



# TABLE OF CONTENTS

Leadership Letter	3
Standing in the Gap	4
Success by the Numbers	5
2017 Highlights	6
Financial Results FY17	22
Employee Giving Partners	25
Partner Solutions Clients	29
Global Impact Leadership	30



STEVE POLO

Board Chair

SCOTT JACKSON

President and CEO

## LEADERSHIP LETTER

At Global Impact, our work is about helping people connect with the causes they care about most so that they can make a measurable impact on the world around them. We are constantly thinking of ways to contribute to making these connections, as well as solving the problems and challenges that our clients face. In this sense, we find ourselves standing in the gap – the gap between generosity and need, between despair and hope, and between failure and success.

This year, we continued to find new ways to increase workplace giving dollars and helped our charity partners raise \$22.6 million in funds. We strengthened existing partnerships, including assisting with the CARDONE Employee Care Fund to help their employees in need. We also added new partners, such as the Gates Foundation, to our own donor-advised platform, Growfund. We worked to reenergize federal employees in the Combined Federal Campaign and grew our role within the CFC, helping to raise \$54.5 million in 2016 for charities across the country and around the world.

Moreover, as a thought leader in global philanthropy, we shared stories about our donors and partners, as well as industry innovations, in key fora, publications and through social media.

We are honored that we have the opportunity to stand in the gap and rise to the challenge of developing innovative approaches to global philanthropy. We are building on this great work so that we can help expand the impact of each of our donors and partners and are looking forward to what's next.

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GLOBAL IMPACT'S WORK IS ABOUT CONNECTING DONORS WITH THE CAUSES THEY CARE ABOUT, HELPING ORGANIZATIONS SUCCEED AND MAKING SURE PEOPLE IN THE DEVELOPING WORLD GET THE HELP THEY NEED. IT IS IN THIS CAPACITY THAT WE STAND IN THE GAP TO MEET THESE CHALLENGES AND PROVIDE INNOVATIVE APPROACHES TO SERVE AS A TRUSTED PARTNER TO BOTH ORGANIZATIONS AND DONORS ALIKE.

This year, we helped our charity partners raise \$22.6 million in funds, strengthened existing partnerships, started working with new partners, and grew our role within the Combined Federal Campaign. We continued to provide thought leadership in the global philanthropy space and our president, Scott Jackson, published "Take Me with You," telling the story of his own journey to find the charity within.

We will continue to build on our successes from 2017 and innovate on new approaches to helping people make an impact in the areas they care about most.

## **SUCCESS BY THE NUMBERS**



# LEADING THE CONVERSATION ON GLOBAL PHILANTHROPY

# Global Impact worked to increase visibility for global philanthropy in fiscal year 2017 at events across the country and on digital channels,

furthering our mission to help organizations raise funds to meet critical humanitarian needs around the world. For example, our president and CEO, Scott Jackson, spoke at the Bill & Melinda Gates Institute for Population and Reproductive Health at Johns Hopkins University, moderated a panel at the Independent Sector Annual

Conference and served as a panelist at the CEO Connection Mid-Market Convention. Additionally, Global Impact staff have been promoting global philanthropy and representing the organization by speaking at numerous conferences, including the Volunteers of America National Conference, the Blackbaud Conference for the Philanthropic Community, the U.S. Chamber of Commerce Foundation Corporate Citizenship Conference and South by Southwest. Topics ranged from the Sustainable Development Goals to donor-advised funds to employee engagement.



## **INCREASING VISIBILITY FOR GLOBAL PHILANTHROPY**

President and CEO, Scott Jackson, spoke at the Bill & Melinda Gates Institute for Population and Reproductive Health, moderated a panel at the Independent Sector Annual Conference and served as a panelist at the CEO Connection Mid-Market Convention.

