

The Successful Fundraising Mindset

Providing Opportunities Rather Than Asking for Money

Agenda



Introduction



The Need for
Critical Funds



The Ask vs. The
Opportunity



Panel
Discussion



Q&A

Meet our Speakers



Meg Bard
Shine Your Light CT



Erica G. Bradley
The Community Foundation for
Greater New Haven



Mary Kay Curtiss,
MSPA, CPA
CLA (CliftonLarsonAllen)



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Are You Mission Driven or Money Driven?





People Give to People

Panel Discussion





Questions & Answers

Meg Bard

Executive Director
Shine Your Light CT
meg@shineyourlightct.org

Erica Bradley

Manager of Community Philanthropy
The Community Foundation for Greater New Haven
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Mary Kay Curtiss, MSPA, CPA

Principal and New England Growth Network Industry
Leader for Nonprofits
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The Alliance
The Voice of Community Nonprofits


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People Give to People

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Panel Discussion



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Questions & Answers

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The Successful Fundraising Mindset | Panelist Bios

Erica G. Bradley

Manager of Community Philanthropy
The COMMUNITY Foundation for Greater New Haven
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Erica G. Bradley is dedicated to the community she has lived in for her entire life and is committed to making it a better place for all. She graduated Magna Cum Laude with a Bachelor of Science degree in Business Management from Albertus Magnus College.

Erica is currently the Manager of Community Philanthropy at the Community Foundation *for* Greater New Haven, where she is responsible for designing, managing, and implementing the strategy to increase diverse donors and prospects within The Foundation's comprehensive and ongoing development program.

She is a proud member of the New Haven Alumnae Chapter of Delta Sigma Theta Sorority, Inc, where she has served as the Philanthropy Committee Chair, is a long-serving Trustee and Treasurer of her beloved church, St. Matthews UFWB Church in New Haven, was the inaugural Board Chair for Urban Community Alliance, is a Board Member of the Delta Foundation of Greater New Haven, was the Nominating Chair for the New Haven Chapter of Jack and Jill of America, and past president of Elm City BNI (Business Network International).

Erica is the author of the children's book *Don't Start Dinner Without Us*, which highlights, in a whimsical way, the importance of a healthy diet filled with colorful fruits and vegetables for young people and is the creator of *How Do You Eat an Elephant?* a Facebook awareness group to uplift women financially.

Erica and her husband, Frankie, also own Crimson World Travel, a luxury travel company specializing in personally curated travel experiences according to their client's desires for destinations worldwide, and are the proud parents of their daughter, Zaria, a senior in high school who will attend college in the fall of 2024.



Mary Kay Curtiss, CPA, MSPA

CLA (CliftonLarsonAllen LLP)

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Profile

Mary Kay provides audit services to a wide range of nonprofit organizations, including private and community foundations, membership- and admission-driven organizations, human service agencies, healthcare providers, and educational institutions. Mary Kay’s experience includes auditing nonprofit organizations subject to the compliance and reporting requirements of both Uniform Guidance and the State Single Audit Act.

Mary Kay is the New England Growth Network Industry Leader for Nonprofit, working with our Connecticut, Massachusetts, Rhode Island, New York and New Jersey offices to build a solid team from recruitment, training and fostering growth. **24 years of experience.**

Technical experience: Audit and accounting, financial statement audits, single audits, tax compliance

Education and professional involvement

- Master of science in professional accounting from University of Hartford, West Hartford, Connecticut
- Bachelor of arts in Spanish from Gettysburg College, Gettysburg, Pennsylvania
- ExcEL Leadership Program from Duke University
- American Institute of Certified Public Accountants
- Connecticut Society of Certified Public Accountants

Civic organizations

- CLA Foundation, Treasurer, Board of Directors; Grants Committee, Board Recruitment Committee
- Connecticut Women’s Council
- Connecticut Council for Philanthropy, Treasurer, Board of Directors; Former Chair, Audit Committee
- Greater Hartford Arts Council, Board of Directors, Finance Committee, Grants Committee, Community Impact Committee
- Read to Grow, Inc., Board of Directors, Chair, Audit Committee
- St. Mary’s Church of Simsbury, *Catechist*
- The Bridge Family Center, Inc., Past Chair, Audit Committee, Planned Giving Committee, Governance Committee, Past President and Treasurer