionals, Greater Philadelphia Chapter board as President-Elect and Vice President of Industry Excellence.	Schultz & Williams	Senior Consultant
Emily Wells	Emily Wells is a strategic and results-driven fundraising strategist with over 15-years of experience helping nonprofit organizations strengthen their development programs, set clear priorities, and achieve ambitious fundraising goals. She brings a deep understanding of front-line fundraising, board management, and advancement services, with a focus on data-driven decision making, cross-team collaboration, and building systems that support long-term success. At CCS, Emily has helped organizations refine their fundraising strategies, test market potential, and execute large-scale campaigns including leading numerous nine-figure campaigns. Select client partners include the Philadelphia Museum of Art, the Satell Institute, the Columbus Zoo and Aquarium, and UPMC Children's Hospital Foundation. Before CCS, Emily served as Director of Development and Executive Director of Advancement Services at California Institute of the Arts (CalArts). Regarded as a reliable and trusted advisor to the President and senior leadership, Emily played a pivotal role in shaping fundraising strategies for the Board of Trustees. Prior to CalArts, Emily was a major gift officer at the New York Philharmonic, contributing to their successful \$550 million capital campaign. She has also held corporate fundraising roles at The Museum of Modern Art (MoMA) and the Kelley School of Business at Indiana University. Emily received her Master of Arts degree in Arts Administration from Indiana University and her Bachelor of Arts in Performing Arts Management from DePaul University. Emily resides in Philadelphia, PA with her family.	CCS Fundraising	Assistant Vice President

Erik Tomalis	A proven fundraising professional that is forward thinking, people driven, most of all results oriented. 20+ yrs of fundraising experience, making 5,000+ donor solicitations raising millions of dollars for non-profit organizations, such as St. Jude, Sigma Nu, Boy Scouts and Allegheny Health. As well, he's served as an executive leader Pursuant-Ketchum, Virtuous and now Avid. At Avid, Erik is committed to helping nonprofits grow global generosity. He believes that giving is about personal connections, not transactions. Generosity is driven by our passions and relationships - and givers want to feel like they are part of a movement bigger than themselves. A proven fundraising professional that is forward thinking, people driven, most of all results oriented. 20+ yrs of fundraising experience, making 5,000+ donor solicitations raising millions of dollars for non-profit organizations, such as St. Jude, Sigma Nu, Boy Scouts and Allegheny Health. As well, he's served as an executive leader Pursuant-Ketchum, Virtuous and now Avid. At Avid, Erik is committed to helping nonprofits grow global generosity. He believes that giving is about personal connections, not transactions. Generosity is driven by our passions and relationships - and givers want to feel like they are part of a movement bigger than themselves. A proven fundraising professional that is forward thinking, people driven, most of all results oriented. 20+ yrs of fundraising experience, making 5,000+ donor solicitations raising millions of dollars for non-profit organizations, such as St. Jude, Sigma Nu, Boy Scouts and Allegheny Health. As well, he's served as an executive leader Pursuant-Ketchum, Virtuous and now Avid. At Avid, Erik is committed to helping nonprofits grow global generosity. He believes that giving is about personal connections, not transactions. Generosity is driven by our passions and relationships - and givers want to feel like they are part of a movement bigger than themselves.	Avid	Director of Impact Storytelling
Francine Poppo	Francine Poppo has been Executive Director of SSND Educational Center for the past three years. Prior to this position, she owned a publishing company, Blue Marlin Publications, for over 20 years. At the Center, she leads the visioning and operations for the Center's main programs, which serve 150 women per year: multi-level English for Speakers of Other Languages (ESOL) and High School Equivalency (HSE). Her fundraising philosophy includes involving and motivating the Board of Trustees in all areas, including securing and cultivating individual donors; increasing capacity of two annual fundraisers; and exploring new grant opportunities.	School Sisters of Notre Dame Educational Center	Executive Director
Jack Alotto, MA, CFRE	Jack is a graduate of Glassboro State College and the State University of New York at Oswego, both degrees are in Psychology. Throughout his career, Jack has served in a variety of fundraising positions in hospital, social service and the arts as executive director, development director, major gift and legacy giving manager, and foundation and corporate relations manager. Jack is a California CFRE Ambassador. At the Sanford Institute of Philanthropy (SIP) at JFK University, Jack was an instructor at the Fundraising Academy. In 2019, Jack joined as Trainer the Fundraising Academy at National University.	Fundraising Academy at National University	Trainer/Consultant
