



Ashley Leasure originally founded OrangeGerbera as a way to extend expertise developed over many years as a senior development officer and executive team leader in arts and social service organizations to a more diverse and in-need collection of non-profit groups. Her experience includes:

- Nearly 20 years of providing strategic direction and practical oversight to a full range of development efforts
- 14 years of relationship building in the Puget Sound area with strong ties to funding and philanthropic communities
- Demonstrated ability to successfully identify, cultivate and secure significant gifts from individual donors, corporate supporters and institutional funders
- A consensus-building professional with ability to assemble, train and lead cross-functional teams

While completing a Bachelor of Science at Texas A&M University, Ashley began her career by assuming responsibility for the oversight and ground-up building of a five-county chapter of the March of Dimes. Since that time, she has maintained a consistent and focused career as a fundraising professional while successfully fulfilling the responsibilities of key staff positions within the following organizations:

- OrangeGerbera, Inc. 2007 – Present
 - Co-Founder
- Seattle Theatre Group (STG) 2004 – 2007
 - Director of Development
- ACT Theatre 1998 – 2004
 - Director of External Affairs & Director of Development
- CENTERS for Children & Families 1995 – 1997
 - Vice President of Fundraising
- March of Dimes 1994 – 1995
 - Division Director

Notable Accomplishments

- Consistent track record of meeting and exceeding budgeted fundraising goals and/or prior year fundraising results
- Key contributor in resolving ACT Theatre's 2003 crisis, insuring continued operation through record acquisition of \$1.5M+
- Established a first-ever fundraising walk to expand March of Dimes fundraising activities in Central Texas Division
- Increased donations from individuals by more 60% in one season to provide broader base of support for ACT Theatre
- Designed and managed a successful annual fund strategy for STG that resulted in a 21% increase in one season
- Implemented the first successful telefunding campaign in STG's history resulting in more than \$200K in twelve weeks
- Played lead role in establishing ACT Theatre's Foundation (supporting organization) and endowment
- Established case statement for STG's business model as related to contributed revenue that has resulted in increased support and funding from individual constituents and key funders
- Secured capital grants to fund notable projects including installation of ACT Theatre's exterior sign, refurbishment of the historic Paramount Theatre's sign and marquee, fund the relocation of ACT Theatre's underground loading dock, and upgrade of key mechanical systems of the Paramount Theatre

Professional Associations

- Northwest Development Officers Association (NDOA), Member
- Association of Fund Raising Professionals (AFP), Board Member and Chair, Sponsorship Committee
- University of Washington's Arts Management Certificate Program, Panel Member