## **HELPING CARDONE HELP OTHERS**

# For the past two years, Global Impact has partnered with CARDONE Industries to administer their Employee Care Fund.

CARDONE, a Philadelphia based manufacturer of automotive parts, has used their Employee Care Fund to assist employees in times of critical financial need, and to provide programs that promote employees' well-being. As the program has grown, Global Impact has helped CARDONE manage its giving, and has also

provided tools to help the company raise donations to the Employee Care Fund, such as an online platform to collect sponsorships for the company's annual charity golf tournament. In its two years of partnership with Global Impact, CARDONE has given out more than \$350,000 in assistance to employees who have experienced financial hardship due to illness, personal crisis or property loss, and the programs and benefits provided by the Employee Care Fund have impacted thousands of CARDONE employees and their families. In 2017, CARDONE implemented the Growfund Platform to engage their employees further in their corporate philanthropy strategy.



## **HELPING TO MAKE A POSITIVE DIFFERENCE**

In its two years of partnership with Global Impact, CARDONE has given out more than \$350,000 in assistance to employees who have experienced financial hardship.

# DEMOCRATIZING PHILANTHROPY TO CHANGE THE WORLD

In its second year, Growfund surpassed \$1 million in assets under management and implemented numerous product improvements, including major advancements to payroll processes.

Global Impact launched the platform, which operates like a 401(k) plan or a personal foundation, in 2016, as a way

to help people at any income level support their favorite charities in a smarter way. This year, a grant from the Bill & Melinda Gates Foundation further enabled Global Impact to enhance this tool and offer it to a wider audience. We have also partnered with five major clients across multiple industries, such as CARDONE, Community Health Charities and Shelters to Shutters. Now, individual donors across all these organizations can set up an account and gain access to a donor-advised fund so that they can be more strategic with their giving.



## **GROWTH AND EXPANSION**

In its second year, Growfund surpassed \$1 million in assets and received a grant from the Bill & Melinda Gates Foundation to enhance the tool.

## TELLING STORIES OF IMPACT TO FIND THE CHARITY WITHIN

# Global Impact's president and CEO, Scott Jackson, published an autobiography, "Take Me with You."

Released in March 2017, the book tells the story of Jackson's life, beginning with his difficult childhood, and highlights his personal philosophy of making a choice to live in a way that improves life for others, inspiring others

to take action. Jackson also highlights some of Global Impact's charity partners and how their work connects to the United Nations Global Goals for Sustainable Development (SDGs). Jackson has been talking to groups at various events about his personal story and philanthropy, the SDGs, and how people can find the charity within. A percentage of book sales will be donated to Global Impact and go toward promoting the work of our charity partners.



## **LIFE LESSONS**

President and CEO, Scott Jackson, has been on a book tour for his autobiography, talking about his personal story and philanthropy, the SDGs, and how people can find the charity within.

## WORKING WITH PARTNERS TO INCREASE WORKPLACE GIVING

Global Impact continues to maximize workplace giving revenue and nontraditional giving opportunities for our more than 100 charity partners in more than 300 public and private sector campaigns.

Our work in marketing, representation, donation processing and other services resulted in a total of \$22.6 million raised for our charity partners in 2016. Collectively, Global Impact charity partners have continued to see growth in revenues generated through workplace giving campaigns and other initiatives. This success is attributed

to Global Impact's fundraising strategy, as well as the great work of its charity partners, and private sector companies. These organizations are choosing to partner with Global Impact to raise awareness of global issues as part of a larger corporate initiative to engage employees in creating greater social impact.

In 2017, we continued to focus on innovation and value by growing our disaster relief fundraising, securing leadership positions in the new Combined Federal Campaign structure and remaining committed to the Sustainable Development Goals. Global Impact continues to find new ways to provide value in our service offerings through profile management, maximization strategies and impactful content that is used to promote our partners in the workplace.



## A LARGER CORPORATE INITIATIVE

Our work to maximize workplace giving revenue and nontraditional giving opportunities resulted in a total of \$22.6 million raised for our charity partners in 2016.

