

Aimee Cuda

PROFESSIONAL EXPERIENCE

CENTRAL COAST SENIOR SERVICES, Monterey, California

Chief Administrative Officer, July 2017 – present

- Acts as a liaison between the agency and outside organizations, family members and referral sources to increase hours of service.
 - Work with preferred providers to ensure a close and productive working relationship that is unique to each preferred provider relationship.
 - Work with discharge planners and social workers to assist and facilitate transition from acute care, rehabilitation facility or skilled nursing facility to home.
 - Work with medical practices to assist and facilitate solutions for their patient referral including transition to home.
 - Work with attorneys and fiduciaries to increase their awareness of CCSS service lines.
 - Cultivate new referral sources.
- Provides information and education regarding agency services to physicians, acute and sub-acute care facilities and the public.
 - Responsible to develop with the CEO an annual Community Education Plan to inform the public about agency services as well as topics of interest regarding LTC, community resources, health fairs, etc.
 - Responsible for assisting with the production and content for the agency web site.
 - Participates in the development of agency programs and staff education by contributing to the Education Center's organizing, developing, and presenting educational programs to CCSS staff.
- Ensures the marketing budget remains on target.
- Prepares weekly reports of all sales and marketing activity for the CEO and Executive Team.

- Keeps abreast of marketing efforts of the competition.

- Performs other duties as assigned by the CEO

- Take inquiry calls and perform initial assessment of the client if needed.
- Interact with other CCSS employees, client, family, and others to ensure delivery of quality services.
- Provide for the safety needs of clients, staff and public. Communicate to the CCSS Admin Team and as directed consult with appropriate parties to solve environmental and /or safety problems.
- Provides Personal Attendant (PA) staff with support and supervision.
 - Reviews PA staff performance in working towards implementation of care plan and instructs PA staff as needed.
 - Provides the Director of HR input into the PA staff performance appraisal. Participates in disciplinary action.
- Provides for the safety needs of patients, staff and public. Communicates to the Safety Officer and as directed consults with appropriate parties to solve environmental and /or safety problems.
- Provides information and education materials regarding agency services to physicians, acute and subacute care facilities, and the public.
- Participates in the development of agency programs and staff education by contributing to the Education Center's organizing, developing, and presenting educational programs.

INDEPENDENT TRANSPORTATION NETWORK MONTEREY COUNTY *Dignified Transportation for Seniors and the Visually Impaired*, Monterey, California

Executive Director, July 2015 – February 2018

- Ensure that long and short term fundraising program development and goals are established and met, including the Annual Appeal, grant writing, planned giving, and any other campaigns or outreach efforts.
- Development of, and adherence to, the annual budget and for monthly, quarterly and year-end financial procedures and reporting.

- Efficiently manage the resources of the corporation to maintain a sustainable balance of revenue from fares, rides from volunteers, and fundraising dollars to cover expenditures.
- Produce and disseminate all external correspondence and communications including fundraising appeals, press releases, the ITN*MontereyCounty* website, and newsletters.
- Ensure that all monthly personal transportation account statements, regular mailings and volunteer reimbursements are completed and delivered in a timely manner.
- Schedule and staff all meetings of the Board of Directors and the annual meeting of the members; file or renew any annual reports or licenses with the state of California and any other responsibilities as described in the Corporation's by-laws.
- Serve as liaison between the Board of Directors and staff ensuring cooperative teamwork and cohesive execution of ITN*MontereyCounty*'s mission.
- Carry out all policies set by the Board of Directors pertaining to the ITN*MontereyCounty* operations, including human resources policies, employee training, and compliance with all relevant state and federal workplace policies.
- Ensure good community relations, and to engage the Board of Directors in cultivating, supporting and maintaining corporate relationships and sponsorships.
- Serve as liaison to ITN*America* (National Organization that provides oversight and structure for all ITN Affiliates across the United States) for the agency ensuring affiliate fees, shared software, branding, marketing, policies, and procedures are in alignment to the mission of ITN*MontereyCounty*.
- Advocate the needs of senior citizens within the community through participation of the Mobility Advisory Committee and maintaining relationships with key agencies such as Area Agency on Aging and Alliance on Aging.
- Recruit volunteers on an on-going basis through public speaking, public service announcements or other similar forms of community outreach.
- Recruit, hire and manage all office staff and drivers as necessary to cover operations 24/7 including dispatching, customer service, and daily bookkeeping.
- Supervise the dispatch office to assure that all customer requests for rides are covered without limitation, all aspects of the transportation service run smoothly, the data in ITN*Rides* (ITN*America*'s proprietary scheduling database) is accurately maintained, and all fleet vehicles are registered and properly maintained.
- Ensure customer service needs and issues are addressed in a timely manner. Provide case management for seniors that have special needs.
- Manage all aspects of the volunteer program, including recruitment, training, rewarding and scheduling.

