

ANNE BERGERON

Providence, RI & Brooklyn Heights, NY
917-446-7765 mobile • info@bergeronconsult.com

NONPROFIT RESOURCE DEVELOPMENT SPECIALIST

25 years of experience solving complex organizational challenges in the nonprofit cultural sector; expert strategic, people and communication skills connecting funders and philanthropists with innovative organizations; superior ability to lead and motivate institutions in securing operating, program and capital support; business- and process-oriented, known for creating intelligent systems that are efficient, cost-effective and self-sustaining

Areas of Expertise

- Operational Planning
- Board, Donor & Client Relations
- Capital & Major Gift Campaigns
- Annual & Project Fundraising
- Corporate, Foundation & Government Relations
- Organizational Analysis & Assessment
- Budget Planning & Management
- Project & Systems Management
- Staff Management, Mentoring & Team Building
- Writing & Communications

EXPERIENCE

Anne Bergeron & Co. Consulting LLC, New York, NY; Providence, RI; and St. Louis, MO

Principal 1993-2000; 2006-Present

- Lead resource development consulting firm to provide fundraising, operational planning and organizational development counsel to cultural nonprofits (arts, design, education and historic preservation). Engagements include organizational and development program assessments; governance and board building; customized fundraising and operating plans; feasibility studies and capital campaigns; fundraising and development systems implementation; external affairs staff recruitment and staff training, among others. Organize and lead teams among seven collaborators to serve client needs.
- Write and publish "The Art of Fundraising" e-newsletter (www.bergeronconsult.com/archives.aspx) to share thoughtful practice with the field.
- Co-research and -write book on optimizing museum performance, called "Magnetic MuseumsSM" (www.magneticmuseums.com).

Solomon R. Guggenheim Museum, New York, NY

Director of Institutional and Capital Development

2000-2001; 2003-2006

Capital Campaign Manager

- Served as key member of three-person team to conceptualize, design and initiate \$978M capital campaign for proposed new museum and expanded operating endowment; outlined project schedule and budget; co-wrote campaign plan; co-raised \$20M for planning prior to project's cancellation.
- Completed \$10M campaign for new arts education facility; provided stewardship to founding patron, secured multi-million dollar leadership gift and transitioned donor to trustee; coordinated 30-member inter-departmental team to facilitate the center's completion; organized gala opening for 500 guests.
- Recruited back to Museum to develop \$100M+ building restoration and endowment campaign. Formulated fundraising plan and major/planned gift strategy; worked with executive staff and trustees to develop case and quiet phase of campaign.
- Secured \$7M from City of New York for \$27M architectural restoration project (the first city appropriations ever received by Museum). Worked closely with facilities, project design and management teams to coordinate contract compliance with design/construction schedule.
- Identified new funder, collaborated with curatorial team to cultivate program partnership and realized \$1.25M commitment from US foundation for international traveling exhibition.
- In 2004, raised \$1.5M in program and operating funds from institutional funders; in 2005, raised \$2.7M (74% increase), plus commitments of \$1.4M for 2006-07. Served as liaison to Education and Development board committees, assisting trustees in advocacy and fundraising efforts. Managed \$400K department budget and two staff.
- Served as legislative affairs representative and advocated on Museum's behalf with city, state, federal and foreign officials. Secured/managed \$11M from government funders, including \$1M grant from US Department of Education and \$1M grant from New York State for capital projects.
- Enhanced stewardship program to engage and acknowledge funders; conceived and initiated director's annual appreciation breakfast.
- Secured landmark designation for Frank Lloyd Wright building on state and national historic registers.

American Federation of Arts, New York, NY

Deputy Director for External Affairs (strategic planning, fundraising, public relations, marketing) 2001-2003

- Recruited to new position to create and lead external affairs program by consolidating three departments: development and membership, museum services, and communications; hired and managed nine-person staff and \$750K department budget.
- Created AFA's first long-range development plan and first major gifts campaign to meet budget in challenging period after 9-11; directed all fundraising and membership activities to expand unearned revenue allocation of \$6M operating budget.
- In one year, increased general operating support from foundations and corporations by 190%.
- Refined the membership program and introduced branded, education-oriented programs and benefits (that are still in use today) to attract diverse audiences and generate increased income.
- Oversaw creation and execution of public relations and marketing plan to raise organization's profile, rebrand graphic identify, retool press and marketing materials, and rebuild website. Resulted in heightened awareness among media, funders and other constituents.

