

JOY STODDARD, CFRE

Austin, Texas · 512-962-6510, open to texting · Joy@EveryoneCanFlourish.com · [LinkedIn](#)

NON-PROFIT DEVELOPMENT DIRECTOR PROFESSIONAL

· Passionate fundraiser · Relationship builder · Impact partner ·

NOTABLE ACHIEVEMENTS

- Raised \$140 million to fund economic opportunities for impoverished women entrepreneurs in 80 countries.
- Pioneered company-wide volunteer program that completed 264 service projects globally during 2007-2019.
- Coordinated internal volunteers and external committee members to expand network and support events.
- Managed team of four direct reports.
- Served as spokeswoman at 300 events.
- Earned awards for excellence in each of 7 roles during 23 years at Whole Foods Market.
- Achieved the CFRE certification in February 2024.

PROFESSIONAL EXPERIENCE

Everyone Can Flourish, LLC, Austin, Texas Consultant/Principal

Mar 2024 to present

- Serving and helping non-profits, businesses and individuals to realize philanthropic strategies for community impact.

Whole Foods Market, Austin, Texas

Aug 2000 – Jan 2024

Development Director (Senior Team Leader)

Oct 2008 – Jan 2024

Whole Planet Foundation Team

- Fundraised for 501(c)(3) non-profit, and developed mechanisms to drive donations for microcredit, helping to create 37 million income-generating opportunities for impoverished women entrepreneurs within U.S. and 79 other countries.
- Reported to Executive Director and monitored expense budget of \$200,000 and staff budget of \$765,000, implementing expense efficiencies to end each fiscal year below budget.
- Managed four development staff, and supervised employee performance, to increase donor generosity and engagement.
- Created fundraising programs including Annual Fund, Major Gifts, Employee Engagement and Giving, Individual Gifts, Online and Events, leading team to raise \$140 million in revenue since the non-profit's inception in 2006.
- Partnered with legal team members and analyzed and updated contracts, resulting in no complications.
- Served as Secretary, Board of Directors in the U.S, and Board Member for the Boards of Directors in Canada and the U.K.
- Conceptualized impact visits, and hosted cultivation experiences around the globe for 250+ donors during 2007-2023 in Africa, Asia and the Americas, as well as hosting Whole Foods Market CEO in Costa Rica in May 2023 and company Board of Directors in Guatemala in 2007, resulting in repeat major donors.
- Collaborated with company's technology and marketing teams to enhance original website and launched new website on WordPress via external firm, improving the user experience for seamless donations and event registrations.
- Envisioned annual communications strategy, and ensured brand standards on website, social media, virtual activations, video features, e-communications, and annual reports, solidifying consistency of message and calls to action.
- Managed public relations, and authored newsroom content on 3BL Media 2017-2023, stewarding donor generosity with analytics above benchmarks.

2024 Whole Planet Foundation Hall of Fame Honoree. 2019 Global Office All*Star: one of 30 employees at 1,500-employee headquarter office recognized for outstanding performance.

Internal Programs Coordinator

Oct 2006 – Sep 2008

Global Office

Promoted to launch employee engagement in company's inaugural non-profit Whole Planet Foundation.

- Created volunteer program for employees to provide service globally for 2-week durations, and coordinated community-driven service projects, inspiring 850 company-wide champions of Annual Prosperity Campaigns.
 - Secured company coverage of employee's expenses abroad and coordinated annually during 2006-2019 with regional presidents to determine number of attendees, fostering highly engaged participants.
 - Established volunteer program aims, and created marketing materials promoting how participants would learn the root causes of poverty, provide community service, understand retail product origins and harvest, experience cultures, and educate employees and shoppers upon return to work, resulting in more applicants than spots.
 - Developed application system and coordinated with regional HR representatives to select participants and orient them, enabling high caliber talent to attend and succeed.
 - Hired and supervised Volunteer Program Manager who also served as Educator, ensuring program attention to details and increased employee activation post-trip.
- Personally set up in-country programming in countries in Africa, Asian and Latin America, and ensured 100% safety record of all employees abroad during program's 15 years, enabling employees to execute 264 community service projects including 51 carbon efficient stoves/kitchens, 82 water projects, 26 schools/classrooms/libraries, 22 meal programs and 10 playgrounds.
- Educated thousands of employees during in-store visits to 100+ stores in the U.S., Canada and U.K., resulting in the launch of employee giving program via payroll deduction in May 2007 and doubled volunteer program participation the following year.
- Assigned by COO to moderate multiple global office summits including the 2020 Congress and Green Mission Congress.

2008 Global All*Star Executive Team Special Recognition. 2007 Global Office All*Star.

Team Member Services Team Leader

Apr 2005 – Sep 2006

Southwest Region, Lamar Store

- While on mobility assignment from regional office, elevated Human Resources (HR) role at company's flagship store, including job fairs and team trainings, to increase knowledgeable staff from 200 up to 600 employees.
- Developed new store training program, and trained 600 employees, leapfrogging corporate expectations and helping pave the way for similar store formats in larger markets like New York City and Chicago.

Outstanding Team Member of the Month, 3 times.

Regional Trainer

May 2001 – Mar 2005

Southwest Regional Office

- Supervised indirect reports in 20 stores and implemented training programs for all employees, with company-wide adoption.
- 2002 National All*Star, company's top award. 2002 Regional All*Star, 2001 Regional All*Star. 2001 Outstanding Regional Team Member of the Year. Outstanding Team Member of the Month, 3 times.

