

JAMI L. MARSH

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Non-profit leader with 25+ years' experience in non-profit management, fundraising, communications and program development

EXPERIENCE

IU HEALTH, Indianapolis, IN

2016 - Present

Vice President, Philanthropy & Partnerships

Executive Director, Philanthropic Strategy

Director, Corporate/Foundation Relations & Grants

- Established the grants arm of IU Health which is responsible for seeking and managing grant funding from local and national institutional funders
- Oversee our west central, south central and east central regional development teams
- Supervise our Rev team, which is responsible for IU Health's signature fundraising event (Rev) which raises over \$1 million annually from 3,000+ guests at the Indianapolis Motor Speedway
- Co-administer IU Health/IU Health Foundation's Community Impact Investment grant fund (CII), which makes \$6-9 million in annual grant awards statewide
- Sit on IUHF's Executive Team, which is responsible for developing the vision for the Foundation and leading the team in the execution of that vision

LEMONADE DAY GREATER INDIANAPOLIS, Indianapolis, IN

2009 – Present

Founding Director

- Created a new 501c3, The Think Forward Foundation, to carry out Lemonade Day
- Launched Lemonade Day in January 2010, in collaboration with local entrepreneur Scott Jones
- Set a national Lemonade Day record for the largest number of kids to participate in a city's first year (30+ cities nationwide participating)
- Raised over \$600,000 through local sponsorships
- Partnered with leaders and institutions within every major sector of the Indianapolis community, including businesses, non-profits, city and state government, schools and individuals (volunteers and donors)
- Established partnerships with local entrepreneurs and supporting organizations such as the Speak Easy, Verge, TechPoint, and the Indy Chamber among others
- Developed and executed annual communications plan
- Set up and maintained social media sites and initiated multi-media campaigns, such as the "I love Lemonade Day Indy" campaign (Indiana Pacers, Indy Eleven, Indy Fuel and IndyCar)
- Developed and executed multiple lead-up events, including the Lemonpalooza event on Monument Circle
- Initiated new program initiatives, such as the Lemonade Day Seed Fund, through which kids obtain start-up capital for their lemonade stand businesses
- Managed and supervised volunteers, interns and project consultants

PACERS FOUNDATION, INC., Indianapolis, IN

2007 – 2009

Executive Director

- Worked with Board of Directors (BOD) to establish the vision for the youth-focused Foundation
- Fleshed out broadly-defined strategic plan by developing a new approach to grant making, setting new funding priorities consistent with the mission and vision, re-vamping grant guidelines and evaluating Foundation's impact

- Led grants and scholarship committees in reviewing grant and scholarship applications and making recommendations to BOD
- Formed and led special task force to strategize and execute distribution of “dissolved” endowment funding to community
- Developed clear, compelling messaging to communicate how Foundation activities fit together and led to the fulfillment of the Foundation’s mission
- Created new collateral and redesigned web site to reflect new vision and activities
- Marketed the Pacers Foundation both inside and outside Conseco Fieldhouse and served as primary spokesperson
- Planned and executed fundraising activities, including an annual golf outing and dinner benefit
- Supervised one FTE staff person, various project consultants and interns
- Integrated the Pacers Foundation into operations of parent company (Pacers Sports & Entertainment) and sat on PS&E’s Vice President’s Team

THE FORTUNE SOCIETY, New York, NY

1995 - 2006

VP, Development & Communications

- Established development and communications functions for 40-year-old, 200 staff, multi-site organization devoted to helping men and women coming home from prison re-enter their communities
- Led our fundraising from \$1 million to \$13 million during my tenure
- Developed the agency’s annual fundraising plan and oversaw all fundraising operations in the areas of government and foundation grant funding, direct mail, special events, capital projects and major gifts
- Oversaw all communications functions, including: development and maintenance of agency web site; production of 27-page quarterly journal on criminal justice issues sent free of charge to prisoners and others nationwide; production of annual report, brochures and other agency collateral
- Led an agency branding project resulting in new mission statement, tag line and messaging
- Led two agency-wide strategic planning initiatives, involving a cross-section of agency stakeholders, and supervised the strategic planning consultants
- Supervised five FTE staff and other project consultants including federal and local lobbyists, public relations consultants, direct mail and special events consultants and project-based grant writers
- Attended monthly BOD meetings and interfaced with BOD regarding all fundraising and communications matters, including staffing the Board’s Fundraising and Nominating Committees
- Reported directly to the CEO and sat on the agency’s Executive Team

MS. MAGAZINE, New York, NY

1994-1995

Intern

- Answered letters from readers; Fact-checked articles; Wrote two side-bar columns

OAKLAWN MENTAL HEALTH CENTER, Elkhart, IN

1993-1994

Residential Counselor, Supervised Group Living Program

- Provided case management services and weekly group discussions and managed crises during evening hours, interfacing with on-call psychiatrists

EDUCATION

Indiana University

B.A. Psychology/Criminal Justice, 1993