

# CAROLYN CALDWELL, GPC, CFRE

614-218-5440

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## PROFESSIONAL EXPERIENCE

A diversified professional with established experience in the areas of:

**GRANT WRITING ... STRATEGIC EVENT SPONSORSHIPS ... WORKSHOPS**

### INDUSTRIES OF INTEREST

- Grant Writing
- Event Planning & Sponsorships
- Teaching, Coaching

### AREAS OF SKILL

- Project Management
- Client/Vendor Relations
- Relationship Building
- Staff Development/Training
- Budget Planning
- Contract Negotiations
- Writing, Research
- Event Logistics

### TECHNICAL EXPERTISE

- Word, PowerPoint, Excel
- Adobe InDesign, Photoshop
- AutoCAD
- Raisers Edge

### EDUCATION

UNIVERSITY OF SOUTH FLORIDA  
**BACHELOR OF ARTS IN THEATRE**  
**BACHELOR OF ARTS IN JOURNALISM**

### MEMBERSHIPS

Grant Professionals Association  
(Chapter Pres 2012;  
Exec Cmte 2011- 2013)  
Association of Fundraising  
Professionals  
(Chapter Pres 2017;  
Board Member 2012-present)

### CERTIFICATIONS

Grant Professional Certified, Grant  
Professionals Certification Institute  
Certified Fundraising Executive,  
CFRE International

### CIVIC/COMMUNITY

Actors' Theatre Columbus  
Board Member 2019-present  
Phoenix Rising Printmaking Cooperative  
Board Member '09-2015  
Volunteer: Juvenile Diabetes Research  
Foundation, American Cancer Society,  
Grant Pros Assn State conference  
Workshops Taught:  
Grant Writing (Red Cross, Americorps)  
Logic Model (ServeOhio)  
Event Sponsorships (IUPUI)

## CAREER HIGHLIGHTS

### GRANT WRITING – Exhaustive researcher and persuasive writer with incisive interview skills and expertise in budgeting and proposal writing.

- New funding sources identified and secured for program, general and restricted operating support from foundations, corporate, federal, state and local government
- Grant Reviewer for Dept. of Education, 2011-present.
- President, Grant Professionals Association, Central Ohio chapter, 2012.
- President, Association of Fundraising Professionals, Central Ohio chapter, 2017.
- GPC designation (Grant Professional Certified) awarded by the Grant Professionals Certification Institute, 2016. CFRE designation (Certified Fundraising Executive) awarded by CFRE International, 2019.

### DEVELOPMENT PLANS AND GRANTS DEPARTMENT AUDITS – Experience with both start-up and established non-profits to create a right-sized plan to steer the course and establish buy-in agency-wide

- Created program for all-volunteer organization to assess and bolster their fundraising efforts, leading them to greater organizational success
- Conducted grants department audit for a \$42 million agency

### WORKSHOPS – Ninety-minute, half-day, full-day workshops in Grant Writing Basics, Grant Readiness, Logic Model, Prospect Research, other topics. Taught to board, staff and/or volunteers, in one-on-one or group sessions.

- Presented at Grant Professionals Association National Conferences 2013, 2018.
- Presented to local Grant Professionals Association chapter 2019
- Experienced teaching Grant Writing Basics and the Logic Model for United Way, Red Cross, I Know I Can, Community Shares, OSU Non-Profit Immersion students, the Ed Council
- Strategic Non-Profits Event Sponsorships for IUPUI Event Management classes

### STRATEGIC SPONSORSHIPS – Experienced in successfully identifying, cultivating, soliciting and stewarding cash, in-kind and media sponsors.

- Strategic cash and in-kind sponsorships lowered event costs, increasing yield
- Tie-ins with opinion leaders grow awareness and attendance
- German Village Oktoberfest Administrator 1989-'91  
**Recent projects:**
  - Created first-ever sponsorship levels for international arts festival
  - Pinpointed cash and in-kind sponsors for international exposure and cross-promotion
  - Utilized media sponsorships tactically to achieve greatest exposure and exponential viral buzz for highest possible event attendance and popularity

## EMPLOYMENT HISTORY

- RAISING AWARENESS, RAISING FUNDS, LLC, COLUMBUS, OH 2010-PRESENT  
**GRANT WRITING CONSULTANCY**
- COLUMBUS MUSEUM OF ART, COLUMBUS, OH 2011-2016  
**GRANT RESEARCHER, PROPOSAL REVIEWER/WRITER/EDITOR**
- LIMITED BRANDS, REYNOLDSBURG, OH 2006 – 2009  
**FIELD COMMUNICATIONS/WORKLOAD PLANNING**
- DETAILS! AND FLORABUNDA DESIGNS INC., COLUMBUS, OH 2000 – 2006  
**EVENT PRODUCER**