

ANNE McCARTEN-GIBBS

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510-207-8827

Proven Skills:

Writing & Editing
Project Management

Message Development
Research & Analysis

Website Development

Selected Consulting Projects:

Wrote alumni fundraising letters for UCSF medical school and its three other health profession schools, 2008-9.

Redesigned web site for Orinda Community Church, 2009.

Developed email newsletter for National LambdaRail, 2009.

Wrote grant proposals for Urgent Action Fund for Women's Human Rights, which raised several hundred thousand dollars, 2008 - 2010.

Revised web site and designed grant seeking strategy for new facility for RES SUCCESS, 2007.

Spearheaded web site redesign and expansion for the Global Fund for Women, 2000-2001.

Wrote inaugural annual report for Urgent Action Fund for Women's Human Rights in 2000, and the following two editions.

Wrote 15 grant proposals for Zaccho Dance Theatre; raising \$175,000+, 2000-2001.

Related Professional Experience:

[Marketing Communications Consultant](#), Northern California, CA, 1992-present

- Practice focuses on creating compelling message and copy with special emphasis on non-profit fundraising, content for websites and e-newsletters.
- Topics range from international issues to public policy to health care.

Co-Owner & Marketing Director, [Hands On Gourmet](#), San Francisco, CA, 2004-2007

- Region's premier culinary events company; ranked fifth among the Fastest Growing Private Companies in the Bay Area in 2008.
- Led marketing efforts from start-up to market leadership, including developing an engaging web presence that generates the bulk of new business and a monthly e-newsletter with over 3,800 current subscribers.
- Won a Make Mine a \$Million Business Award in 2006 and successfully reached the million dollar revenue mark in 2007.
- Remain an active partner.

Co-Founder & Executive Director, Youth Philanthropy Worldwide (now [New Global Citizens](#)) Berkeley, CA, 2000-2003

- Led board and staff in shaping mission, designing programs, and raising funds from individuals and foundations.
- Recruited and managed staff and daily operations.
- Key accomplishments include creation of an online Girl Scout patch activity focused on international women's rights, and a project linking U.S. and African youth as pen pals focused on the HIV/AIDS pandemic.
- Continue to serve as an advisor to the organization.

Communications Officer, Global Fund for Women, Palo Alto, CA, 1997-1999

- Conceived and led major effort to redesign, expand and improve all marketing materials for this international grant-making foundation.
- Wrote, edited and managed production of annual report, brochure, and semi-annual newsletter. Annual report and newsletter won industry awards.
- Wrote fundraising appeals and press materials that helped bring in \$800,000+ per year.
- Developed cost-effective approach to create organization's first foreign-language newsletters and brochures.

Policy Analyst & Principal Writer, EdSource, Palo Alto, CA, 1995-1997

- Researched and wrote impartial, accessible reports on critical policy issues in CA public education for audience of 3,000 administrators, policy-makers and teachers.
- Led successful re-organization and expansion of EdSource's research resources, including library materials and internet tools.

Research Analyst, Mathematica Policy Research, Princeton, NJ, 1992-1993

- Conducted demographic and policy research for Expanded Child Care Options Demonstration.

Special Assistant to the Secretary, Carnegie Endowment for International Peace
Washington, DC, 1984-1985

- Conducted original research using the papers of William Howard Taft, Andrew Carnegie, Elihu Root, and other major figures for book-length study of American foreign policy in the early twentieth century.

Professional Awards & Activities:

Member, Association of Fundraising Professionals

Make Mine a \$Million Business Award, May 2006

Wilmer Shields Rich Awards for Excellence in Communications, 1999

Gold Award: Global Fund for Women 1997-98 Annual Report

Silver Award: Global Fund for Women Newsletter

President's Award of the New Jersey Public Health Association, 1994

Leadership & Community Activities:

Co-Developer, Take Action Project for Middle School Science Classes, 2009-present

Presented at National Science Teachers Association Conference, December 2009

Evaluator, WISE program, Miramonte High School, 2007-present

Governing Council Member, Community Church, 2006-2009

Web Site Coordinator, Orinda Community Church, 2006-present

Board member/Advisory Committee member, New Global Citizens, 2000-present

Education:

M.P.A., Woodrow Wilson School, Princeton University, 1990

B.A., Government & Foreign Affairs, University of Virginia, 1984

Phi Beta Kappa