Jack Cashion	Jack Cashion is VP of Sales at FreeWill, where he helps nonprofits grow planned and non-cash giving programs. Over the past seven years, he has helped FreeWill support more than 2,500 nonprofit partners and secure over \$14 billion in gift commitments to charity. Jack lives in Brooklyn with his family and three children. His favorite local charity is CHiPS, the food pantry and community support organization in Park Slope. He graduated from Harvard with Honors in Social Studies.	FreeWill	VP Partnerships
Jane Bridwell, CFRE	Jane Bridwell, CFRE serves as the Vice President for Advancement of New Leash on Life USA, where she combines her professional expertise in development with her commitment to fresh starts for all. Her passion for facilitating philanthropy began as a student leading fundraising events for pediatric cancer patients and has developed through two decades of professional and volunteer experience. Her background with social services organizations and higher education institutions includes the American Red Cross and the University of Pennsylvania, serving in a variety of development and management roles and working with individual, corporate, foundation, and agency donors. She previously served on the board of the AFP Greater Philadelphia Chapter and chaired the Leading Philanthropy Conference. She completed a bachelor's degree in business management from the Pennsylvania State University.	New Leash on Life USA	VP of Advancement
Javon Robinson, MPA	Javon Robinson is a nonprofit fundraising professional with ten years of experience advancing mission-driven organizations. She currently serves as Senior Manager of Individual Giving at City Year Philadelphia, where she manages mid-level donor engagement and fundraising initiatives that support students' academic success across Philadelphia and Norristown. Throughout her career, Javon has helped organizations strengthen their philanthropic efforts and cultivate meaningful relationships with donors, volunteers, and community supporters. As a first-generation college graduate, she is passionate about paying it forward and expanding opportunities for marginalized communities to thrive. She is a proud AmeriCorps alumna of NYC Service's Civic Corps program, where she worked to increase volunteer capacity across New York City's five boroughs. In addition to her professional role, Javon serves as Co-Chair of AFP-GPC's IDEA Committee and is a member of the Emerging Leaders Committee. She earned a B.S. in Criminal Justice with a minor in Sociology from Pace University and a Master of Public Administration from New York University. Outside of work, she enjoys spending time with her family, making memories with her baby daughter, Maya, and listening to her favorite podcasts.	City Year Philadelphia	Senior Manager of Individual Giving

Jax Gitzes	Jax Gitzes is a nonprofit fundraising professional with more than a decade of experience in development, with over half of that time focused on grants management and strategy. She currently serves as Senior Manager of Grants & Foundations at Big Brothers Big Sisters Independence, where she manages a portfolio of foundation, corporate, and government funding that supports youth mentoring programs across the Greater Philadelphia and Southern New Jersey region. Jax has worked with nonprofit organizations in both New York City and Philadelphia, bringing a broad perspective to fundraising across different communities and funding landscapes. She holds a Master's degree in International Relations and Diplomacy from Seton Hall University. Outside of work, Jax is an avid gamer who enjoys tabletop role-playing games and storytelling. She lives in Elkins Park with her husband and their dog, Evee.	Big Brothers Big Sisters Independence	Senior Manager, Grants & Foundations
Jeffery James	Jeffery James is the founder of Spire2, a marketing and communications firm that helps nonprofits grow their impact through innovative, donor-focused strategies. With over 35 years of experience in branding, direct mail fundraising and integrated campaigns, he has helped organizations engage donors more meaningfully and raise millions for nonprofit work. Jeffery is known for making complex marketing tools accessible for any size team. He is passionate about equipping nonprofit leaders with practical strategies that inspire generosity and advance their mission.	Spire2 Communication s, Inc	Principal
Jesse Park	Jesse Park is a marketer and strategist who cares about helping move organizations forward. Jesse has the pleasure of working with several leading nonprofits each year. helping advance their fundraising efforts and achieve success in areas like battling chronic disease and promoting youth and social services.	amplifi	President
