

Allison Fiore

PROFILE

Versatile, results-driven fundraising and management professional with 20 years experience and a master's degree in Strategic Communications from Columbia University. Broad strengths in program/project management, marketing, strategic planning, fundraising, stewardship, board management, event coordination, alumni relations, grateful patient and healthcare philanthropy, and staff leadership.

EXPERIENCE

The University of Vermont Foundation

2014-present

Executive Director of Annual Giving, Academic Health Sciences

The academic health sciences development team garners philanthropic support for The Robert Larner, MD College of Medicine at The University of Vermont, the UVM College of Nursing and Health Sciences, and the UVM Medical Center, which includes the UVM Children's Hospital and the UVM Cancer Center.

- As Executive Director of Annual Giving I oversee all direct marketing programs for the academic health sciences, including a robust grateful patient program that utilizes direct mail, email, and telemarketing.
- I manage the community fundraising team, which primarily executes fundraising events within the community and in partnership with the Children's Miracle Network Hospitals to benefit our children's hospital.
- I currently manage a team of three and share an administrative assistant.
- A percentage of my work focuses on visiting with Larner College of Medicine alumni to cultivate, solicit, and steward them.

Key Accomplishments:

- Between the annual funds and the efforts of the community fundraising team, I helped to fundraise just over \$1.8 million in FY21.
- Streamlined the grateful patient program through new vendor partnership and implementation of a new grateful patient database.
- Launched the Philanthropy Advisory Group comprised of medical center employees who help give input and direction to our various campaigns and who serve as philanthropy ambassadors.
- Implemented three new programs at the UVM Medical Center: the Honor a Caregiver program, Healthcare Hero program, and a grant process for distributing annual fund dollars to employee identified and led projects and programs.
- Launched a direct marketing program for the UVM Children's Hospital, building their base of support, in preparation for a children's health campaign and acquired over 400 new donors the first year.
- From FY19 to FY21 the Children's Hospital revenue garnered through direct mail doubled and both the average gift and number of gifts increased year over year.
- Oversaw the launch of a young alumni engagement plan and helped revamp the Larner College of Medicine class agent program.
- Successfully executed the Larner College of Medicine's first Match Challenge in 2015, which grew year over year during the first four years.
- Each year the Larner College of Medicine's alumni participation remains in the top 10 among American medical schools.
- In FY21 new donor acquisition for the UVM Cancer Center was 0.95%.
- From FY18 to FY21 the UVM Cancer Center revenue through direct mail has grown 36%.

Deputy Director, Annual Fund Programs (2008 – 2014)

Expanding upon my duties as Associate Director, I also helped to ensure projects were on time and on budget, I managed the relationships of many internal and external vendors, and I helped to oversee the Student Calling Center, which was managed by RuffaloCody (now Ruffalo Noel Levitz).

Key Accomplishments:

- Successfully implemented recurring giving through direct mail.
- Rolled out new online project management tool that was used in partnership with school clients.
- Collaborated with our Information Services team to create a suite of reports to analyze results.
- Assisted in the successful planning and execution of our first 24-hour online fundraising day - Columbia Giving Day, which raised \$6.8 million from 5,177 donors.

Associate Director, Annual Fund Programs (2006 – 2008)

Supplied leadership and oversight of revenue-generating unit managing direct marketing programs for eight schools and programs, each with their own budget.

- Provided consultation to schools on annual giving and effective utilization of our team and services.
- Managed five staff as they provided unparalleled customer support and executed direct marketing, stewardship, and student calling campaigns.
- Planned and coordinated special events, developed new business, oversaw billing, and managed/negotiated vendor contracts.
- Controlled individual budgets exceeding \$1 million for individual schools clients.

Key Accomplishments:

- Strategically segmented all populations to ensure targeted mailings, emails, and student calling which led to program growth and negotiation of higher budgets, while I simultaneously negotiated 15% lower direct mail vendor costs.
- Helped acquire new clients for the Student Calling Center generating a 30% profit in 2010.
- Planned and organized special events to engage new donors and steward current donors.
- Designed, wrote, and produced stewardship programs and materials for many school clients.
- Hired, trained, mentored, and retained a focused, motivated staff through weekly team meetings, informal meetings, and annual career discussions.

Development Officer, Graduate School of Arts & Sciences (2004 – 2005)

Managed direct marketing, personal solicitations, stewardship events/mailings, and Alumni Board for Graduate School of Arts & Sciences. Administered \$240K budget.

Key Accomplishments:

- Within one year, grew GSAS annual fund 35% (from \$680K to \$840K).
- Developed new branding for all direct marketing mailings, a band that was adopted across the school.

Development Assistant (2002 – 2004)

Financial Assistant (2001-2002)

TECHNOLOGY SUMMARY

BSR Advance, Raiser's Edge, Constant Contact, iModules, MS Office Suite, QuickBooks,

EDUCATION

Columbia University, New York, NY M.S., Strategic Communications

Binghamton University, Binghamton, NY B.A., English Literature

VOLUNTEER WORK

PTO Volunteer, Shelburne Community School (September 2011- present)

Member of the Board of Directors, City Market Coop (January 2015 - present)