Human Resources/Store Trainer

Aug 2000 – Apr 2001

Gateway Store

- Coordinated in-store HR functions for 200 employees, and served as task force member, launching new employee Day One training, contributing to store's Regional All*Star award for overall excellence.

Outstanding Leadership Award, October 2000.

International Monetary Fund, Washington, D.C.

Oct 1992 – Jun 2000

Staff Development Division

Consultant

Mar 1998 – Jun 2000

- Created job-related foreign language proficiency examination and customized it for traveling economists and their supervisors to rate position-related language ability, increasing professional communication skills for overseas assignments.

Executive Assistant to Division Chief, Contractor

Oct 1997 – Feb 1998

- Supported confidential initiatives including promotions process and documented individual development plans, resulting in streamlined program, prior to resigning to relocate out of state.

Language Training Program Coordinator, Contractor	Jul 1994 – Sep 1997
<ul style="list-style-type: none"> Promoted to coordinate complex foreign language training program, and organized group classes resulting in increased participation rate while maintaining the same expense. Organized private sessions for country economists and coordinated targeted learning plans with instructors, surpassing language proficiency targets set by departments. 	
Technology Training Program Coordinator, Contractor	Oct 1992 – Jun 1994
<ul style="list-style-type: none"> Coordinated technology training program, and tracked enrollment and ensured prerequisites, increasing ability of staff to utilize organization-wide software systems. 	

EDUCATION

Certified Fund Raising Executive (CFRE) Certification	Feb 2024
CFRE International certifies experienced fundraising professionals aspiring to the highest standards of ethics, competence, and service to the philanthropic sector.	
Foundational Leadership Course	Apr - Jul 2022
Stagen Leadership Academy, 13-week course on leadership principles.	
Project Management Professional Course	2020 - 2021
Project Management Institute's 35-hour course, taught by certified instructor at Whole Foods Market.	
Strategic Management Program for Nonprofit Leaders	2008
University Of Texas at Austin RGK Center for Philanthropy and Service, one day session.	
Bachelor Of Arts, French	Jun 1992
Washington & Lee University academic degree, including Junior Year in Paris, France 1990-1991.	

SKILLS & MEMBERSHIPS

<ul style="list-style-type: none"> Mac and PC proficient, donor management software, e-newsletter software, Microsoft Teams, Zoom Spanish, French Association of Fundraising Professionals Global and Greater Austin Chapter, member University of Texas at Austin Metropolitan Breakfast Club, honorary member The Well, charter member 	2022 – present 2023 – present 2024 – present
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FEATURES & ENGAGEMENTS

Features	
<ul style="list-style-type: none"> Video: Whole Planet Foundation Annual Benefit Video: Whole Planet Foundation in South Africa Article, Austin Woman Magazine: Whole Planet Foundation Is Empowering Women Worldwide Interview, 3BL Media: Empowering Entrepreneurs Interview with Joy Stoddard 	2023 2019 2019 2017
Publication Co-author	
<ul style="list-style-type: none"> Liberation Soup and Other Recipes from Microentrepreneurs Around the Globe 	2014
Public Speaking Engagements	
<ul style="list-style-type: none"> Moderator, Women Innovators in CPG, The Well 	Mar 2024

- Keynote, University of Texas at Austin, Metropolitan Breakfast Club Oct 2023
- Speaker, SWSX Official Showcase and reception Mar 2023
- Speaker, International Women's Day with United Nations Austin Chapter Mar 2020
- Keynote, Sister Suppers Annual Gala Mar 2019
- Panelist, SXSW Eco, *Stir It Up: Brownies, Social Mission and Solar Energy* Oct 2013
- Student education formal presentations and panels: 2010-2024
 - California State University-Fullerton
 - Duke University
 - Georgetown University
 - Massachusetts Institute of Technology
 - The University of Chicago (panelist at the 2014 Microfinance Summit)
 - University of Texas at Austin (panelist at the 2014 Business for Good Summit, panelist at the Net Impact Sustainable Business and Social Enterprise Summit in 2013)

Honoree

- The Well's *Women Innovators Event in CPG*, Bowers Museum, Santa Ana, California Mar 2024
Celebrating Women's History Month, recognized for 2 decades of work empowering women entrepreneurs.
- San Antonio Spurs vs. Memphis Grizzlies, AT&T Center, San Antonio, Texas Mar 2022
Jumbotron spotlight for Women's History Month, recognized for women's poverty alleviation.

REFERENCES

- Keith Manbeck, Whole Foods Market CFO, Chairman of the Board of Directors of Whole Foods Market Foundation
- Philip Sansone, Whole Planet Foundation Executive Director 2005-2022 and Founder, BookPeople
- Gayle Grindley, Weleda Vice President of Sales, donor to Whole Planet Foundation and impact visit participant
- Crystal Beasley, Whole Planet Foundation, Website/Digital Fundraiser, 2021-2023

PHILANTHROPY

Volunteering

- Shepherd of the Hills Christian Church outreach committee support
- Texas International Wine Competition Advisory Board Member
- American YouthWorks consultant
- Calvary's Women's Shelter INVOLVE monthly dinner coordinator

Donor

- Lifeworks Welcome Home Challenge and annual Angel Tree programs and Bethany Food Pantry through Shepherd of the Hills Christian Church
- Girl Scouts of Central Texas
- Austin Pets Alive
- Meals on Wheels Central Texas
- Texas Children's Hospital
- Fly the Phoenix Projects
- Embracing the World
- Whole Foods Market Foundation
- Whole Planet
- Whole Kids
- Whole Cities
- WomenServe