## GARNERING AMERICAN SUPPORT FOR COSTA RICAN SLOTHS

## Global Impact has partnered with The Sloth Institute Costa Rica to serve as their fiscal sponsor,

enabling the organization to raise tax deductible contributions from donors in the United States. With Global Impact's support, the organization has raised over \$100,000 from more than 1,000 donors, helping further their mission to protect and enhance the welfare and conservation of sloths.

Global Impact has enabled The Sloth Institute to establish crucial relationships with American foundations and corporate sponsors. Through a customized donation page, donors from around the world can support the organization through the Adopt a Sloth program and volunteer to work with sloths in Costa Rica. In addition, Global Impact has provided financial planning and staffing guidance to position the organization for sustained operational success.



## **BORDERLESS SUPPORT FOR SLOTHS**

The Sloth Institute Costa Rica raised over \$100,000 from more than 1,000 donors, helping to protect and enhance the welfare and conservation of sloths.

## SUPPORTING THE SUSTAINABLE DEVELOPMENT GOALS

# Global Impact continues to serve as the backbone partner for IMPACT2030,

the private sector led collaboration with the United Nations, private sector, nonprofits, governments and academic institutions that is mobilizing human capital investments through employee volunteer programs to advance the U.N. Sustainable Development Goals. Global Impact has worked in partnership with IMPACT2030 to build and implement new record-keeping platforms and processes in support of their growing membership. We have also supported improvements to their communications strategies, successfully engaging a broader audience through social media and email newsletters.



"Global Impact's partnership with IMPACT2030 goes beyond being our secretariat and fiduciary agent - they are also a key founding stakeholder. Their strategic support and expertise has been instrumental to the growth and development of our initiative to activate the power of people to advance the U.N. Sustainable Development Goals."

- Sue Stephenson, IMPACT2030



## STRATEGIC SUPPORT AND EXPERTISE

We're working with IMPACT2030 to build and implement new record-keeping platforms and processes in support of their growing membership.

# EXPANDING OUR ROLE WITH THE COMBINED FEDERAL CAMPAIGN AS THE LANDSCAPE CHANGES

Through administration, strategic management and marketing,
Global Impact continues to provide critical leadership for the Combined Federal Campaign (CFC).

An annual opportunity for federal employees, the CFC is one of the largest workplace giving campaigns in the world. Over the past 56 years, Federal employees have raised more than \$8 billion for thousands of local, national and international charities. In 2016, Global Impact took a step forward in expanding our CFC footprint from administering one campaign to four campaigns, the Combined Federal Campaigns of the National Capital

Area, Overseas, New York City and Central Virginia. With strategic management and an innovative campaign theme, *Show Some Love*, for these four campaigns, more than \$54.5 million was raised for those in need.

With the implementation of regulation changes to the CFC in 2017, Global Impact continues to empower and inspire thousands of federal employees (and now retirees!) in their workplace giving journey. Global Impact was selected to lead the national marketing efforts for the 2017 CFC and serves as Outreach Coordinator for the Combined Federal Campaign of the National Capital Area, Combined Federal Campaign-Overseas and three other East Coast CFC zones from New York City to southern Virginia.



## PROVIDING CRITICAL LEADERSHIP

Global Impact administered four campaigns in 2016, which raised more than \$54.5 million for those in need, and continues to play a critical leadership role for the 2017 campaign.

## FINANCIAL RESULTS FY17

STATEMENT OF FINANCIAL POSITION	2017
Total Assets	\$28,111,906
Total Liabilities	\$23,616,651
Total Unrestricted Net Assets	\$4,244,168
Temporarily Restricted Net Assets	\$251,087
Total Liabilities and Net Assets	\$28,111,906

#### Fee Structure for Workplace Giving Federation Partners

There are no upfront fees charged by Global Impact for our services. Global Impact's fee structure is based on a formula that enables us to cover the costs of fundraising on behalf of our charities, including year-round marketing, visibility and representation within more than 300 public and private sector campaigns across the country. The fee also covers the cost of annual certification, campaign registration/eligibility to receive funds from workplace campaigns (where applicable), donation processing, donor acquisition and reports, benchmarking, access to cooperative advertising, promotion of our charities' employee engagement events, and overall administration/overhead. Global Impact strives to keep these rates as low as possible without compromising performance and excellent service to our charities.

