

Martha Collins

Resumé

MARTHA COLLINS

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PROFESSIONAL SUMMARY

An experienced, mission-driven nonprofit expert with the ability to build positive relationships with individuals from diverse cultural and economical backgrounds to work collaboratively in order to achieve successful organizational objectives. As proven senior leader who possess the ability to coalition-building, fund development and program management skills. Also skilled in the following:

SKILLS

- Data management
- Powerful negotiator
- Budgeting and fund development
- Team leadership
- Self-motivated
- Project management
- Conflict resolution
- Strategic planning and campaign development
- Effective written and verbal communications
- Ability to perform in high-stress environments

WORK HISTORY

Executive Director

Neighborhood House Of Milwaukee - Milwaukee, WI

04/2022 - 12/2022

- Worked collaboratively with community partners to develop strategies, initiatives and programming that served in the best interest of the NH community.
- Raised approximately \$250,000 for the 2022 NH Annual Gala exceeding the fundraising goal by 30% being the highest amount raised in the over the past 10 years.
- Secured a multi-year grant with Herzfeld Foundation in the amount of \$200,000 that will provide a budget surplus and a strong start to FY 2023.
- Solicited a new donor Horizon Healthcare Services to contribute \$1,000 per month (\$12,000 annually) for the emergency food pantry.

Director of Advocacy & Outreach

Feeding America Eastern Wisconsin - Milwaukee, WI

02/2021 - 03/2022

- Cultivated new and ongoing partnerships with elected officials, community organizations, and leaders in Wisconsin, in order to work together to solve hunger throughout 35 Wisconsin counties.
- Developed the Food Leaders Lab training program in order to cultivate resident-led advocacy to strengthen and protect the several federal nutrition programs such as: National School Lunch Programs, SNAP/Pandemic EBT and WIC.
- Hosted a statewide webinar with Governor Evers highlighting parents impacted by the pandemic and how to utilize a new program that provides reimbursement for missed meals for kids at schools and childcare centers.
- In a partnership with the City of Milwaukee and local businesses, raised \$300,000 in ARPA funding to assist over 5,000 Milwaukee families in crisis due to severe storms and power outages by providing monetary and emergency food assistance.

Program Manager

Hunger Task Force - Milwaukee, WI

01/2017 - 12/2020

- Managed a \$1,000,000 operating budget to provide advocacy and outreach for several federal nutrition programs throughout Milwaukee and Sheboygan counties.
- Created client-based educational programming and toolkits in order to assure reasonable access to public benefits.
- Measured and reported on SNAP/FoodShare access by directing the available workforce to test specific elements of the application and benefits maintenance process.
- Coordinated data collection at Hunger Task Force Self-Service sites for statewide SNAP/FoodShare Steering Committee.

Executive Director

Wisconsin Jobs Now - Milwaukee, WI

02/2016 - 12/2016

- Led the largest "Fight for \$15" rally in Wisconsin during the 2016 Democratic Presidential Debate causing the moderator to change the first debate question to raising minimum wage.
- Managed the outreach efforts to pass several living wage ordinances in Wisconsin to increase wages for low income county workers.
- Overseen the 2016 electoral programs resulting in nearly 80 canvassers, knocked over 235,000 doors,

over 500 volunteer shifts worked and collected 17,000 contacts surpassing our goal by 12%.

- Developed and implemented a Peacemaker Ambassador training program during the Milwaukee Civil Unrest in 2016 for over 100 Milwaukee residents.

State Director

9to5 Wisconsin - Milwaukee, WI

01/2014 - 02/2016

- Overturned statewide repeal of the WI Family Medical Leave Act (FMLA).
- Strengthen the Keep Families First Coalition and laid the groundwork for advancing a statewide family and medical leave insurance program in 2015, including securing a bill sponsor.
- Guest lectured at University of Wisconsin - Whitewater, University of Wisconsin-Milwaukee, Cardinal Stritch University, Upper Iowa University and Mount Mary University to discuss intersectionality in the areas of gender, social and economic justice.
- Provided leadership development for several Wisconsin members to share their personal stories at the White House Summit on Working Families and during the 2015 State of the Union.

