

Claudia Looney brings more than 47 years of experience in non-profit development and management. Prior to her role as project consultant at CCS (a fundraising consulting firm), Claudia served as the Senior Vice President of Development at Children's Hospital Los Angeles. In addition to managing all aspects of the fundraising activities, Claudia has overseen the capital campaign that raised more than \$1.03 billion. She has been recognized for her years of fundraising experience. Claudia is most recently recognized as the recipient of the 2012 CCS Award for Outstanding Fundraising Professional presented by AFP. She was named 1994 Fund Raiser of the Year for Orange County, 1996 Fund Raiser of the Year for Los Angeles County, and YWCA's Woman of Distinction for Orange County in 2004.

Claudia is past Chair of The Woodmark Group's Board, which oversees the Children's Circle of Care program for the top 25 children's hospitals in North America. She is also past chair of the Association of Fundraising Professionals (AFP) Foundation and was a member of its International Ethics Committee. She is a Fellow, was a past board member and served as Chair-Elect of the Association for Healthcare Philanthropy (AHP), and is a Certified Fund Raising Executive (CFRE).

In her professional career, Claudia has served many organizations, including:

- California Institute of the Arts
- Campfire, Inc.
- Children's Hospital Los Angeles
- Northwestern Memorial Hospital Foundation
- Orthopedic Hospital Foundation
- Saddleback Medical Center Foundation
- YWCA of North Orange County

Claudia received her B.A. from California State University in Fullerton and is an alumnus of the Charter Class of Pitzer College.

James Looney is the principal of James Looney, Fund Raising Consulting LLC. He has provided counsel to a variety of not for profit organizations including the YMCA of Metropolitan Los Angeles, Children's Institute International, The Huntington Library, Art Collections and Botanic Gardens, Chandler School, Pitzer College and others.

Prior to forming his own firm he was Senior Vice President and Managing Director for Grenzebach Glier & Associates, Inc. (GG&A) from 1998 to 2007. Mr. Looney's clients with GGA included: Seattle University; Loyola Marymount University; American Cancer Society; American Red Cross; Arizona State University; University of California, Irvine; University of California, Riverside; University of California, San Francisco; Cincinnati Zoo and Botanical Garden; Indiana University Purdue University Indianapolis; Iowa State University; KCET; Los Angeles Orthopaedic Hospital;; Mount St. Mary's College; NAACP Legal Defense and Education Fund.

Prior to joining GGA, Mr. Looney served as Vice President for Advancement at DePaul University, the second largest Catholic university in the United States, where he managed the Development, Alumni Relations, and University Relations departments. During his tenure at DePaul, Mr. Looney increased Board giving by 25% in his first year, restructured and staffed the Alumni Relations and University Relations departments, launched the conversion of a data system, and instituted three focused capital campaigns.

Before his position at DePaul University, Mr. Looney served as Vice President for External Relations/Secretary of the Board at Claremont Graduate University. There he managed development and public relations for the Consortium of the

Claremont Colleges and for the only independent comprehensive graduate university in the United States. Under Mr. Looney's leadership, the University increased giving from \$5.8 to \$11.1 million. He also reorganized the development staff to match the organizational structure of the institution; restructured the Board of Fellows (trustees), overseeing the addition of 19 Board members and increasing Board annual giving from \$220,000 to \$620,000 in four years; and planned and launched a \$50 million capital campaign.

Prior to his role at Claremont Graduate University, Mr. Looney was Vice President and Regional Manager for Donald A. Campbell & Company, a consulting firm specializing in not-for-profit organizations. As a western regional manager, he was responsible for client acquisition and services in the western United States. During his tenure, Mr. Looney managed campaigns that raised over \$100 million, and managed the first ever \$50 million Campaign for Preeminence at Claremont Graduate University (which raised \$52.2 million and increased annual giving by 100%).

Formerly, Mr. Looney served as Executive Vice President at the YMCA of Los Angeles. He was responsible for the total operation of 23 branches, producing revenue of \$24 million annually. He supervised and directed the human resource functions of the organization, including training, recruitment, compensation, internships, and legal and affirmative actions programs. In addition, Mr. Looney supervised operations that included facilities, membership sales and service, and data processing. Prior to his position as Executive Vice President for Operations, Mr. Looney was Senior Vice President for Personnel for the YMCA of Los Angeles/Southern California YMCAs. His duties in this role included establishing and directing a personnel system for 600 full-time and 1,000 part-time employees.

Mr. Looney was a member of the Council for Advancement and Support of Education (CASE), and was Chair of the 1994 CASE District 7 conference. He is also a member of the Association of Fundraising Professionals (AFP), and served on the Board of Directors of the California YMCA Model Legislature and Court. He is the author of several books on non-profit management. Mr. Looney received a bachelor's degree from Whittier College. He has also attended the University of Copenhagen, completed numerous professional courses in business management, training, and personnel, and pursued graduate study at California State University, Fullerton

Christopher Looney; Corporate Vice President & Managing Director www.ccsfundraising.com

Chris Looney joined CCS in 1998 and presently serves as Corporate Vice President and Managing Director with responsibility for managing the firm's operations in southern California. With a diverse portfolio of clients across the nonprofit spectrum – including universities, hospitals, symphonies, social service agencies, churches, and more, Chris draws from 15 years of experience working on more than 250 major fundraising initiatives. Over the years, Chris has assisted several of the nation's most sophisticated and well-known non-profit institutions to raise hundreds of millions of dollars in support of a broad spectrum of needs. Chris' primary areas of expertise include audits, assessments, development of strategic fundraising and campaign plans, feasibility and planning studies, annual and capital campaign fundraising, major gift solicitation strategies, case writing, and coaching and training. With a passion for working on transformational projects large and small, Chris is extremely proud of his work in partnership with the following client sample:

- Alta Bates Summit Hospital, Berkeley, CA
- Archdiocese of Los Angeles, Los Angeles, CA
- Entertainment Industry Foundation, Los Angeles, CA
- Goodwill of Orange County, Santa Ana, CA
- Habitat for Humanity of Greater Los Angeles, Gardena, CA
- Lions Clubs International Foundation, Oak Brook, IL
- Los Angeles Jewish Home, Reseda, CA

- MusiCares Foundation, Santa Monica, CA
- Orangewood Children's Foundation, Santa Ana, CA
- Pacific Symphony, Costa Mesa, CA
- Pasadena City College Foundation, Pasadena, CA
- Pasadena Conservatory of Music, Pasadena, CA
- Pitzer College, Claremont, CA
- Providence Health & Services Foundation, Burbank, CA
- Salvation Army of Long Beach, Long Beach, CA
- San Joaquin Community Hospital, Bakersfield, CA
- University of California, Irvine, Irvine, CA