Global Impact uses a tiered fee scale and the rates within each tier vary based on overall expenses to support our alliance and projected overall revenue. Fees vary depending on the campaign source, but the planned aggregate fee tiers for the 2018 campaign seasons are as follows: 18-24 percent on pledges up to \$1 million, 15-18 percent on the next \$1 million in pledges, and 10-15 percent on all pledges over \$2 million. These fees may reach as high as 28% for some channels depending on overall funds raised. Newly required application and listing fees imposed by the Combined Federal Campaign (separate from Global Impact fees) may be invoiced upfront, or, when possible, collected through funds raised as authorized by each charity.

## **FINANCIAL RESULTS FY17**

annual report summary of	
TOTAL CONTRIBUTIONS AND REVENUE  Note: This analysis reports contributions before shrinkage and third-party expense	2017
Total Contributions	\$32,869,898
Workplace Giving	\$25,255,539
Donor-Advised Funds	\$3,005,508
Funds Program	\$4,586,901
Other Contributions	<sup>\$</sup> 21,950
Other Revenues	\$8,119,711
Subtotal	\$40,989,609
Managed Combined Federal Campaigns	\$54,762,656
Less Adjustment for Designations to Global Impact and its Member Charities from Managed Combined Federal Campaigns	(\$3,191,371)
Total Contributions and Revenues Raised	\$92,560,89 <b>4</b>

## **FINANCIAL RESULTS FY17**

STATEMENT OF DISTRIBUTIONS AND OPERATING EXPENSES	2017
Total Distributions to Charities	\$75,656,027
Workplace Giving Campaigns (Includes Managed Combined Federal Campaigns)	\$68,110,273
Donor-Advised Funds*	\$3,002,688
Other Fund Distributions*	\$4,543,066
Total Program Expense	<sup>\$</sup> 12,689,275
Campaign Solutions*	\$2,626,939
Partner and Programmatic Support Solutions*	\$3,340,193
Combined Federal Campaign Outreach Coordinator*	\$16,224
Total Operating Program Solutions	\$5,983,35 <b>6</b>
Combined Federal Campaigns Reimbursable Expenses*	\$6,705,919
Total Support Services Expense	\$2,788,945
Management and General	\$1,990,292
Fundraising	\$798,653
Total Program and Support Services Expense	\$15,478,22 <b>0</b>
Administrative Fee Rate on Operating Expenses equals total supporting services/sum of * items above	13.8%

## **EMPLOYEE GIVING PARTNERS**

As of November 2017

## **CHARITY ALLIANCE**

Accion

Africare

Agora Partnerships

AIDS Vaccine Fund

American Himalayan Foundation

American Jewish World Service

American Near East

Refugee Aid (ANERA)

American Refugee Committee

Americares

Amref Health Africa

Ashoka

Boy Scouts of America – Aloha Council

Boy Scouts of America – Far East Council #803

Boy Scouts of America – Transatlantic Council

CARE

Catholic Medical Mission

Board (CMMB)

Center for Disaster Philanthropy

ChildFund International

Children International

Church World Service

Clinton Foundation

Compassion International

Convoy of Hope

Desert Research Institute Center for Int'l Water and Sustainability

Direct Relief

Doctors Without Borders/ Médecins Sans Frontières USA

**ECHO** 

EcoHealth Alliance

ECPAT - USA

 ${\it Engender Health}$ 

Episcopal Relief & Development

Feed My Starving Children

FINCA International, Inc.

