



Alice O'Rourke

Chief Revenue Officer
Make-A-Wish America

Alice is an innovative nonprofit executive, private and public sector business developer, and attorney. She drives record-breaking fundraising and growth for leading nonprofits through state-of-the-art operations, brand building, and talent development. She has had P&L responsibility for up to \$220M for entrepreneurial to Fortune 500 organizations, and led teams of up to 300 in the US and international. She has had exceptional success setting an ambitious vision for revenue growth and building the plans and culture to achieve it. Key to her success is building collaborative working relationships with diverse internal and external stakeholders, including Board members, high net worth individuals, business and civic leaders, and volunteers.

Prior to joining Make-A-Wish, Alice was Chief Executive Officer for the Diabetes Research Institute Foundation. She was previously the national Chief Development Officer for the Leukemia & Lymphoma Society. There she built a best practice program which delivered high-ROI growth from \$93M to \$218M. She led a national team of 20 and provided fundraising leadership to 100 field portfolio carriers. Alice's career highlights also include roles as National Vice President, Division Fundraising for American Red Cross where she led a \$180M record-setting campaign and launched an "in-kind" channel. Alice built a staff of 17 Chapter CDOs and National Principal Gifts Officers and provided fundraising leadership to 180 field portfolio carriers.

Session(s)

All In: How Everyone at MAW Wins with Major Gift Growth