

LEONA YEZ



PLANNING WRITING EDITING
SPECIALIZING IN NOT-FOR-PROFIT COMMUNICATIONS

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- ANNUAL REPORTS • BROCHURES • NEWSLETTERS • CASE STATEMENTS •
- GRANT PROPOSALS • REPORTS • WEB COPY • MULTIMEDIA PRESENTATIONS •
- PLANNED GIVING MATERIALS • FEASIBILITY STUDY REPORTS •

UNDERSTANDING WHAT DRIVES THE SECTOR AND HOW TO MOTIVATE SUPPORT:

- An excellent understanding of organizational strategic communications and fund development
- Excellent planning and communications skills
- Efficient time management
- Able to build effective relationships and partnerships within the community
- Appreciates the value of other people's time, particularly volunteers

EXPERIENCE:

15 years experience in Fund Development and Communications

Consulting clients include:

- Alberta Emerald Foundation
- Dree Thomson-Diamond, CFRE, Development Consultant
- Wylie Stafford, Development Consultant
- Terra Association
- Centre for Family Literacy

Work Experience:

- Edmonton Community Foundation, Director of Communication
- Boys' & Girls' Clubs of Edmonton, Associate Executive Director, Fund Development & Communications
- Glenrose Foundation, Development Officer

EDUCATION

Certified Fund Raising Executive (CFRE)
Advertising and Public Relations Diploma, Grant MacEwan College