Julia Barr	Julia Barr, Vice President, joined CCS in 2022 with more than ten years of fundraising experience in the healthcare and higher education sectors. Julia brings expertise in strategic planning, annual giving, executive strategy, and alumni, physician, and employee engagement. Julia has partnered with clients ranging from network nonprofits to independent schools, leading key initiatives in major gift strategy development, frontline fundraising trainings, organization growth forecasting, and planning studies. Most recently, Julia partnered with Villanova University to launch the institution's first \$1.25 billion+ campaign, and UPMC Children's Hospital Foundation to design and execute the first comprehensive campaign in the Foundation's history, securing a record-breaking number of seven-figure gifts and building a sustainable strategic plan for fundraising success beyond the campaign. Before joining CCS, Julia served as the Director of Employee Giving at Thomas Jefferson University and Jefferson Health (Jefferson), developing a comprehensive fundraising program for more than 40,000 physicians, faculty, and staff across 14 hospitals and two university campuses within the Philadelphia and southern New Jersey region. Julia previously worked at Haverford College, where she built a unique hybrid program to increase engagement and funds raised from recent graduates. She has also served in various volunteer roles for Planned Parenthood Southeastern Pennsylvania and Planned Parenthood Pennsylvania Advocates for more than 15 years. Julia graduated from University of Pittsburgh with a B.A. in Sociology and Certificate in Latin American Studies. She resides in the Philadelphia suburbs with her husband and three daughters.	CCS Fundraising	Vice President
Katherine Sprissler-Klein	Katherine Sprissler-Klein brings more than 15 years of fundraising experience at both large national organizations and regional institutions. Her areas of expertise include major gifts, corporate partnerships, cause marketing, special events and volunteer engagement. She believes in philanthropy as a true partnership of aligned values, mutual respect and personal yet purposeful fulfillment. Sprissler-Klein joins Windmill Hill Consulting after working in the arts and culture sector, where she held major gifts and annual funding roles for the Philadelphia Museum of Art and the Museum of the American Revolution. Previously, Sprissler-Klein served as the Deputy Director of Community Engagement for Philabundance, the regional Feeding America affiliate, where she led high-profile cause marketing campaigns, corporate partnerships and community fundraising.	Windmill Hill Consulting	Senior Consultant

Kelly Grattan, PhD, MBA, CAP®, CFRE	As Executive Vice President at Schultz & Williams, Kelly Grattan brings more than 25 years of experience leading advancement strategy and driving organizational growth across the nonprofit sector. At S&W, she leads the Fundraising & Strategy Services practice. A trusted advisor to nonprofits across the country, she partners with senior leadership to strengthen philanthropic capacity, build high-performing development teams, and deliver transformational fundraising results. A campaign strategist at heart, Kelly's work at S&W primarily focuses on preparing organizations for - and supporting them through - significant campaign initiatives. Kelly currently serves as Board Chair & Immediate Past President of the Association of Fundraising Professionals - Greater Philadelphia Chapter and has been a Certified Fundraising Executive (CFRE) since 2016 and a Chartered Advisor in Philanthropy® (CAP®) since 2022. She also holds a certificate in nonprofit management from La Salle University and a Blackbaud certification in Raisers Edge. Over the course of her career, Kelly has led complex development operations and advanced strategic initiatives at leading institutions, including the Kimmel Center for the Performing Arts, Susquehanna University, and Cabrini University, where she shaped fundraising strategy and built sustainable growth. Prior to joining S&W she served as Chief Development Officer at the Gesu School, where she led a high-performing team through significant growth in annual giving and the successful completion of an endowment campaign. She also served as an on-staff consultant with the national office of Big Brothers Big Sisters of America, supporting more than 400 agencies nationwide. In addition to her client work at S&W, Kelly is a sought-after educator and thought leader. She has taught master's-level courses in philanthropy at Central Michigan University and served as lead faculty and subject matter expert for leadership at Northcentral University, where she developed graduate curricula in business, organizational leadership, public administration, and nonprofit management. Throughout her career, Kelly has built and led high-performing teams, shaped organizational vision, and championed a culture of strategic, mission-driven philanthropy that empowers nonprofits to achieve	Schultz & Williams	Executive Vice President