EDUCATION

Master of Business Administration: Business & Communication

Alverno College - Milwaukee, WI

Expected in 05/2023

Bachelor of Science: Management Science

Cardinal Stritch University - Milwaukee, WI

05/2009

ADDITIONAL INFORMATION

- **AWARDS & ACHIEVEMENTS** Organizer of the Year (Citizen Action of Wisconsin) 2009; Facilitated the Political Fellowship Program with the Center for Progressive leadership - Wisconsin chapter (2010-2012); Appointed by Mayor Tom Barrett to serve on the Equal Rights Commission with the City of Milwaukee (2017-present). Served on the City of Milwaukee Ethics Board as the NACP Representative (2014-2017). Co-founder and board directors with the Nonprofit Academy of Wisconsin (2018); Served at the Advancing Human Rights chairperson with the Women's International League for Peace & Freedom (2019-2020); Elected National Council Representative - Great Lakes Region for the United Nations Association USA (2022)
- Instructor, Marquette University Trinity Fellows Program, Fall 2021, Spring 2021, Fall 2022 and Spring 2022, Nonprofit Leadership Lab and Nonprofit Academy of Wisconsin

- Numerous presentations to professional audiences, external boards, and other groups regarding organizational programs and services, public policy issues, and futures outlook.

CERTIFICATIONS

Standards for Excellence – Maryland Nonprofits Association

Licensed Consultant Program, November 2019

Marlboro College – Center for New Leadership

Training, Facilitation and Consulting Graduate Certificate Program, April 2019

Responses to Questions on Application

1. WILPF US is a mission-driven membership organization. What does that mean to you?

This means that the work we are doing is bigger than one individual or branch location. It is a movement that should be reflective of the desired needs and wants of communities throughout our nation. There is power in numbers, so I see WILPF US as being an organization of change agents who are passionate about making the world a better place for generations to come.

2. Please describe your involvement in WILPF, including a brief summary of work at the level of branch, national, and/or international:

Milwaukee Branch - Serve as the president for the branch and we work very closely with the United Nations Association Greater Milwaukee chapter to host the citywide annual International Women's Day and Human Rights Day celebrations. Also, we have introduced with the City of Milwaukee Equal Rights Commission the CEDAW resolution and is working with the Office of Equity and Inclusion to pass the resolution as a law for implementation and enforcement. WILPF US - Serve on the Women, Money & Democracy Issue Committee participating in the Alliance for Just Money book clubs and committee discussions.

3. Why are you interested in filling this position?

I am concerned about the longevity of WILPF US. As a nonprofit executive, I understand that we are unable to do any impactful work without raising operating budget funds to accomplish the work; therefore, I am confident my previous work and volunteerism will be an asset in this position.

4. Please describe your other non-WILPF work or involvement that you believe helps qualify you for this position:

I have worked as the former state director with 9to5 Wisconsin. In this role, I was responsible for setting short- and long-term goals for the chapter fundraising activities and events. Currently, I am a Member Services Director with the Urban Economic Development Association. In this position, I am responsible for planning and executing annual fundraiser and member-centered educational and networking events. Within the first year we had recruited 200 women who were actively protesting the coming war, standing on street corners with signs in all kinds of weather and hosting speakers, peace walks and educational forums. I've been working for peace and justice since the 1980s.

5. What skills can you offer in this position?

- Expertise in fund development/fundraising, board governance, project management, training/facilitation, strategic planning, marketing/promotions.
- Committed to mission and value collaboration, inclusion, careful listening, positive coordination, building connections.
- Experience with identifying and securing funding and other resources to support programs and events.

