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EXECUTIVE DIRECTOR: MISSION-BASED NONPROFITS

Building funding strategies and partnerships that deliver lasting impact and sustainable growth.

Delivered Record Levels of Funding

Cultivated member engagement, partnerships, and financial resources that fueled explosive growth from \$18K to \$230K in less than 3 years.

Engaged 55 School Boards in Learning

Evangelized organizational mission while inviting hundreds of educators to prioritize accessibility and inclusion by embracing the science of reading.

Drove Research-Based Case for Reform

Set the tone for a new nationwide conversation on neurodiversity. Funded and publicized research that paved path toward radical restructuring.

The Quest for Transformation: Select Milestones on a Journey of Dyslexia Advocacy and Outreach

2018: LOCAL ADVOCACY & ROADBLOCK DISCOVERY – Joined ABC to drive foundational shift after discovering while serving as child advocate that **dyslexia was not legally recognized as a disability, nor were services available to public school students.**

2019: ABC ORG. PRESIDENT ELECT – Generated 400% revenue increase in 2020. Promoted structured literacy approach in schools via teacher-led learning circles. Connected with 900 participants, including First National authorities and 55 school boards.

2020: ABC ORG. PRESIDENT – Achieved record engagement through virtual workshops during COVID-19. Pioneered fundraising committee, gained 132 new individual donors (doubling by year 2) and secured \$10K sponsorship from Microsoft.

2021 & BEYOND: ABC ORG. PRESIDENT – Catapulted revenue from \$18K to projected \$230K (2022). Led research referenced by Ontario Human Rights Commission. **Secured recognition of dyslexia as disability and built case that led to educational reform.**

PROFESSIONAL EXPERIENCE

ABC DYSLEXIA ASSOCIATION (ABC): Provincial Chapter

2018 – Present

Non-profit volunteer-run organization with 47 branches in the U.S. and Canada and 24 partners across the globe.

President, 2020 to Present | President Elect, 2019 to 2020 | Board Member, 2018 to 2019

Lead Board and Advisory Council in strategizing funding, communication, and outreach. Organize fundraising, serve as media ambassador, and position ABC as industry-recognized thought leader via speaking and writing opportunities. Coordinate stakeholder workshops via online and hybrid formats. Establish and cultivate collaborative partnerships with school districts, corporations, research agencies, global partner agencies, teachers, universities, and government officials.

Established scalable framework for revenue growth that positioned ABC for a secure and sustainable future.

- **Created annual campaign that engaged 132 new donors, increased web traffic 23%, and secured \$10K in sponsorships.** Forged new corporate partnership with Microsoft Canada. Strategic multi-faceted approach doubled revenue by year 2.
- **Assembled first-ever official fundraising committee and recruited Certified Fundraising Professional to guide efforts.** Organization now has sustainable infrastructure and a roadmap toward future growth.
- **Pivoted to online workshops during COVID and increased attendance 400% in first year while slashing costs.** Leveraged IT skills to shepherd organization toward a 21st century digital approach to stakeholder engagement.
- **Launched on-demand streaming service to host 3 workshops in 2022 that engaged 2.2K and generated \$42K after 1 event.**
- **Teamed with teachers to produce training course, "Basics of Decoding & Spelling," that now adds new passive revenue.**

Won first official recognition of dyslexia at the provincial level and fueled reform while building new alliances.

- **Initiated dialogue with president of Learning Disabilities Association (LDA) and repairing strained relationships.** Formed "Literacy Alliance," streamlining advocacy efforts. LDA now uses the term "dyslexia" and advocates for ABC's mission.
- **Led research revealing literacy situation in Ontario, dispelling reading assessment score fallacy.** Obtained buy-in to hire province-approved data partner to analyze assistive technology and test scores. Findings referenced in Human Rights report.
- **Jumpstarted peer-driven education movement that rocketed from 5 to 900+ educators across the province.** Celebrated teachers on website and social media. Launched "professional learning circles" with 5 teachers that now involves 55 school boards and First Nations authorities.
- **Partnered with 62 public libraries and granted \$500 for dyslexia-related books.** Supplied free educational materials resulting in 100% increase in website and social media traffic. Dyslexia brochures and checklists are now presented to all new parents.

VALUE ADD: EARLY CAREER IN WEB DEVELOPMENT & REPORT WRITING

IN FRONT OF THE NET, [Web Developer](#) | 2006 to 2012

PROJECT OF NOTE: Led Charity Kids initiative, a multi-year project that resulted in the first user-friendly interface for generating charitable financial reports. Project allowed for quick and simple comparisons between charities based on pre-selected financial ratios.

