

Thomas Bruner

A nationally-recognized leader with successful experience across the U.S. building and repositioning complex mission-focused businesses and foundations, mobilizing communities to respond to urgent issues and needs, and marshalling the resources of the public, private and social sectors.

EXPERIENCE

Dharma Rain Zen Center, Portland, Oregon — *Postulant and Fundraising Manager*

Explored the possibility of ordaining as a monk while working, studying and living full-time at one of the largest and most vibrant Soto Zen Buddhist temples in the U.S. Led individual fundraising for a \$6 million campaign to restore and develop a 14-acre former brownfield for the temple's new campus, including: training and coaching temple leadership on strategy and financial asks; securing an anonymous matching challenge gift to incentivize giving; and, developing and managing first-ever crowdfunding campaign. Exceeded individual donations goal by 35%. Helped invigorate and expand under-leveraged social media presence to increase visibility, access and relevance, resulting in a significant increase in levels of engagement. Consulted on marketing of the temple's new preschool program and communications with its 1,450 constituents.

Susan G. Komen Oregon & SW Washington, Portland, Oregon — *Chief Executive Officer*

Led the successful turnaround of one of the largest affiliates of the country's leading breast cancer foundation following a national public relations crisis resulting in reputational, financial and organizational tumult. Turned a \$1.4 million projected deficit into a balanced budget. Secured \$1 million in state funds for cancer screening. Grew and diversified revenue by creating major donor program, exponentially increasing foundation grants received, and increasing annual luncheon by 83%. Strengthened external grantmaking by transitioning from activity-based to outcomes-based measures linked to disparities. Launched a \$2.5 million Latina Initiative with 10 foundation partners, three Spanish language media outlets and \$1 million in donated cancer screening. Partnered with state broadcast association to air 52,000 educational spots valued at \$300,000. Negotiated public naming of research labs at two leading regional healthcare institutions. Took local conference statewide via simulcasts with 40% increase in attendance. Increased diversity of Board from 11% to 35% and staff from 0% to 36%.

HONORS & RECOGNITION

Equality Award
Human Rights Campaign,
Oregon

Perfect Party Guest
Portland Monthly

Turnaround Thomas
Portland Business Journal

Winners
Portland Business Journal

Hercules Award
United Way of Tarrant
County

Big Shoes to Fill
Fort Worth Star-Telegram,
Editorial Board

Administrators Achievement
Award
U.S. Health Care Financing
Administration

40 Under 40
Tarrant County Business
Press

Spirit of Fort Worth
City of Fort Worth

Emerging Leader
Fort Worth Star-Telegram

American Red Cross, Washington, D.C. and Portland, Oregon — Vice President and Regional Executive

Vice President, Diversity: Invigorated and expanded diversity and inclusion programming nationally, including: creation and launch of employee resource groups with over 1,000 participants; development of monthly cultural competency trainings with nationally-known experts; identification, coordination and support of 100 previously disconnected diversity field workers; and development of a new behaviorally-based training module for cultural competence. Reengineered external partnerships model from relational-only to outcomes-based. Partnered with supply chain management to increase spend with women-owned, minority-owned and emerging small businesses by 20%.

Vice President, Northeast Division: Led 60 chapters across New England and New York with 1,400 employees, 45,000 volunteers and \$125 million in expenses. Reduced largest-in-nation annual operating deficit by 60%, exceeded nationally assigned add-on fundraising target of \$17 million, and developed models for innovation and collaboration across state boundaries. Oversaw implementation of new shared services systems for finance, human resources, information technology, marketing and health and safety services. Implemented new donor-centric fundraising model, including systems that tracked and measured prospect pipeline, cultivation activities, stewardship touches, donation asks and financial outcomes weekly.

Regional Executive, Oregon: Led chapters in Portland, Salem, Eugene, Medford, Bend and Baker City, with 5,000 volunteers, 17 offices, 175 employees and \$14 million in expenses. Implemented new model of regionalization among previously autonomous business units, decreasing territorialism and strengthening operating systems. Created Communities of Color Initiative to increase workforce diversity by 25% and improve cultural competence. Developed new partnership with City of Portland to operate Emergency Warming Centers for the homeless, with thousands of overnight stays and unprecedented levels of media exposure. Appointed by national Board of Governors to the National Diversity Advisory Board to advance diversity, inclusion and equity.