Kwinn Tucker	Kwinn Tucker is a trusted Executive Strategist and Adviser to Small Business and Nonprofit Leaders and is the Owner of Consulting by Kwinn, LLC (CBK). As a former nonprofit Executive Director, Kwinn brings over two decades of experience in mission-driven leadership, fundraising, guiding organizations through growth, change, and strategic transformation. She specializes in Strategic Planning, Fundraising, Leadership Development, Event Planning, Project Management, Communications & Marketing, and Volunteer Engagement. Outside of work, Kwinn is married with two children, enjoys baking, running, reading, and hosting friends and family in her home.	Consulting by Kwinn, LLC	Owner
Leslie Bluestone, CFRE, CFRM	Leslie Bluestone, CFRE, CFRM is the founder and principal of Bluestone Fundraising Advisors, where she helps nonprofits strengthen and grow their fundraising programs. She most recently served as Associate Vice President of Development at Community College of Philadelphia, overseeing major gifts, planned giving and corporate and foundation relations, in addition to leading fundraising for the Foundation's annual gala. With more than 25 years of experience in higher education, healthcare, and the performing arts across the Greater Philadelphia region, she brings expertise in event fundraising, major gifts, board and volunteer engagement, campaign strategy, and planned giving. Leslie is a Certified Fundraising Executive (CFRE), holds a Certificate in Fundraising Management (CFRM) from Indiana University's Lilly Family School of Philanthropy, and is a BoardSource Certified Nonprofit Board Consultant. She holds a bachelor's degree from Barnard College and a master's degree from the University of Michigan.	Bluestone Fundraising Advisors	Principal
Lisa Franco	In her role, she is responsible for the development and execution of fundraising, marketing/advertising, and communication initiatives. Lisa plays a key role in our leadership with short and long-range strategic development plans. Lisa joined Cedar Run in the spring of 2022 as Development Coordinator and was promoted to Director of Development in 2024, reflecting her impact and leadership within the organization. She holds a Bachelor's degree in Marketing from The Art Institute of Philadelphia and a Certificate in Fundraising from La Salle University. Her professional background includes event planning, graphic design, and consulting for businesses in management, social media, and web design. Lisa is deeply engaged in the nonprofit and conservation community. She serves on the Board of Directors for AFP Southern New Jersey as Vice President of Membership & Mentorship and Young Professionals Chair, and is a Communications Committee member for EarthShare New Jersey. She also serves on the Events Committee for Catskill Animal Sanctuary. In recognition of her leadership and contributions to the fundraising profession, Lisa was honored with the 2024 AFP Outstanding Emerging Professional Award. As longtime advocate for animals and the environment, Lisa has volunteered with animal organizations since 2008 and has a lifelong passion for combating animal cruelty and preserving the natural environments we all share. Outside of work, she enjoys hiking, cooking, and reading, staying actively involved in her local community through her town's Green Team and contributing to the town paper. She also loves spending time with her dogs, cats, and bearded dragon.	Woodford Cedar Run Wildlife Refuge	Director of Development

Liz Marafino Fiola, MA, MS, CFRE	Liz Marafino Fiola, CFRE, serves as Senior Major Gift Officer at Villanova University's Charles Widger School of Law, where she partners with donors to create deep and transformational impact for the school and it's students. With a career grounded in relationship-centered philanthropy, Liz brings both strategic depth and a genuine passion for connecting donors to the things they care most about. In addition to her work at Villanova, Liz serves as President of the AFP Greater Philadelphia Chapter, where she is committed to advancing the professional development, ethical practice, and collective voice of fundraisers across the region. Liz is honored to guide today's keynote conversation, bringing together perspectives that sit at the heart of our field's most pressing opportunities.	Villanova University Charles Widger School of Law	Senior Major Gift Officer
Liz Trout	Liz has dedicated her 20-year fundraising career to missions that she is personally connected to, such as literacy, youth development, and spinal cord injury research. Liz has been with the Reeve Foundation since 2023. She manages direct mail and online fundraising for the Foundation's annual giving program. Her priorities include monthly giving, clean data, and strong stewardship. Prior to Reeve, Liz worked at Jumpstart for 9 years, as well as the GO Project, the Educational Alliance, and the Kardon Institute for Arts Therapy. She holds a bachelor's degree in English/Professional Writing, with a minor in Public Relations, from Kutztown University of Pennsylvania and is a <u>Certified Fund Raising Executive (CFRE)</u> .	Christopher & Dana Reeve Foundation	Director of Annual Giving
