

**Valorie Ashley**  
DETAILED RÉSUMÉ  
PROFESSIONAL EXPERIENCE

6/2014 - 6/2016 **San Diego State University** - Calexico Campus, CA

*Director of Development*

■ All aspects of development / fundraising - major donors, special events, website, supervised an assistant, reported to my Dean as well as the Director of Development on the Main Campus - San Diego.

12/2011 – 7/2013 **Children’s Lifeline International** - San Diego, CA

*Director of Development*

Non-profit organization - mission, to send volunteer medical teams from top US Teaching Hospitals, around the United States, to underdeveloped countries worldwide – primary focus treating children with heart conditions. Created an online web presence.

Managed “A Day at the Races” fundraising event – net \$94,000

Secured, expanded mailing lists – managed Solicitation Mailings, set up Donor Management system Wrote copy for website and newsletters.

9/2009 – 12/2011 **Educator** – Encinitas, CA

*Art Instructor*- Saint John, Elementary School, all mediums - Grades 6, 7, 8

9/2000 – 5/2009 Villa De Valor – Julian, CA

Bed and Breakfast *Owner – Innkeeper - An entrepreneurial start up venture*

■ Managed / Marketed a Bed and Breakfast – Historical, Victorian Home located in the Heart of the Historical District of Julian, California. Three Romantic Suites, Private Entrances and Baths, TV/VCR's, CD Players, Antiques, Parlors and Ambiance. Candlelight gourmet breakfast is served at private intimate tables in the elegant dining parlor. Relax on the gracious front porch, the hammock, and in the secret evergreen garden with an Aromatherapy Sauna or in the gazebo by the fountain pond. Winner of Arrington's Inn Traveler 2003 Book of Lists "Best Art Collection" – Personal artwork adorns the home, "Best Antiques 2004," "Best Honeymoon Anniversary 2005" and "Best Innkeeper 2006." Featured Inn in the fall 2003 issue of Arrington's Inn Traveler and Essence Magazine 2005. Period music and nostalgic movies take you back to times long forgotten. *Not just a stay...an experience!*

- Julian Bed & Breakfast Guild, Member and Past President
- Julian Water District, Board Director and Past Vice President
- Member Julian Chamber
- Member Julian Merchant Association
- Member Julian Women's Club
- Member Julian Triangle Club
- Member Julian Arts Guild

1998 – 2000 California State University San Marcos - San Marcos, CA

*Director of Development College of Business Administration*

- Coordinated the CSUSM 10th Anniversary fundraising efforts, goal \$50,000
- Designed solicitation materials and gift reporting procedures for the 10th Anniversary
- Secured endowment gift of \$20,000, secured three year scholarship gift and a program underwriting gift

- Developed a Board of Advisors, mission statement, expectations/terms of office, committee structure and goals /objectives, worked with Board to develop a capital campaign strategy
- Coordinated board meetings, board participation in dean search process and development efforts
- Secured gifts of \$1,000 and \$2,500 for the President's Circle level donors – 10 new members
- Wrote proposal w/follow up and received grant from California Wellness Foundation
- Editor of a six page college newsletter – informational, stewardship and marketing piece
- Solicited major donors for the University Ball – Eight table sponsors
- Worked closely with the College of Business Administration faculty to insure the college move forward on their AACSB accreditation process
- Coordinated the efforts of an MBA student with the faculty to publish a Faculty Directory
- Worked to establish relationships with business leaders - primarily North County
- Established stewardship strategies and procedures
- Dual reporting to Interim Dean of the College and Director of Development – worked closely with the campus development team on fundraising efforts

1994 - 1998 University of San Diego, School of Law - San Diego, CA  
*Interim Director Of Development – 8/97-5/98*

- Prepared Dean and Professor for major gift solicitation, \$4 million ask, and received
- Assumed major donor contacts and duties
  
- Established committee to endow the C. Hugh Friedman Scholarship, goal \$100,000
  
- Established a Diversity Scholarship Memorial Fund

Director of Law Annual Fund and Alumni Relations – 6/94-5/98

- Coordinated all aspects of a comprehensive annual fund program
  
- Increased alumni annual giving from 10% to 14%
  
- Managed annual budget of \$400,000
  
- Supervised professional / support staff and volunteers
  
- Developed a comprehensive five- year plan with Dean and Alumni Board
  
- Raised funds to establish two endowed scholarships - each over \$25,000
  
- Focused on the identification, cultivation, solicitation and stewardship of alumni donors, corporations, law firms and major donors
  
- Designed and wrote copy for "creative" direct mail solicitation pieces, increasing annual giving
  
- Designed annual stewardship "thank you" gifts and wrote acknowledgement letters
  
- Coordinated and supervised major events and programs i.e., Law Alumni Weekend, Lecture Series and Regional Alumni Receptions across the country