VOICES FOR CHILDREN – CASA OF MONTEREY COUNTY, Salinas, California

Development Director, May 2014 – July 2015

- Evaluate efficacy of donor cultivation and introduce new methods to increase donor retention.
- Write all proposals relative to the Annual Fund, conduct research to acquire new grant sources, facilitate on-site tours for granters, and write outcome evaluations in compliance with grant procedures.
- Provide oversight for the fundraising and event committees.
- Assist in mass-marketing campaign to bring about community awareness, increased advocate support, and new donor revenue.
- Evaluate donation receipt procedures and implementing a 48-hour thanking process, implementing donor levels, donor newsletter, and donor appreciation events.
- Provide training and supervision to volunteers, support staff, and interns relative to development.
- Provide financial oversight for all income and for development related expenses.
- Increase financial support from new grants, fundraising events, new donors, and re-engaged donors.
- Assist in setting fiscal goals and evaluating progress toward fiscal goals monthly, quarterly, and annually.

THE FIRST TEE OF MONTEREY COUNTY, Salinas, California

Development Manager, Sep 2013 – May 2014

- Evaluated donor data collection, purchased a new database, and oversaw transition to new software.
- Evaluated grant writing schedule, updated information, researched prospective grants, applied for funds, and followed through with required post-funding evaluations.
- Added more than 100 new donors to the organization in less than two months in order qualify for a \$39,000 challenge grant.
- Provided oversight for an auction gala and two golf tournament fundraising events.
- Evaluated donor evaluation procedures and implemented a 48-hour thanking process, recommended implementation of donor levels, donor newsletter, and donor appreciation event.
- Introduced donation methods, including planned giving options on the website and printed materials.

THE CARMEL FOUNDATION, Carmel, California

Director of Development, Jan 2012 – Aug 2013

Development Manager, Jun 2009 – December 2012

- Wrote all proposals relative to the Annual Fund, conducted research to acquire new grant sources, facilitated on-site tours for granters, and wrote outcome evaluations in compliance with grant procedures.
- Oversaw Annual Fund fundraising by providing direction and oversight for direct mail fundraising, membership financial goals, and individual and foundation asks. Maintained Legacy and Pillar Societies for donors leaving The Carmel Foundation in their estate or providing major gifts in excess of \$10,000. Ensured donations were appropriately thanked and that donor stewardship occurred.
- Worked with the Board of Directors, Development Committee, and management staff to develop and implement the Strategic Plan. Gave direction to the Board of Directors and Development Committee with regard to fundraising efforts and recommended strategies in developing their "Elevator Speech". Provided an update on fundraising efforts at every Board meeting.
- Developed and oversaw public relations and communications by creating a media plan, implementing the use of social media, writing the development newsletter, sending press releases, applying for media grants, developing the annual report into a fundraising tool, assisting with newsletter and website redesigns, creating ads, and developing materials that are fresh and relevant to the community with an eye toward philanthropy.
- Created and oversaw all fundraising events such as an auction gala, CARMEL-BY-THE-SEA CONCOURS ON THE AVENUE, and pop-up dinner fundraisers. Met and directed event committees in all aspects of the event to include auction item procurement, fund-a-need donations, online fundraising efforts, entertainment, venue selection, publicity, volunteer recruitment and supervision, and all event administration tasks.
- Managed Raiser's Edge database to include gift entry, training, data clean-up, membership entry, and data integrity.
- Supervised, trained, and mentored Development Associate.

YORK SCHOOL, Monterey, California United States

Development Associate, Jul 2004 – May 2009

- Provided support through direct mail appeal, grant writing, fundraising events, donor acknowledgement and appreciation, data entry in Raiser's Edge, Board of Directors and Executive Board support, and supervised the Development Assistant.

EDUCATION

Lakenheath American High School, United Kingdom

High School Diploma, Jun 1989

University of California, Davis, California
Completed coursework towards Social Welfare

University of Phoenix, California
Bachelor of Science, Human Services/Management, Dec 2014

ADDITIONAL TRAINING

- University of Indiana Fundraising School, 2007
- Benefit Auction Training with Jay Fiske, 2007
- Leadership Education and Development Institute (LEAD), 2010 to 2011

COMMUNITY SERVICE

- Area Agency on Aging Council, 2017
- I-Help/Warming Shelter volunteer, 2005 to present
- Northminster Presbyterian Church member, 2009 to present (Board member 2012-present)
- Team in Training Participant and Fundraiser, 2008 to 2011
- Church of the Oaks member, 2005 to 2009
- Relay for Life for the American Cancer Society, 2003, 2013-2014
- Legal Services for Seniors Gala, 2015-2017

ADDITIONAL EMPLOYMENT

City of Monterey

- Monterey Police Department
- Monterey Public Library
- Recreation and Community Services Department

1995 to 2004
Office Assistant
Administrative Assistant
Office Assistant II