

The  
**Fundraising  
Well**

2024  
IMPACT  
REPORT



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*Maximizing Your Impact for Good*

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# Letter from the CEO

01



**Kerry  
Pereira Watterson**  
CEO, Fundraising Well

Gratitude. I am sitting with immense gratitude as we mark 9 successful years of Fundraising Well and our mission to amplify the power of good leadership and maximize impact for the brilliant professionals and brave nonprofits with whom we have the privilege to serve and partner. Gratitude for the trust placed in our team to guide organizations through change and challenges. Gratitude for the celebrations when our trainings manifest in a new seven-figure donation for a client or when board members exclaim - “I get it now! I can do this!”

Nonprofit leaders are the true superheroes of our society - you show up everyday to give everything you have in you to change minds, policies, systems, and outcomes. And you are making the world a better place, even when all the noise coming at us tries to tell you differently.

It is a true pleasure to march beside you, and I pledge our team’s continued commitment to helping you maximize your impact for good! In 2024, we saw a return of aggressive divisiveness and threats to the justice and equality that we all fight for everyday. So I’m also grateful that despite these challenges, so many of our clients experienced incredible wins and growth in their fundraising, board building, and team management goals, and hopeful these wins will continue in 2025.

I am grateful for the gift of partnering with you. I am grateful for all you do. I am grateful for you!

*Kerry Pereira Watterson*

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# Company Overview

02

Founded in 2015, Fundraising Well's mission is to help nonprofits maximize their impact for good. Our approach to this goal is centered on amplifying the power of good leadership - boards, executives, and fundraising professionals.

**We believe that an organization's power is its people & the more we invest in people, the more organizations thrive.**

To date we've helped small nonprofits, large enterprise solutions, boards of directors, and fundraising professionals build their skill and confidence to raise more than \$350,000,000!! Additionally, we've helped organizations create healthier workplace cultures, elevate their succession planning and professional development practices, and build dynamic, engaged boards of directors.

We are maximizing our collective impact for good!



# Partners Overview

In 2024, we were honored to add 51 organizations and causes to our community of clients and partners. Our highly sought after curriculum for fundraising wellness and board effectiveness is now core to the work of the Support Center for Nonprofit Management, Cause Effective, and the University of California at Irvine's Nonprofit Management Program.

Additionally, we remain honored to be a certified LGBT Business Enterprise, a certified Green Business, and a certified Small Business Enterprise as well as a member of the National Gay & Lesbian Chamber of Commerce, Statewide Hispanic Chamber of Commerce of New Jersey, Association of Fundraising Professionals, CFRE International, and BoardSource's Certified Governance Consultants group.



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# Services Overview

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## Coaching Services

With two decades of experience coaching fundraising professionals, executive directors, and board directors, Kerry Watterson has the magic touch to help you clarify your goals and dreams, identify the action steps to achieve them, and empower you to start the journey toward living your full purpose.

## Retained Advisory Services

Imagine having a dedicated partner committed to your fundraising success day in and day out. Our Advisory Services offer just that—an ongoing collaboration designed to propel your organization to new heights. From strategic planning to execution, we're with you every step of the way.

## Board Placement Services

Our experienced team will work with you to understand the strengths and growth areas of your current board, build a board needs matrix with you, and source and deliver an exciting and impressive slate of candidates who have the treasure, talent, and time that you expect from your board directors.

## Team Training

Our team training programs are not one-size-fits-all. We build customized learning experiences that cater to the unique needs and challenges of your team. Our clients benefit from our hands-on workshops, case studies, and actionable insights that can all be immediately applied to enhance your team's effectiveness.

## Board Education & Training

Empower your board to lead with purpose, and be a fundraising powerhouse. Our workshops are designed to equip your directors with the skills and knowledge needed to drive your organization's success. We'll help you build a fundraising board & culture of accountability.

## Interim & Fractional Leadership

Embark on a transformative journey with our seasoned guides through the intricate terrain of leadership transitions. Our bench of fractional executives specialize in steering organizations from the shadows of a long-tenured legacy to the vibrant dawn of a new era - and we do it with respect, stability, and humility.

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# Impact Overview

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**\$9M**



New Revenue for Clients

We are proud to celebrate extraordinary outcomes and measurable impact made in partnership with our clients.

- Through our coaching, workshops, and retained advisory services, **our clients collectively secured \$9 million in new revenue**. Among these successes, we celebrated clients achieving their first-ever seven-figure donations.

**287**



NPO Board Directors Trained

- Through our board retreats and education workshops, **287 board directors learned to fully engage in friend and fundraising** and became active champions of their organizations' missions.

**61**



Executive Leaders Coached

- We provided **personalized coaching to 61 nonprofit executives**, empowering them to lead with confidence and clarity. These leaders honed their skills in compassionate and creative team management, fostering stronger, more resilient organizations.

**98%**



Client Satisfaction Rate

- Across all services, **our clients reported a 98% satisfaction rating**, highlighting the trust and value we bring to every engagement.

**32%**



Increase in Clients' Donor Value

- Clients saw an impressive **32% increase in donor value**, underscoring the importance of thanking, recognizing, and reporting back to donors effectively.

**100%**



Fundraising Staff Retention for Clients

- Our clients celebrated **100% retention of their fundraising staff** by building stronger management practices and promoting supportive workplace cultures.

Each of these achievements represents the collaborative effort of our dedicated team and the organizations we are privileged to support. The stories of impact—from board members embracing fundraising to team managers transforming communication practices—inspire us to remain steadfast in our mission to empower organizations fighting for a more just and equitable world. Together, we are building a brighter future.