- Staffed and scripted Dean, board members and committees
- Recruited/increased the number of advisory Board of Visitors nearly 50% - 41 to 60
- Developed and implemented new programs - Swearing in Breakfast for Bar Passers, Grad Class Gift events and Finals First Aid Promotion
- Reviewed the objectives of the Law School Development Program with Tele-funding Center staff
- Coordinated and staffed the Alumni Board and the Board of Advisors

1992 - 1994 **University of California - Medical Center - San Diego, CA**  
*Events Coordinator, Community Relations Department*

- Member of the Planning Team to open a new UCSD Medical Facility
- Coordinated all opening events to promote the John M. and Sally B. Thornton Hospital
- Managed one hundred and nineteen events in a targeted five-month period, attendance over 14,000
- Established and maintained a budget of \$250,000 – Solicited corporate sponsorships
- Supervised an assistant and support staff
- Coordinated events to market UCSD Medical Centers, Hillcrest and Thornton

## 1989 - 1992 **Children's Hospital - San Diego, CA**

### Development - Special Events Coordinator

- Planned and executed major fundraising events for the Foundation
- Coordinated countywide community fundraisers worked with leaders of San Diego's business and social community
- Instrumental in ranking #1 in 1990 Children's Miracle Network Telethon (out of 185 hospitals nationwide) raised \$2.5 million. Ranked #2 in 1991 raised - \$2.2 million
- Established the Kids' NewsDay event in San Diego working with The Union Tribune and citywide Auxiliary and Volunteers
- Events raised more than \$600,000 in the fiscal years 1990/1991 Charity Ball, Kiwanis Miracle Mile, etc.
- Managed an operating budget in excess of \$200,000
- Prepared printed materials in support of on-going projects, coordination of print and electronic coverage of events
- Coordinated staff and volunteers for annual Telethon activities in Imperial County

## 1988 - 1989 **San Diego Opera - San Diego, CA**

### *Assistant Director of Development*

- Established the Opera's first business /corporate campaign
- Designed/wrote brochures to elicit business support
- Coordinated/wrote proposals and grant requests to foundations and corporations
- Established a relationship between the City of San Diego – Bi-national Affairs, the Centro Cultural de Tijuana and the Opera for cultural exchange programs

**1987 - 1988 The American Lung Association**

*Ventura County, CA Fund-Raising Specialist*

- Managed corporate and individual solicitation programs with an emphasis on "Special Events"
- Coordinated/executed five major events, raised \$85,000 - a 30% increase over FY 86-87
- Managed 46 volunteers and served as agency liaison with community leaders
- Designed and wrote copy for a variety of printed materials including promotional flyers, event programs and invitations
- Established countywide print and electronic media contacts
- Prepared and administered budgets, income projections and financial records

**1984 - 1987 Care Unit Hospital - Los Angeles, CA**

*Public Relations Specialist*

- Managed media relations, coordinated several television news and special stories, designed layout and format for promotional brochures, established and coordinated monthly seminars to increase referral sources, designed a mailing system, increased mailing list by 80 percent.

**1983 - 1984 Karamu House Theatre - Cleveland, OH**

*Director of Public Relations/Marketing*

- Supervised the Associate Director, responsible for PSA's and press releases, coordinated social events, art gallery, special seminars and opening nights, Increased ticket sales 60 percent by expanding visibility

**1973 - 1983 Educator California & Ohio**

*Teacher, public and private school institutions - Grades K-8*

**Proficient**

Microsoft Office, Internet, Excel, DonorSnap, Mail & Text, Phone Applications and Marketing

Skilled in web design and calendar programs

Managed client base with Constant Contact

Effective verbal and written skills

Artist - excellent in designing solicitations, invitations, brochures and programs

Working knowledge of databases and publishing programs

Capable of multitasking and ability to prioritize projects

Excellent interpersonal skills

Ability to speak effectively to small and large groups – presenter at conferences

Bilingual abilities - Spanish

**PROFESSIONAL MEMBERSHIPS**

Council for Advancement and Support of Education (CASE)\* National Society of **Fund**-raising Executives (NSFRE)\*

Alpha Kappa Alpha Sorority

\* During Development positions



## **AWARDS AND RECOGNITION**

CASE Award of Distinction 1997 - Design of Law Reunion Weekend brochure  
NAACP - Design Of Black Women Of Achievement Medallion  
VILLA DE VALOR, Bed & Breakfast - Winner Of Arrington's Inn Traveler  
2003 Book Of Lists "Best Art Collection," "Best Antiques 2004," "Best  
Honeymoon Anniversary 2005" and "Best Innkeeper 2006." Featured Inn - fall  
2003 Issue Of Arrington's Inn Traveler and Essence Magazine 2005. Featured  
in the LA Times and Orange County Register Newspaper Travel Sections  
KPBS Black Pioneers of Julian

## **EDUCATION**

BA, Cum Laude, 1973, San Diego State University, San Diego, CA  
Major - Social Science, emphasis Multicultural Studies, Minor - Art  
California Teaching Life Credential, Administrative Credential, 1975,  
California State University, Fullerton, CA