Louisa Kopp	Louisa serves as Director of Alumni and Donor Engagement at Community College of Philadelphia, bringing more than 20 years of experience in higher education advancement. Beginning at CCP as Manager of Donor Relations in 2019, she now currently oversees donor relations, alumni engagement, annual giving, and advancement communications and events. Prior to her work at the College, Louisa held roles in alumni relations and development at Thomas Jefferson University, Drexel University, and Philadelphia University, where she managed alumni events, volunteer programs, and communications. Louisa began her career in student affairs after earning her bachelor's degree in business from Drexel University.	Community College of Philadelphia	Director of Alumni and Donor Engagement
Madeline Jack	Madeline Jack is the Chief Client & Operations Officer at Blink Agency, a strategy-first, AI-powered marketing and creative firm specializing in healthcare, nonprofit, and service-based organizations. She leads the development of Blink's growth strategies, helping organizations translate their mission into scalable, measurable audience acquisition. Her work combines data-driven insights, AI-powered targeting, and brand clarity to help organizations break through the noise and reach high-intent audiences at the exact moment they are ready to engage. Madeline has helped organizations drive measurable growth-from increasing patient acquisition for healthcare providers to scaling nonprofit awareness and fundraising efforts-by aligning strategy, technology, and storytelling. She is passionate about helping mission-driven organizations navigate the evolving digital landscape with confidence and clarity. Madeline is committed to community service and actively seeks ways to make a positive impact. She currently serves as a Board Member and Events Chair of Women in Development New Jersey. In her free time, she enjoys DIY house projects, volunteering, and spending time with her husband and their Collie rescue.	Blink Agency	Chief Client & Operating Officer
Maia McGill	Maia is a seasoned industry leader with more than 20 years of experience in the higher education and philanthropic sectors. She is considered a notable authority in inclusive philanthropy and co-founded the former Office of Inclusive Philanthropy at the Florida International University (FIU) Foundation in 2021, which was the first of its kind in the nation. The FIU Foundation Office of Inclusive Philanthropy (FOIP) brought together development professionals with community and industry partners from diverse backgrounds to inform, implement, and evaluate philanthropic strategy and programming that promoted systemic change. FOIP's target initiatives included scholarships and wrap-around support services for students, increased faculty diversity, strong and inclusive advisory board governance, social equity research, cultural competence trainings, and improved health and education outcomes. Within FOIP, Maia cultivated a fundraising team composed of individuals with diverse cultural, racial, and religious backgrounds, gender identities, and sexual orientations - a representation integral to the Office's work and to understanding the needs of the university's diverse student body. By June 2023, more than \$50 million had been raised to advance diversity, equity, and inclusion initiatives university-wide. Maia served as the Senior Executive Director for Foundation Relations at the FIU Foundation, where she raised more than \$70 million during her six-year tenure. In her role, she cultivated collaborative efforts across the enterprise and led the integration of inclusive philanthropy, strategic planning, fundraising, and community partnerships.	Maia McGill Consulting, LLC and Inclusive Philanthropy Institute	Chief Executive Officer/Founder

Marian Marchese	Marian V. Marchese is the Founder & CEO of New Leash on Life USA. She has a diverse background in both the for-profit and non-profit worlds. In 1983, Marian founded and was president of The Marchese Group, which became a multi-million dollar advertising agency with nationally recognized clients including Kraft Frozen Foods, Campbell Soup, Sara Lee, CIGNA and Bell Atlantic. She transitioned her firm in 1996 into VIRTU Interactive, which she sold in 2003. Clients included Exelon, Sunoco and Deloitte. In 2004, she co-founded the wireless media/marketing firm VIRTUMOBILE. Clients included Campbell Soup and American Express. Additionally, her experience includes heading strategic alliances for Scholarship America, the nation's largest non-profit, private scholarship organization. Marian is very active in the Philadelphia area community. She co-founded the United Way of Southeastern Pennsylvania's Women's Committee. She served three years on the PNC Women's Financial Advisory Board. She is a past president of the Forum of Executive Women as well as the Philadelphia Business Executives. She is a past director of the U.S. Women's Chamber of Commerce, United Way of Southeastern Pennsylvania, the Boy Scouts of Philadelphia Cradle of Liberty Council and the Civil War Museum of Philadelphia. Honors include Who's Who in Technology, the Commonwealth of Pennsylvania's, Honor Roll of Women and the Kennel Club of Philadelphia's Best Friend Award.	New Leash on Life USA	Founder & CEO
