

## Gini S. Ohlson

**Summary:** Senior executive with 30 years of experience in the non-profit arena and 25 years of management experience in the Association-Foundation field.

### Areas of Expertise:

- Board Development and Governance
- Communications and Marketing
- Conference, Meeting and Special Event Management
- Granting Program and Award Program Administration and Management
- Research, Community Service and Education Program Development and Administration
- Fundraising: Corporate, Annual Fund, Grant Writing, and Planned Giving
- Volunteer Management
- Association-Foundation Relations

### Professional Experience:

#### **Executive Director**

##### **Massage Therapy Foundation (MTF), Evanston, Illinois, July 2013 to Present**

Direct the overall management, administration, marketing, programming and fundraising for professional non-profit association-foundation. Oversee the management, orientation and fundraising training of Foundation trustees. Supervise the management of 10 volunteer committees. Supervise the coordination of all MTF meetings, workshops, educational programming and events. Manage and promote the MTF's three granting programs: research, community service, case report contest and a peer-reviewed, indexed electronic research journal: *International Journal of Massage Therapy and Body Work*. Oversee the development of new education, fundraising and communications vehicles which have included: awards program, curriculum for teaching massage therapy research, production of e-books, podcasts, blogs, webinars, brochures, website, and direct-mail packages. Have managed the oversight of each of the MTF's five triennial *International Massage Therapy Research Conferences* (IMTRC). Responsible for the oversight of the Foundation's budget and investments. Supervise three full-time and one part-time staff members, as well as, any outside consultants.

#### **Massage Therapy Association (MTA) Foundation Director**

##### **American Massage Therapy Association (AMTA), Evanston, Illinois, June 1998 to June 2013**

#### **Institute of Real Estate Management Foundation Coordinator, Institute of Real Estate Management (IREM), Chicago, Illinois, November 1996 to May 1998**

Responsible for the managing the day-to-day operations of a professional non-profit foundation. Coordinated all of the IREM Foundation's board meetings and special events that included a 5K run and a golf tournament. Developed, wrote and coordinated production of all marketing materials. Managed and promoted the Foundation's research, scholarship, awards and internship programs.

#### **Society of Actuaries Foundation Development Coordinator, Society of Actuaries (SOA), Schaumburg, Illinois December 1994 to November 1996**

Assisted with the overall management of a start-up professional non-profit foundation. Managed the daily operation of the SOA Foundation's three-year fundraising campaign. Developed and administered the Foundation's donor recognition program. Selected and then oversaw the conversion and implementation of new fundraising database. Coordinated all trustee meetings and events. Wrote and edited publications. Assisted with project and grant development. Responsible for the coordination and promotion of the Foundation's granting programs. Supervised one part-time staff person.

**Director of Special Gifts, American Lung Association of Metropolitan Chicago, Chicago, Illinois, June 1993 to December 1994**

Directed the identification, cultivation, and solicitation of individual, corporate, and foundation prospects. Served as the department's chief administrator and as the Association's primary grant writer. Coordinated departmental budgeting, staffing of committees, direct mail campaigns, and the writing of departmental materials. Responsible for the maintenance of donor database. Managed the planned giving and memorial gift programs. Coordinated and managed the Association's donor recognition event and fund raising gala. Supervised on full-time staff person and an intern.

**Associate Director of Special Gifts, American Lung Association of Metropolitan Chicago, February 1992 to May 1993**

Assisted director with the cultivation and solicitation of major gift prospects, budgeting, solicitation letters, donor acknowledgment, and volunteer management. Responsible for the maintenance of the Association's fundraising database and oversaw its conversion to a network system. Coordinated event committee, budgeting, logistics, sponsorship solicitation, and the writing and editing of promotional materials.

**Special Gifts Assistant, American Lung Association of Metropolitan Chicago, April 1990 to January 1992**

**Freelance Editorial Correspondent, The Daily Herald, Arlington Heights, Illinois, April 1990 to January 1992**

**Professional and Civic Activities:**

Board Member & Recording Secretary, Evanston School Children's Clothing Association (ESCCA) – 2016 –2020  
PTA Equity Program Representative, District 65 PEP Council – 2019-Present  
Finance Committee Member – Alliance for Massage Therapy Education (AFMTE) – 2018  
Governance Committee Member – Alliance for Massage Therapy Education (AFMTE) – 2014-2016  
Executive Committee member and room parent – Dr. Bessie Rhodes Magnet School PTA --2013-2017  
Volunteer, Honeycomb Project – 2013- Present  
Board Member & Recording Secretary, Evanston Day Nursery – 2010 to 2012  
Volunteer, Chicago Cares – 1991 to 2007  
Board Member, Women's Board – House of the Good Shepherd – 2003 to 2009  
Primary Project Site Manager, Chicago Cares Serve-a-thon – multiple years  
Team Member --Dakota Sioux Reservation Rehabilitation Project, First Presbyterian Church  
Event Committee Member, Art for Hope Auction – Hope Now, Inc. – multiple years  
Jr. Committee Member Bal Masque, Chicago Opera Theatre  
Group Volunteer Chair – Steering Committee Member, Chicago Cares First Annual Serve-a-thon  
H.O.M.E. Project Coordinator, Chicago Cares  
Literacy Tutor, Jane Adams Hull House  
Dominican Republic Mission Team Member, First Presbyterian Church  
Tour Guide, Arlington Heights Historical Society  
Alumni Ambassador, Iowa State University

**Education:** Iowa State University, Ames, Iowa, Bachelor of Arts

Major: Political Science    Minor: Journalism – Public Relations

**Further Study:** Mini-Certificate in Nonprofit Management – North Park College, Chicago, IL , audited Non-Profit Financial Management North Park University Graduate in Non-Profit Management course

**Presentations:**

March 2008 in Chicago, Association Foundation Group Luncheon Program - *Extreme Makeover: Expanding your donor base beyond traditional markets*

November 2005 in Chicago and Schaumburg, Association Forum – Foundation Group: *Fundraising Resources and Marketing for Association Foundations*

**References and Portfolio Available Upon Request**