



Valerie Cunningham

Vice President of Advancement
Make-A-Wish® Alabama

With over 15 years of nonprofit experience, Valerie has played a pivotal role in increasing Make-A-Wish Alabama's revenue by more than 150% since she began in 2015. She has held numerous leadership positions in community organizations and was named one of the "Women Who Shape the State" in 2020. In addition to procuring the chapter's first million-dollar corporate partner, Valerie also launched Alabama's Trailblaze Challenge program, which has grossed nearly 4 million dollars in six years. She has established two volunteer regional councils, spearheaded numerous new events, and helped retool the chapter's volunteer program. Seeing donors become volunteers, volunteers become Trailblazers, Trailblazers become board members, and wish parents become donors—these full circle moments are her favorite parts of her job. Valerie is a proud graduate of Auburn University, an Enneagram 3, an ENTJ, and the mother of two daughters who share her love of the sun and personality tests.

Session(s)

Volunteer - Donor – Advocate: Working Together to Engage Our Volunteers