HISTORY OF ADVOCACY & COMMUNITY VOLUNTEERISM

PARENT ORGANIZER & DYSLEXIA ADVOCATE: Somewhere, ON | 2017 to Present

Partnered with student to create dyslexia poster project at school wellness fair. Contacted the local newspaper which then ran feature about dyslexia and lack of recognition for dyslexia at school. Installed education display at local library and high school. Currently serve on Parent Council of Public School as Board member.

CAMPAIGN OFFICE MANAGER: Somewhere, ON | 2006 to 2016

Volunteered for 1 Provincial and 2 Federal elections in conjunction with North Liberal Candidates. Coordinated volunteers for door-to-door and phone canvassing, sign distribution, and election day support.

SELECT DYSLEXIA THOUGHT LEADERSHIP & MEDIA APPEARANCES

Speaker: Human Rights Commission Right to Read Inquiry launch press conference, 2019 and report conference, 2022

Guest Speaker: University A, University B, University C, 2020 to Present

Presenter: Library Association in person and virtual sessions for parents at 12 libraries, 2020 to Present

Interviewee: CBS Local, Inquiry Finds Many Children Struggle with Traditional Teaching Methods, February 2022

SELECT PRINT MEDIA MENTIONS

Toronto Post, Students Are Being Denied the "Right to Read." Human Rights Commission issues 157 Calls to Action. 03/2022

Today's Parent, Special Feature on Dyslexia, 09/2021

Niagara Star, Dyslexia Awareness Read-a-Thon to Benefit Town Library, 10/2021

CBC.ca, Ontario Reading Test Score Inflated by Assistive Technology, Report Says, 10/2021

Policy Options Conversation, Assistive Technology is Failing our Students, 12/2021

The Mirror, Read October: Midland Mother Raises Awareness and Funds for Dyslexia Help Group, 10/2020

EDUCATION & PROFESSIONAL DEVELOPMENT

[Fundraising Essential Certificate](#), Non-Profit Ready, 2022

Annual Campaigns: Building a Case for Support, University of California (Anticipated Completion 06/2022)

Postgraduate Certificate, Web Development, Canadian College, 2006

Positioning a Warrior Mom to Drive Radical Change on the National Level

After 10 years as a chef on luxury yachts and another five as a web developer, this client had a curve ball thrown at her. She discovered her son was a person with dyslexia. When she learned that her child's disability was not officially recognized in their province and no efforts were required to assist him in navigating his neurodivergence, she started advocating and volunteering. In less than five years, she had sparked a controversial conversation on the teaching of reading and found herself faced with an opportunity to lead at the national level.

The Challenges

Aside from being a volunteer and community advocate, this client had not ever had a paid role for anything beyond her web design work. She did not hold a degree in education. In fact, she did not have a 4-year degree at all. Further, the great work she did as a volunteer at "ABC" was the only role she had held related to the new opportunity at hand—which was at the executive level. She was attempting to make a jump from "involved volunteer" to "executive."

The Solutions

PROFILE: We knew her success over the past five years was the story that needed to be told. I wanted to tell the story chronologically on the top third of the first page. Rather than the traditional reverse chronological executive summary, I titled the story in gold and took the reader through my client's evolution starting from local advocate and through each chapter of her success at "ABC." I've used gold to pull out the big idea. When she started, dyslexia was not recognized as a learning disability. Less than five years later, it was!

PROFESSIONAL EXPERIENCE: While I did create one listing to encompass her entire tenure at "ABC," I divided the achievements into two key buckets that would be important to her audience. Fundraising and driving reform were the most important things to my client and to her potential future employer at this new organization.

Reframing Past Experience

Together, we thought through her previous experiences and how they had uniquely prepared her for this new opportunity. We decided to highlight a project she had completed as a web developer that demonstrated her previous experience working with a nonprofit. We also showcased her previous community service and involvements.

Positioning this Candidate as a Thought Leader

This candidate was roaring ahead regardless of roadblocks. She secured numerous interviews and was featured in several articles. Although she didn't have a 4-year degree or any firsthand classroom teaching experience, her research, her voice, and her experience as a parent with a special needs child prepared her to enter the growing conversation concerning dyslexia. Featuring thought leadership was meant to show her influence and legitimacy as an agent of change.

Education

The client was taking some courses on fundraising. Although one wasn't yet finished at the time the resume was created, it was still included as it was one well recognized by her target audience.

Design

This design is simple, clean, modern, and helps provide the framework for showcasing my client's career journey. The blue bar under the header was created only using the shading tool in Word. Small pops of color and a bold page border leave the reader with a document that is easy to skim and quickly find information. A table was used in the summary section to pull out key wins immediately.

Follow Up Note: She got the job.