Missouri Arts Council, St. Louis, MO

Assistant Director for Administration 1998-1999

- Hired for one-year appointment to develop \$200M Missouri Cultural Trust Fund and stabilize statewide cultural activity; managed 12-member executive team to design and execute challenge grant program; leveraged \$14M in private investment in seven months.
- Organized and conducted constituent survey and focus groups; utilized results to create new grants program in organizational development designed to build institutional capacity.
- Represented the agency as lobbyist and public spokesperson; testified at legislative budget hearings.
- Managed \$6M operating budget; supervised seven staff.

YMCA of the USA, New York, NY

Associate Executive Director, The National Writer's Voice Project 1991-1993

Director of Planning and Development, The Writer's Voice of the West Side YMCA

- Promoted to associate executive director within 10 months of hire, responsible for administrative and financial management of \$5M program.
- Restructured and administered grants program underwriting five satellite literary centers; developed evaluation methodology to assess national and local operations.
- Secured \$325K grant for writers-in-residence program and maximum \$75K National Endowment for the Arts advancement grant for institutional expansion.
- Revitalized membership campaign, instituted annual fund campaign and computerized donor records; raised level of contributed income by 54% in one year.
- Created and maintained internal accounting and grant management system in compliance with YMCA financial recordkeeping.

Artists Space, New York, NY

Director of Development 1989-1991

- Directed all fundraising efforts and raised 70% of \$750K budget; supervised 30 volunteers and produced two galas that netted over \$200K.
- Administered earned income program, including commissioning and sales of limited edition artworks, plus gallery rentals.

The St. Ann Center for Restoration and the Arts, Inc., Brooklyn, NY

Director of Development 1987-1989

- Reshaped and conducted development effort for \$16M restoration project and \$600K arts program; increased level of contributed income by 71% in two years.
- Developed and funded in-house building restoration program with advisory team of architects, conservators, historians and trustees; rejuvenated dormant restoration campaign and raised over \$800K.

Prior Employment, Southeastern CT

1981-1986

- Supported artistic and development directors of national touring theater company. Managed local art gallery and frame shop. Served as studio assistant to American abstract painter Harry Holtzman.

APPOINTMENTS / TEACHING / PRESENTATIONS

Visiting Practitioner, Georgetown University Center for Public and Nonprofit Management, conducting research with collaborator Beth Tuttle on qualities and traits that lead to superior museum performance, Washington, DC, 2010-12

Philanthropy and Fundraising Instructor

- **Bank Street College of Education, Museum Education Leadership Graduate Program**, New York, NY, 2008-Present
- **Rhode Island School of Design, Arts + Design Education Graduate Program**, Providence, RI, 2010
- **Solomon R. Guggenheim Museum, Graduate Internship Program**, New York, NY, 2003-2006

Co-Presenter, American Association of Museums, Annual Meeting, "Inside the Magnetic MuseumSM: Leadership Perspectives on Building Core, Brand and Social Magnetism," Houston, TX, 2011

Co-Presenter, American Association of Museums, Annual Meeting, "Secrets of the Magnetic MuseumSM: Leveraging Brand and Social Capital to Build Audiences and Financial Strength," Los Angeles, CA, 2010

Panelist, Arts Stimulus Grants Program, Rhode Island State Council on the Arts, Providence, RI, 2009

Co-Presenter, Mid-Atlantic Association of Museums, Building Museums Conference, "Planning for Sustainability," Washington, DC, 2009

EDUCATION

Executive Certificate, Nonprofit Management, Georgetown University, Washington, DC, 2008

Graduate Coursework, Construction Project Management, New York University, New York, NY, 2003-04

Graduate Coursework, RESTORE (historic preservation), **Columbia University**, New York, NY, 1988

Bachelor of Arts, English, **Trinity College**, Hartford, CT, 1982

- **Four-Year Academic Scholarship, Mathematics**

AWARDS / AFFILIATIONS

Preserve Missouri Award, Missouri Alliance for Historic Preservation, Columbia, MO, 2005; recognized by state preservation society for restoring architecturally significant mid-century modern home in St. Louis designed by Harris Armstrong

Member, ArtTable, National, 2005-Present; **Member, Board of Directors**, 2010-Present

Secretary, Board of Directors, Naumburg Orchestral Concerts, Inc., New York, NY, 1995-2010

Member, American Association of Museums, National, 2009-Present

Member, Art Museum Development Association, National, 2004-2007

Member, Association of Fundraising Professionals, National, 2004-Present

Member, The Museum Group, National, 2009-Present