

CELIA A. HINDES, CRFE

Variety, the Children's Charity (10/99 – Present) Executive Director

- Develops, plans, organizes, implements and evaluates all private and public sector fundraising programs; all internal and external communication; public relations and marketing programs; the management of programs and systems pertaining to finances, fund/grant distribution, budgeting, administration, record-keeping; and the management of staff and workers.
- Works with Executive Committee, Board of Directors, members and volunteers.
- Responsible for overall annual budget and distribution of grants through various programs
- Works closely with Board committee chairs, such as Sunshine Coach Program, Heart Pin Campaign and others whose primary function is the distribution of funds to outside organizations.
- Supports the Board, Executive and all committees in strategic planning and policy and procedures development in order to guide the activities of the organization.
- Develops and coordinates all manner of fundraising activities, including development of prospects, solicitation of prospects (corporations, services clubs, foundations, etc.), planned giving, direct response marketing and special projects or events.
- Develops, implements and monitors appropriate recognition programs for sponsors, donors and the recipients of the organization's Kids on the Go! Programs awards.
- Manages the corporate affairs and day-to-day operations of the organization, including business and finance.
- Develops and provides recommendations for the implementation of a public relations/awareness and marketing plan, which will ensure an ongoing and positive image for the organization.
- Supervises databases for use by all staff and committees chairs appropriate grant request materials, including policy, procedure, guidelines and criteria.
- Recruits and provides leadership, training and motivation to staff, members and volunteers and develops the appropriate feedback methods to provide for performance evaluation of staff and recognition of volunteers.

Community Activities

- Board of Directors, National Hospice & Palliative Nurses Foundation (2001-present)
- Secretary of the Board, Western PA Chapter of the Association of Fundraising Professionals, formerly know as the National Society of Fund Raising Executives (NSFRE) (1998-present)
- Southwinds, Inc.: Special Events Volunteer (1998 to present)
- United Way of Southwester Pennsylvania/Project Bundle-Up District Coordinator & TV Auction Volunteer (1996-present)

Variety the Children's Charity of Pittsburgh

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