Fistula Foundation

Free the Slaves

Global Fund for Children

Global Health Council

Global Justice Center

Global Partners in Care

Habitat for Humanity

Handicap International

Healing the Children

Health Volunteers Overseas

Heifer International

Helen Keller International

HelpAge

HIAS

Himalayan Cataract Project

Human Rights Watch

InterAction

International Center for Research

on Women (ICRW)

International Eye Foundation

International Justice Mission

International Medical Corps

International Orthodox Christian Charities

International Relief Teams

International Rescue

KickStart International

Landesa

MAP International

Matthew 25: Ministries

Medical Teams International

Mercy Corps

Mission Aviation Fellowship

MOAS (Migrant Offshore

Aid Station)

Near East Foundation

Operation Smile

Opportunity International

Oxfam America

Pact

Pan American Development Foundation

Partners In Health

PATH

Pink Ribbon Red Ribbon

Plan International USA

Planet Aid

Planned Parenthood Global

Prison Fellowship International

Project HOPE

Refugees International

Rise Against Hunger formerly

Stop Hunger Now

Rotary Foundation of Rotary International

Save the Children

SEE International

Seed Programs International

ShelterBox USA

Sightsavers International

Smile Train

SOS Children's Villages – USA

Splash

The Salvation Army World Service Office (SAWSO)

Tostan, Inc.

**UNICEF USA** 

Unitarian Universalist Service Committee

United Methodist Committee

on Relief (UMCOR)

United Seamen's Service

USA Girl Scouts Overseas

Variety - the Children's Charity International

Water For People

WaterAid

Women for Women International

World Bicycle Relief

World Relief

World Renew

World Vision

Worldwide Fistula Fund

Wycliffe Bible Translators

ZanaAfrica Foundation

## **PRIVATE SECTOR\***

AAA

AARP

Accenture

Aerojet Rocketdyne Holdings

Aerospace Corporation

Aetna Insurance

Agilent Technologies

American Airlines

American Express

Ameriprise Financial

Amica Mutual Insurance Company

Applied Materials

Ashland

AT&T

Axio Research Corporation

**BRTRC** 

C.H. Robinson Worldwide

Carlson Companies

CNA Insurance

Computer Science Corporation

Credit Union National Association

Dell Inc.

East Bay Municipal Utility District

Echo Logistics

Ecolab Inc.

**Emory University** 

FINRA

Hewlett-Packard Company

INOVA

Institute for Defense Analyses

International Monetary Fund

Legal & General America-William Penn Life Insurance

Lockheed Martin

Lookout, Inc.

McDonald's

Microsoft Corporation

National Cooperative Bank

Northrop Grumman

**RAND** Corporation

Rhode Island Private Sector

Sabre Holdings

Sacramento Municipal Utility District

Thomson Reuters

TIAA

Treasury Wine Estates

Tufts University

Union of Concerned Scientists

United Airlines Corporation

UnitedHealth Group

University of Pennsylvania

University of Richmond

Valvoline

Washington Gas

Wells Fargo

World Bank

Photo Credit: Habitat for Humanity 26

<sup>\*</sup>Global Impact also receives money from more than 50 other private sector campaigns that support programs such as High Impact Funds, disaster relief funds and donor choice programs.

## 44

"Global Impact has been invaluable in helping the IMF Giving Together Program serve the philanthropic interests of our staff and retirees from charitable giving to staff volunteering to disaster relief. Our partnership allows us to build staff engagement through giving campaigns and volunteering, and to respond quickly to disasters with humanitarian relief appeals. Thank you Global Impact for always being ready to share content and best practices that help us in our mission to extend our reach, our response, and our results."