Mary Petersen	Mary Petersen is a major gifts fundraiser, coach, and author with more than 25 years of frontline experience closing transformational gifts - including a landmark nine-figure gift. She is the founder of Hey Fundraiser, a coaching brand that helps nonprofit Executive Directors and fundraisers build sustainable major gift programs without the burnout. Mary is the author of What to Say: 12 Major Gift Asks to Get a YES and Small Table Big Philanthropy, and hosts the Hey Fundraiser podcast. Through her Major Gift Momentum membership, she works weekly with fundraisers across the country who are ready to go deeper with donors and raise more money than they thought possible.	Hey Fundraiser!	President
Matthew Reynolds, CNP	Matthew Reynolds is the Director of Impact Storytelling at Rustic Roots, a social impact storytelling agency that has partnered with more than 120 nonprofits across the country over the past decade. He helps mission-driven organizations use video storytelling to deepen connection with supporters, strengthen donor engagement, and communicate impact in ways that inspire generosity. Matthew is actively involved in the nonprofit sector and serves as a board member for the Association of Fundraising Professionals Fairfield County Chapter. Through his work, he collaborates with development and communications teams to use storytelling as a strategic tool for fundraising, donor stewardship, and mission-driven communications.	Rustic Roots	Director of Impact Storytelling
Mike Stefanski	Mike Stefanski (he/him) is President at Aperio Philanthropy, leading Aperio's business operations and partnerships with nonprofit organizations. He specializes in developing and implementing fundraising strategies, donor engagement, and corporate partnerships. Prior to joining Aperio, Mike was Director of Fundraising Programs and Operations at the national headquarters of the American Red Cross. He also held fundraising positions at America's Promise Alliance and Conservation International. Mike earned an MBA from the McDonough School of Business at Georgetown University and an MA in Environmental Policy and BA in International Studies from American University. He lives outside of Philadelphia with his wife and two children.	Aperio Philanthropy	President
Patrick Schmitt	Patrick is the co-founder of FreeWill, a social venture which has helped organizations to generate more \$14 Billion in planned gift commitments, stock gifts, crypto donations, donor advised fund grants, and qualified charitable distributions. Patrick and his co-founder Jenny have been named two of the Top 50 Philanthropists in the World by Town & Country. From 2009-2010, Patrick ran email fundraising for President Obama, where his team invented many of the existing best practices in digital fundraising. He served as Head of Innovation at Change.org, helping to grow that organization to 200 million members worldwide in just three years. Patrick received his Bachelor of Science in Foreign Service from Georgetown University and MBA from Stanford University. Patrick is recognized as the leading thought leader in the nonprofit fundraising industry, and his weekly webinars draw an average of 1,500 industry professionals including.	FreeWill	Co-CEO
Rachael Barrett	Rachael Barrett brings more than 20 years of experience in the nonprofit sector, partnering with domestic and international organizations to strengthen their fundraising efforts and drive sustainable revenue growth. A strategist with deep expertise across diverse issue areas, including the arts, human services, youth services, public health, community and workforce development, legal services, and advocacy. Rachael specializes in developing and executing strategies to increase revenues from institutional donors, including foundations, corporations, and government funders. She complements this core expertise with skills in prospect research, proposal writing, case statement development, business planning, event (galas) and conference management. She has served as an interim director of development at several nonprofits and supported the recruitment, hiring, and onboarding of full-time fundraising leadership. Rachael has supported and worked closely with nonprofit boards on strategy, business development, and fundraising. An experienced facilitator and presenter, she brings both strategic vision and hands-on execution to every engagement. Rachael is a member of the Association of Fundraising Professionals, American Association of Grant Professionals, the American Public Health Association, and the American Evaluation Association. Rachael volunteers her time as a board member (Radio Diaries, Global Neuro YCare), advisory committee member (LULAC, Philadelphia), and as a member of the Disaster Action Team with the American Red Cross.	Schultz & Williams	Senior Consultant

