

## Biography – Nancy M. Gerald

Before she could pronounce the word philanthropy, it has always been a significant part of Nancy Gerald's life. Her parents taught her the importance of giving early in life when she placed her first donation in the offering plate at church. She recalls Christmas shopping experiences with her aunt who always encouraged her to put money into the Salvation Army buckets. It was not a surprise that she took an interest in working for non-profit organizations. When she attended Bradley University, she completed internships at the American Farm Bureau Federation and University of Illinois Cooperative Extension.

In 1993 she joined the American Red Cross - Fox River Chapter as the Director of Public support. She quickly had the opportunity to do more than "public support." She had the opportunity to be directly involved in disaster response, Service to the Armed Forces, and taught many classes for the organization. Later she was hired by the Greater Chicago Chapter where she developed the chapter's in-kind donations program and was asked to spearhead the 1998 Hurricane Campaign for the state. She worked with Fortune 500 companies and secured many million dollar donations. She continued her commitment to the Red Cross as she served as the State Financial Development Officer and then Director of Development for the Southern Arizona Chapter.

In 2006 Nancy was recruited to be a Gift Planning Officer based in Phoenix, Arizona. Five years later she claims, "It is the best job I've ever had!" She loves listening to the wonderful life stories of donors and helping them make donations that are important to them. Since 2006 she has been responsible for gifts totaling more than \$7.7 million. Her largest and most rewarding gift she has worked on was for \$1.8 million. It was placed in the endowment for the International Disaster Relief Fund.

In addition to her work as a gift planning officer, she loves helping others by sharing her passion for philanthropy. She is frequently asked to mentor new hires within her department. Outside of the Red Cross she served for nearly six years on the board of the Planned Giving Round Table of Arizona and served as president in 2010/11. She is also honored to be part of the Arizona Endowment Building Institute where she helps train and mentor area non-profit agencies to develop endowment programs.

Gerald has a Bachelor's Degree from the Bradley University and a Master's Degree from the University of Phoenix. She lives with her husband, Brent, four dogs, and two cats. In her spare time she travels with her husband, spends time training her dogs, and actively practices Bikram yoga.