



Ashley Leasure, co-founder of OrangeGerbera

I have been a fundraising professional my entire career. I helped launch OrangeGerbera as a way to extend expertise developed as a senior development officer and executive team leader in arts and social service organizations to a more diverse and in-need collection of organizations.

I am a consensus-building nonprofit professional with the proven ability to assemble, train and motivate cross-functional teams.

I work to forge close working alliances between all business functions and stakeholders in an effort to eliminate silos, foster communication, and achieve greater results for my clients. As a senior-level development officer, I have surpassed expectations in all types of fundraising campaigns and have established a reputation as a well-rounded fundraising generalist capable of successfully leading staff and leadership through complex transitions.

Career Summary

My fundraising career began as division director and the sole staff member for a seven-county division of March of Dimes, which prepared me for a varied and unusual course of managing all sizes and functions of development. After a subsequent term as the vice president of fundraising for CENTERS for Children & Families, a Texas-based family intervention and therapy agency, I moved to the Seattle market and began fundraising in the arts, eager to try my hand at an “easier” form of fundraising...

My time as development director for ACT Theatre and Seattle Theatre Group (STG) remain some of the most challenging and rewarding years of my career. During a particularly significant period in the history of both organizations, I learned the value of having a highly respectful, collaborative and transparent relationship between staff, board and donors.

Nine years later and oh-so-much wiser about the relative “ease” of arts fundraising, I wanted to apply my skills and expertise across sectors of the industry in a way that best reflected my personal and professional values. Along the way, and through my work as a board member of the Association of Fundraising Professionals (AFP), I have developed relationships with some of the kindest, hardest working and most passionate people I have ever known.

Personal

I am a graduate of Texas A&M University with a Bachelor of Science degree in community health with an emphasis in management and marketing. I live in Seattle with my husband and business partner, and enjoy spending time with family, travelling and outdoor activities such as running, sailing and skiing.

Detailed work history and endorsements available at <http://www.linkedin.com/in/ashleyleasure> and upon request.

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Helping grow better nonprofits.™



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