Ramon Guzman, Jr.	Ramon Guzman, Jr. is a higher education advancement professional with nearly a decade of experience in major gift fundraising and alumni engagement. He partners with alumni and friends to advance strategic institutional priorities and build sustainable philanthropic pipelines. Ramon's work spans annual giving, major gifts, and donor-centered strategy. He holds a Master of Public Administration from Villanova University, a B.S. in Education and Public Policy from Penn State, and is pursuing CFRE certification.	Villanova University Charles Widger School of Law	Major Gift Officer
Richona McKnight	Richona has a passion for service, community impact, and people-centered growth. Raised in Chichester, she earned her Bachelor's degree in Political Science with a minor in Communication Arts from Cheyney University before obtaining her Juris Doctor from Widener Law. Richona's journey with CityTeam has been an opportunity to support and uplift those that have been overlooked, yet she feels that it has been a gift to her every step of the way. Over the past eight years, she has grown within the organization from administrative assistant to Executive Director-a role she has held for the past 2.5 years. She is an example of the opportunities that become available when you're eager to learn and are privileged to have leaders that pour into you. Outside of her professional life, Richona is deeply rooted in family and community. She and her husband, Robert, are proud parents to two young children, Robert Jr. and Raina Gail, who keep life joyful and active-along with their two mischievous chihuahua mixes. In her free time, Richona enjoys traveling and embracing the outdoors with her family, often spending sunny days on hikes, picnics, or neighborhood walks. Richona is also an active member of The Bridge Church in Marcus Hook, where she volunteers in the children's ministry. Guided by her belief in positivity and kindness, she lives by a favorite quote from Annie: "You're never fully dressed without a smile." It's a philosophy she carries into both her personal and professional life, striving each day to lead with warmth, authenticity, and a commitment to brightening the lives of those around her.	CityTeam-Chester	Executive Director
Samantha Hong	Sam is a fundraiser with 2 years of professional experience. After beginning in healthcare fundraising as a Development Coordinator, she now serves as Associate Director of Development at New Leash on Life USA. Sam is honored to support an organization that fiercely and uniquely addresses shelter overcrowding and recidivism through connection and transformative programming. Sam's "fundraising journey" began as a college student, leading the Phonathon program and assisting the conclusion of a \$128.6 million campaign. With degrees in biology/sociology and organizational leadership, Sam leaned into a career in fundraising to honor her passion for storytelling, relationship-building, and community-driven impact. As a 2025 AFP-GPC IDEA Fellow, Sam found a welcoming community that has shaped her growth through invaluable mentorship, opportunities, and the network that championed her to her current role. She remains deeply grateful for the support and encouragement of AFP-GPC. Outside of work, Sam enjoys serving on Juniata College's Alumni Council, singing with the Bucks County Choral Society, running, and pickleball.	New Leash on Life USA	Associate Director of Development
Sarah Pita	Sarah Pita is currently the Director of Development at the Center for Independence of the Disabled, New York (CIDNY), where she has led a one-person development department since October 2024, raising over \$5 million in grants, appeals, and event revenue using AI tools daily. A lifelong writer with experience across the nonprofit fundraising spectrum - as volunteer, board member, grant writer, development director, and consultant - she began her AI journey in 2012 as a part-time "metaphor analyst" researching and explaining metaphors to train AI. Today, she uses Claude, ChatGPT, Gemini, and Perplexity for fundraising and communications, and speaks regularly on AI adoption for nonprofit professionals.	Center for Independence of the Disabled, New York	Director of Development
Sonia Saleh	Sonia Saleh is the Founder of Uplifting Nonprofits and is on a mission to help nonprofit boards become confident fundraising partners. Known as "The Board Energizer," she equips executive directors, development professionals, and boards with the mindset, knowledge, and practical tools to turn fundraising into a shared responsibility instead of a leadership burden. Her neuroscience-informed approach helps organizations overcome the fears and misconceptions that often prevent board engagement, creating stronger relationships and more sustainable fundraising. A sought-after speaker, trainer, past Rotary District Governor, and experienced nonprofit board leader, Sonia brings both professional expertise and lived experience to every presentation. By the way, also speaks 3 languages and loves potato chips.	Uplifting Nonprofits	Founder & Creator