- Joanne Creary, International Monetary Fund

## **PUBLIC SECTOR**

#### FEDERAL GOVERNMENT

Combined Federal Campaign of the National Capital Area

Combined Federal Campaign-Overseas

Combined Federal Campaign of Virginia and Albemarle Bay

Greater New York Combined Federal Campaign

More than 30 other federal employee workplace campaigns nationwide

#### STATE GOVERNMENT

Alabama

Arizona

California

Connecticut

Florida

Georgia

Idaho

Illinois

Maine

Maryland

Massachusetts

Michigan

Missouri

New Jersey

New York

North Carolina

Ohio

Oklahoma Pennsylvania

Rhode Island

Texas

Utah

Virginia

Washington

Wisconsin

#### **LOCAL - COUNTY**

Alameda County, CA

Marin County, CA

Sacramento County, CA

San Francisco County, CA

Santa Clara County, CA

Fulton County, GA

Illinois Statewide Campaign, IL

Lake County, IL

Indianapolis and Marion County, IN

Montgomery County, MD

Atlantic County, N

Burlington County, NI

Camden County, NJ

Cumberland County, NJ

Gloucester County, NI

Monmouth County, NJ

Ocean County, NI

Salem County, NJ

South Jersey PECC, NJ

Union County, NJ

Warren County, NJ

Franklin County, OH

Multnomah County, OR

El Paso County, TX

Loudoun County, VA

Prince William County, VA

King County, WA

Snohomish County, WA

Dane County, WI

#### **LOCAL - CITY**

Oakland, CA

Sacramento, CA

San Bernardino, CA

San Francisco, CA

Orlando, FL

Chicago, IL

Indianapolis, IN

Augusta City, ME

Portland, ME

St. Louis, MO

New York, NY

Portland, OR

Philadelphia, PA

Austin, TX

El Paso, TX

Houston, TX

Bellingham, WA

Redmond, WA

Seattle, WA

Madison, WI

## LOCAL – PUBLIC SCHOOL DISTRICT

Chicago, IL

Indianapolis, IN

Burlington, NJ

Cypress-Fairbanks, TX

Houston, TX

Northshore, WA

Renton, WA

Madison, WI

#### **LOCAL - EDUCATION**

Parkland College, IL

University of Maine, ME

City University of New York, NY

#### **LOCAL - OTHER**

Central Contra Costa Sanitary

District, CA

Lawrence Berkeley Lab, CA

Sacramento Regional Transit, CA

Chicago Transit Authority, IL

Illinois Statewide Campaign, IL

METRA, IL

Metropolitan Water Reclamation, IL

PACE Transit, IL

Central Ohio Transit Authority, OH

Columbus Library, OH

Port of Portland, OR

Tri-Met Transportation District, OR

Snohomish Co. Public Utility District, WA

D13611CC, \*\*\*

Sno-Isle Library System, WA

Sound Transit, WA





## PARTNER SOLUTIONS CLIENTS

100 Lives Foundation

Accenture

American Academy of Orthopaedic Surgeons

Bentley Systems Inc

**BHP** Billiton

Cardone Industries

Change Note

ChildAid Network

Cisco

Comic Relief (Red Nose Day USA)

Cordaid

**CORE Group** 

Counterpart International

Fatherly

Foundation for Total Recovery

GΕ

Global Emergency Response Coalition (GERC)

Global Health Council

GoPro for a Cause

Gotham Cares

Health eVillages

Hilton Prize Coalition

Hilton Worldwide

Huru International

IMPACT2030

Johnson Controls, Inc

**JPMorganChase** 

Migrant Offshore Aid Station (MOAS)

Modernizing Foreign Assistance Network (MFAN)

mothers2mothers

Novartis

Open Road Alliance

Opportunity International

Pact

Panorama

Philanthropy University

Private Sector Roundtable

Project HOPE

Prometheus Real Estate Group

**RW** Institute

Shelters to Shutters

Student Conservation

Association

Susila Dharma International

Association (SDIA)

The Power of Nutrition

The Sloth Institute of

Costa Rica

Tyco Cares Foundation

**UN Human Rights** 

Universe of Blessings

Venture 2 Impact

Wildlife Aviation Group

Women for Women – Reconstructive Surgery

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