- Over 20 years professional experience in managing projects or programs, particularly in collaborative and team environment.

Letters of Recommendation

November 8, 2023

To whom it may concern regarding the nomination of Martha Collins to the WILPF US Board of Directors.

I enthusiastically recommend Martha Collins for the US WILPF Board of Directors. I have worked with Martha indirectly and directly for several years. She has been an active, involved and responsive branch member of the Milwaukee Branch, a member of the Women, Money & Democracy Committee, and she's been a real ally in helping to assemble local Milwaukee allies and endorsers for a foundation grant project request to reframe our Public Banking Learning Circle. One WILPF Calls and webinars, and projects of the Women, Money and Democracy Committee. Martha is one of the few WILPF members I've encountered who is willing to use her own broad local network of influencers, non-profit leaders and friends to promote WILPF and WILPF activism.

Martha has already proven herself by serving as the Interim Development Chair and she's brought a level of professionalism and expertise that WILPF needs in that role going forward. She has had experience in professional fundraising and non-profit leadership roles over many years. She is always willing to tap her fundraising and promotional contacts on behalf of WILPF, and she has offered some great ideas for how to make our fundraising efforts more successful.

Martha's commitment to WILPF goes back to her involvement as a mentee of our beloved Rose Daitsman who recruited her. Martha leads with grace and kindness and I consider her a personal friend. I am beyond grateful that such a passionate person with such a deep commitment to peace, anti-racism, social justice and collaboration is applying for our Board. Please give her nomination special consideration.

Marybeth Gardam
WILPF US Women, Money & Democracy Committee Chair

November 19, 2023

Nominating Committee, WILPF US

Dear Committee Members,

It is my pleasure to recommend Martha Collins for Chair of the Development Committee and the WILPF US Board.

I worked with her on the Nominating Committee when I chaired the committee. Martha has valuable community-based organizing experience and knowledge of fund-raising from working with other non-profits. And I understand from others I've spoken with that she has been a very effective Interim Development Chair. I came to learn even more about Martha while working for the past year with her on the proposal for the Lloyd Legacy Campaign.

Two aspects of Martha stand out for me: her insightfulness and kind, nonjudgmental personality. She works well in a collective setting, sharing her experiences while being open to others'. At meetings, she brings to the table a realistic and practical thinking that is also aspirational. I have found many peace activists to be either practical or idealistic, but in Martha I see the ability to reach for high goals and do the necessary, sometimes boring work of getting there.

We are fortunate that Martha's love for peace and justice brought her to WILPF.

Sincerely,

Laura Dewey
Chair, Detroit Branch
Former WILPF US Board Member

Candidate's Statement

I am enthusiastic about the opportunity to serve as the WILPF Development Committee Co-Chair. With a proven track record in fundraising and a commitment to fostering meaningful relationships, I aim to lead initiatives that not only secure vital resources for our organization but also cultivate a strong sense of community and support.

As the interim chair, I believe I have become more familiar with this crucial role and more confident in guiding the fundraising efforts. However, I have also recognized to ensure success, there need to an appointment of a co-chair to share responsibilities include leading committee meetings, setting fundraising goals, coordinating campaigns, fostering donor relationships, and collaborating with team members. Additionally, the co-chair leadership ensures effective communication, monitors progress, and strategizes to optimize the committee's impact in achieving financial objectives for the organization.

The approach to fund development involves a strategic blend of cultivating relationships, leveraging diverse fundraising channels, and demonstrating the impact of contributions. By fostering donor engagement, exploring innovative campaigns, and ensuring transparency, I aim to build a robust financial foundation that aligns with our organization's goals and mission.

Building a successful fundraising committee involves recruiting individuals with diverse skills, a passion for the cause, and a collaborative mindset. I emphasize effective communication, provide clear roles and responsibilities, and foster a positive team culture.

We are all ambassadors and fundraisers for WILPF. Together, let's build a foundation for sustainable growth and success!