

Dear Hiring Manager,

I am excited to learn of the opportunity for Chief Executive Officer at Animal Protective Foundation. I began my career in Animal Welfare as a volunteer with New Hampshire SPCA, joining the staff in 2004, where I stayed as Director of Administration for 11 years. In 2015, an opportunity presented itself on the West Coast and my husband and I, along with our pets, made the move to San Luis Obispo, California, where I worked as Director of Operations for Woods Humane Society for seven years. Several years ago, I began searching for my next opportunity, and served as the CEO for Peggy Adams Animal Rescue League from 2022 to 2026.

I have recently begun seeking a position with an organization whose mission and values I can embrace. I bring a unique breadth of experience in both executive level leadership and shelter operations along with my passion for animal welfare, and I would like to submit my attached resume for consideration.

During the early months of 2020, I sought and earned my credentials as a Certified Animal Welfare Administrator (CAWA) through the Association for Animal Welfare Advancement. As an experienced leader with a proven track record of forging strategic partnerships, building relationships and advocating for the welfare of animals, I hope that you will view my background and be interested in considering me as a candidate. I have a proven record of providing leadership and direction, working closely with Board Members and donors, developing and growing partnerships and engaging in fundraising and grant opportunities.

I look forward to the opportunity to speak with you further about this opportunity and how I might benefit the organization's goals in the coming years.

Sincerely,
Sue Berry, CAWA

Sue Berry, CAWA
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Executive Summary: Chief Executive Officer with experience managing a \$14M nonprofit organization with 100+ staff and 400+ volunteers in the animal welfare sector. Proven track record of driving significant revenue growth, increasing fundraising from \$6M to \$11M through strategic donor engagement and data driven insights. Collaborative leader with deep experience both in shelter operations and working alongside boards, strengthening organizational performance, and advancing mission-driven impact in complex, community-facing environments.

Core Competencies: Strategic Leadership | Operational Excellence | Organizational Growth | Team Leadership | Community Engagement | Financial Oversight | Board Partnership | Fundraising & Donor Engagement

Peggy Adams Animal Rescue League, 3200 N Military Trail, West Palm Beach, FL \$14M nonprofit animal welfare organization with 120 staff and 400+ volunteers, serving Palm Beach County for over 100 years, providing sheltering, veterinary services, and community-based programs May 2022 to April 2026

Chief Executive Officer

Strategic Leadership

- Partnered with Board of Directors to shape 3-year strategic plan, aligning priorities with operational goals
- Advised board leadership on organizational performance, providing data-driven insights that informed key decisions

Board and External Leadership

- Effectively built and managed relationships with board members, major donors and community leaders
- Collaborated with the Board Finance Committee to provide financial oversight and strategic investment policies, strengthening the board designated endowment fund

Financial Oversight

- Successfully managed \$14M annual operating budget across multiple organizational initiatives
- Grew annual contributions and fundraising revenue from \$6M to \$11M in three years through strategic donor engagement and partnerships.

Community Engagement

- Served as lead ambassador, representing the organization to government officials, funders, media engagements and community coalitions,
- Delivered presentations and briefings to stakeholders, elevating organizational visibility and credibility.

Organizational Growth

- Expanded Safety Net program keeping pets and people together, increasing program funding from \$50K annually to over \$500K through partnerships and targeting fundraising
- Restructured staffing to better align with agency life-saving priorities, strengthening accountability and performance.
- Demonstrated ability to lead, inspire and shape company culture across 120 staff and over 400 volunteers.

Woods Humane Society, 875 Oklahoma Ave, SLO, CA & 2300 Ramona Road, Atascadero, CA Multi-site non-profit animal welfare organization with 50+ staff and 200+ volunteers, providing sheltering, veterinary services and community based programs

April 2015 to May 2022

Director of Operations

- Led operations across two campuses scaling adoptions from 900 to over 3,000 annually, making data driven decisions
- Participated in the budgeting, administration and management of \$2M annual operating budget
- Key player in the positioning, development and completion of successful merger of North County Humane Society and Woods Humane Society in 2017, establishing Woods Humane North County.
- Prepared and presented monthly comprehensive organization reports to the Board of Directors.
- Collaborated with Development Department staff to secure grant funding for major renovation projects relative to animal enrichment
- Design, implement and manage online retail store in conjunction with launch of new agency website improving functionality and user experience.
- Implement and oversee internal procedures to enhance overall productivity and inter-department communication

New Hampshire SPCA, 104 Portsmouth Ave / PO Box 196, Stratham, NH

One of the first SPCAs in the nation and oldest animal welfare organization in NH, providing sheltering, cruelty investigation, veterinary care, community programs and legislation advocacy for animals for well over a century

February 2004 to March 2015

Director of Administration

- Manage staff consisting of Finance, Administration, Facilities Maintenance, Behavior & Training and Humane Education Departments
- Implement and oversee internal procedures to enhance overall productivity and inter-department communication
- Provide administrative support to Board of Directors, attend monthly meetings, record and distribute minutes
- Participate in the administration and management of \$2M annual operating budget
- Maintain agency website in conjunction with Marketing and Development
- Administrator and active member of NHSPCA Disaster and Cruelty Response Team, serving as on scene coordinator and collaborating with Field Services and Law Enforcement officials for case documentation.
- Member of Humane World NDART
- Board member and website administrator for New Hampshire Federation of Humane Organizations (www.nhfho.org)

Computer Experience and Skills:

Microsoft products, Blackbaud: The Raisers Edge and Financial Edge; QuickBooks; Shelter Buddy animal shelter software, ShelterLuv animal shelter software

Education & Certifications:

CAWA - Certified Animal Welfare Administrator, The Associate for Animal Welfare Advancement, 2020 Daniel Webster College: Bachelor of Applied Science, Management and Information Technologies 2004 Middlesex Community College : Associates in Liberal Arts and Sciences 1991

References available upon request