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# Client Success Stories

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## Coaching

I was at a crossroads in my career and was unsure of what my next steps should be. **Kerry helped me to see through all the peripheral noise, focus on identifying my true passion, and helped me chart out an action plan to achieve it all - and I did!**

Thanks to Kerry and his coaching, I have launched my own business, published two books with a third on the way. I am helping the community and living my dreams!



**ERICA PRISCILLA SANDOVAL**

Owner, Sandoval CoLab & Executive Director, Siembra Today

Throughout the coaching process, Kerry provided clear communication, valuable insights, and meaningful encouragement. He listened to my challenges as a start-up founder and guided me in identifying solutions to build capacity and sustainability. **He helped me shift toward an abundance mindset and implement strategies to improve my fundraising skills and aim higher** to seek greater support for our organization. And it worked! We secured our biggest gift yet as a result! Thank you, Kerry!



**T-KEA BLACKMAN**

Executive Director, Black People Die By Suicide Too

## Board Training & Placement

I am grateful to have partnered with Kerry and his team at Fundraising Well for an informative, interactive, and fun session with senior staff and Regional Advisory Board Members at Bottom Line Chicago! A lot of great insights, shared learning, and collaboration was had - **I've never seen our Board so engaged!**



**WILL HOBART**

Executive Director, Bottom Line Chicago

Kerry's workshop was great! I've been to a number of workshops like this, and they're usually pretty boring - they go on and on and on. And at the end, I feel like it didn't actually help me. But **Kerry's workshop is super engaging and fun. I came out of it with tangible things, and I felt like I was helped.**

I really, really appreciated it.



**ANN MARIE FOSS**

Immediate Past Board Chair, Power of Two

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# Client Success Stories

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## Retained Advisory Services

For fundraising counsel, you can't do better than Kerry and the team at Fundraising Well! Kerry created a thoughtful, customized fundraising plan for me, helped me hire our first fundraising staff, and facilitated a fundraising strategy session with our staff and Board. **Whenever I need advice -- about fundraising, but really about almost anything -- Kerry is my first phone call.**



**TAMI FORMAN**

Founding Executive Director, Path Forward

Kerry is brilliant and a joy to work with. **It was transformational for the BBBS of NYC revenue teams, during a time of great transition, to have Kerry's expertise informing, shaping, and guiding how we navigated uncertain times.** He was able to help us re-engage lapsed funders, re-energize loyal donors, and find new supporters by launching initiatives that fueled the work of BBBS of NYC. Thank you, Kerry!



**ALICIA D. GUEVARA**

CEO, America Needs You  
(prior CEO of Big Brothers Big Sisters of NYC)

**We're seeing fantastic results from implementing the strategies Kerry helped us develop: increased giving and larger gifts, deeper board engagement in fundraising** – they're hosting salons and driving event planning in meaningful ways. Kerry helped us develop a donor journey roadmap, refine event planning and conversion strategies, and led our board through a series of trainings where they developed their own pitches for Power of Two and accountability plan to hold themselves to task for fundraising. Kerry's counsel has been invaluable and he's a joy to work with.



**FATIMA MALIK**

Chief Development Officer, Power of Two

See more client success stories at [www.FundraisingWell.com](http://www.FundraisingWell.com).

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# Social Responsibility

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Fundraising Well is committed to meeting the needs of the sector by providing services and funding to support current and future nonprofit leaders.

We believe the work of the nonprofit sector is rooted in the pursuit of justice, equality, reparations, and ensuring basic human rights and dignity for all. In addition to partnering with the many noble organizations doing this work in the field, we've outlined three key pillars to our own work and social responsibility in this pursuit.

**We provide pro bono coaching for BIPOC leaders at under-resourced organizations, we fund the Equality Champion Scholarship at Texas Wesleyan University and other capacity building causes, and we proudly mentor a class of interns each year to develop diverse future leaders for our sector.** It is a privilege to have the resources and bandwidth to do this and more to ensure our sector is pouring into the incredible leaders who are and will be driving this work on a daily basis.



**83 Hours**



Pro Bono Coaching for BIPOC Leaders

**\$7,731**



Philanthropic Contributions

**6 Future Leaders**



Mentored for NPO / Impact Careers

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# Future Outlook

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The philanthropic sector in the United States remains a powerful force for positive change, with **over \$550 billion in giving** fueling transformative efforts nationwide. Yet, many organizations dedicated to **justice and equality** face unprecedented challenges. As we navigate this landscape, we've witnessed an increase in the demand for facilitated board retreats and strategic planning sessions, underscoring the critical role of leadership and alignment within nonprofit organizations. These trends inspire us to refine and expand our offerings to better serve the sector.

Looking ahead to 2025, we are thrilled to announce several key initiatives aimed at supporting our clients and the broader nonprofit community:

1. **Expanded Online Resources:** We plan to develop new courses and resource materials within the members-only access area of our website. These additions will provide nonprofit leaders with actionable tools and insights to strengthen their organizations and drive meaningful impact.
2. **Growing Our Team:** To meet increasing client demand, we are actively searching for additional contracted facilitators and strategists. By expanding our team, we can ensure that every organization we serve receives the expert guidance and personalized support they need.
3. **Free Webinars:** In partnership with nonprofit leadership and revenue generation experts, we aim to offer free webinars throughout the year. These sessions will provide accessible learning opportunities for organizations working tirelessly to advance their missions.

Finally, we are excited to share that in 2025, we will join the Jersey City Economic Development Corporation's community of Small Business Enterprises. Our move to their Jersey City coworking space represents a strategic step forward, fostering collaboration and innovation as we deepen our commitment to supporting nonprofits nationwide.

As we step into this new chapter, we remain steadfast in our mission to empower organizations fighting for a more just and equitable world. Together, we can build a brighter future and maximize our impact for good.

# Contact Us

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# Connect With Us

Find us across  
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