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foundationinnovation.com

FOUNDATION *Innovation*

inspiring communities to engage in public education

Foundation Innovation, LLC is a full-service consulting firm dedicated to guiding education foundations and school districts to success. Our team of consultants represents decades of combined experience in the nonprofit arena including administration, development, marketing and training specifically for public education foundations. In addition, each consultant draws on their own experiences serving on nonprofit boards. As members of the National School Foundation Association, Association of Fundraising Professionals, Texas School Public Relations Association, Texas Association of Partners in Education, Texas School Board Master Trustee Alumni, local Economic Development Corporations and Chambers of Commerce, our consultants have knowledge of all aspects of nonprofit development, management and fundraising.

Foundation Innovation Consulting Team: The Foundation Innovation team includes a consortium of consultants who are knowledgeable practitioners with specific experience of the development and management of education foundations; a professional graphic designer; project leaders and administrative staff.



Laurie Cromwell CFRE, president, began working in the nonprofit field in 1984. In 1999, Ms. Cromwell was elected as a school board member of a local school district and served as president for three years. During this time, she was appointed president of a dormant education foundation and was an instrumental partner in its revitalization. Ms. Cromwell's experience as a lead administrator in a nonprofit organization, current owner of a for-profit corporation, former school board member and foundation president bring a unique prospective of philanthropic issues. Ms. Cromwell was elected Citizen of the Year in 2002 and served as a founding board member for a local chamber of commerce. In 2008, Ms. Cromwell was appointed by the city council to serve on the Economic Development Corporation and served as president. In 2017, Ms. Cromwell was honored with the first Outstanding Service Award by the Texas Pioneer Foundation.



Chris Ary has over 8 years' experience working with multiple education foundations throughout the Midwest and Texas. Chris has served on the board of the Blue Springs Education Foundation in Blue Springs, Missouri since its inception in 2006 and currently serves on the Executive Committee. Chris has a Bachelor of Science in Economics from the University of Central Missouri. He also sits on the Advisory Board for the A+ Program for the Blue Springs School District. Chris currently serves as the Director of Operations for Major Saver.



Maya Bethany is the former executive director for the Tyler ISD Foundation and former communications specialist for the Lindale ISD. Maya was voted the 2011 Texas Schools Public Relations Association's Rookie of the Year for her work with education foundations and in public relations. A graduate of Texas A&M University, Maya is a former television news reporter and sportscaster. During her journalism career, she worked for WFAA-TV and KESN (ESPN Radio) in Dallas. She is currently serving as the executive director of the 1 in 3 Foundation.



Shawn Callaway started his career in nonprofit management in 1993 and has accrued over 22 years of experience in nonprofit management. From religious and education to business nonprofits, Shawn has served in most roles of nonprofits from Board Member to President/CEO. Shawn currently serves as the first executive director of the Aledo ISD Education Foundation, which has raised over a million dollars in its first two years. Shawn earned a BA in Communications/Mass Communications from Texas Tech University and holds certifications from Southern Methodist University and Princeton University. He is also a licensed Realtor in the state of Texas.



Erica Ekwurzel, CFRE, MPA'ff, is an accomplished philanthropy consultant with a focus on nonprofit and philanthropic strategic planning, communication, and fund development, bringing the unique perspective of the funder in her counsel. Erica is the founder of Advocacy in Motion, a consultancy focused on building and strengthening capacity among grantmakers who seek to use their philanthropic resources as drivers of positive change. She earned a Bachelor of Arts in English and Spanish from Austin College and a Masters in Public Affairs from the LBJ School of Public Affairs at the University of Texas-Austin, with a concentration in Nonprofit Management and Philanthropic Studies.



Krina Lee has founded and volunteered for nonprofit organizations since 1984, while operating her own for profit company. Krina served on the Salem-Keizer School Board and Oregon School Boards Association Board of Directors. Krina is the Salem-Keizer Education Foundation's (SKEF) first executive director. She is a graduate of the Executive Leadership Program for Executive Education from Harvard University. She has also served as a director with the March of Dimes, YMCA and National Schools Foundation Association.



Suzi Pagel, CFRE has a unique blend of nonprofit and educational experience. She served as a classroom teacher for five years in Texas and California, the volunteer coordinator for the City of Woodway, and the Program Coordinator for Keep Knoxville Beautiful prior to becoming director of the Midway ISD Education Foundation in 2002. Suzi serves as the first executive director for this organization that has awarded over a million dollars through Midway ISD classroom grants. Suzi earned a B.S.Ed. at Baylor University and is a CFRE (Certified Fund Raising Executive). She received the Junior League of Waco's Golden Wing Award in 1999 for excellence in volunteerism and was named Professional Fundraiser of the Year by the Centex Chapter of the Association of Fundraising Professionals. She served as President of the Centex Association of Fundraising Professionals, serving the greater Waco and Temple areas.



Dawn Parnell has more than 15 years' experience in nonprofit administration. She served as the Director of the Killeen ISD Education Foundation for seven years and is currently the Executive Director of Communications for Tyler Independent School District in Tyler, Texas. Ms. Parnell has a Master of Science degree from the University of North Texas and has a certification in Organization Management from Colorado College. She has taught as an adjunct communications instructor at various community colleges in Texas and is active in her local Rotary Club and church.



Amy Dunn Smith, CFRE has over 15 years' experience working with nonprofit organizations in San Antonio and South Texas. Prior to joining Foundation Innovation, Amy served as the Executive Director of the Alamo Heights School Foundation. While at the AHSF she helped lead the board through a strategic planning process, created a formal nominating process for the board of directors and restructured the annual giving program. Amy has worked as a fundraiser for arts, education and health and human service organizations, including San Antonio Academy, SAMMinistries, the San Antonio Symphony, Witte Museum, and National Multiple Sclerosis Society, helping to raise over \$10 million dollars in annual, capital and endowment gifts. Amy obtained her Certified Fundraising Executive (CFRE) credentials in 2005.

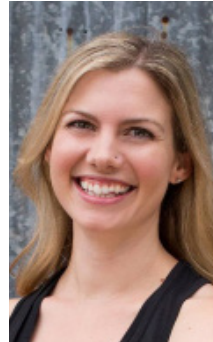
Staff: Our consulting team would not be complete without the dedication, expertise and professionalism of our staff. Collaboration between the staff, lead consultant, and client create a climate for success.



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