Multnomah County Chair's Office, Portland, Oregon — Senior Policy Director

Senior advisor to the elected CEO of one of the largest county governments in the Western U.S., with 5,000 employees and a \$1.5 billion budget. One of two lead budget writers crafting the Chair's \$350 million general fund budget using new national model of zero-based

CIVIC LEADERSHIP

Board of Directors
All Classical 89.9

Advisory Board
Portland Parks & Recreation

Commissioner
Oregon Government Ethics
Commission

Transition Team
Oregon Governor Ted
Kulongoski

Steering Committee
Nonprofit Association of
Oregon

Fundraising Committee
Dharma Rain Zen Center

Community Advisory Board
Junior League of Portland

Graduate
Leadership Portland

Board of Directors
Jubilee Theater

Commissioner
Fort Worth Human Relations
Commission

Ambassador
Fort Worth Museum of
Science & Industry

Mayor's Vision Coalition
City of Fort Worth

Camp Counselor
Campfire First Texas Council

budgeting. Lead staff on joint public safety budgeting collaborative with City of Portland, identifying duplication and possibilities for consolidation. Championed expansion of nationally-recognized Schools Uniting Neighborhoods (SUN) program for at-risk youth, and worked to protect SUN from threatened budget cuts. Strategized the gifting of a vacant county building to advance the 10-Year Plan to End Homelessness, adding 108 apartments to affordable housing stock. Worked to advance a plan to provide \$5 million in financial assistance to distressed county school districts to incentivize financial support from other governmental entities. In partnership with the Sheriff, developed budget options to utilize a new but never-opened county jail. Lobbied on county issues on the federal level. Maintained the county's exceptional bond rating despite significant revenue constraints.

Cascade AIDS Project, Portland, Oregon — Executive Director

Led the turnaround, professionalization and growth of one of the leading HIV organizations in the Western U.S. Grew contributed income by 300%, net assets by 330% and annual budget by 119%. Launched first major donor program and first staffed foundations program. Reengineered special events model from six competing events raising \$300,000 to two strategically targeted events raising \$1 million with a 50% reduction in expense ratio. Increased frequency of earned media dramatically, building community momentum and enhancing organizational credibility. Created and led first statewide HIV public policy collaborative, including hiring of professional lobbyist in state capital. Developed innovative programming, including nationally-funded children's services and back-to-work employment initiative. Launched culturally-specific programming for African Americans in partnership with region's powerful faith-based leaders coalition. Strengthened governance with creation of highly influential Board of Advisors. Increased diversity of Board and staff by 35%. Lobbied on the federal level, and invited to provide testimony to the U.S. Senate.

AIDS Outreach Center, Fort Worth, Texas — Executive Director (founding)

Led an all-volunteer organization to become one of the most vibrant, innovative and respected HIV organizations in the South and Southwest, successfully mobilizing a large conservative urban county around the HIV epidemic in the process. Grew annual budget from \$60,000 to almost \$4 million, net assets from \$0 to \$1 million, staff from 1 to 55 and volunteers from 30 to 1,200. Produced year-end surpluses for 10 consecutive years. Opened offices in three fast-growing communities. Built one of the most influential Board of Directors and Board of Advisors among nonprofits regionally. Strategically leveraged print and

Graduate
Leadership Fort Worth

Board of Directors
Contemporary Dance Fort
Worth

Board of Directors
Tarrant County Gay Alliance

SAMPLE PRESS

“Bruner picks up the pieces
at Komen.”
Portland Business Journal

“A rising civic star.”
The Oregonian

“Cascade AIDS Project
thrived under Bruner’s
leadership.”
Portland Business Journal

“Bruner is adding statewide
duties to his portfolio.”
Portland Business Journal

“What do you call someone
who does all this? A hero.”
The Oregonian

“Turnaround Thomas.”
Portland Business Journal

“Who Can Replace Thomas
Bruner, the visionary?”
For Worth Star-Telegram

“Thomas Bruner is raising
hell and some serious cash.”
Willamette Week

“Diminutive, voluble, with a
boatload of energy.”
Willamette Week

broadcast media to successfully build community ownership and urgency, resulting in exceptionally high levels of visibility. Created partnerships with opinion-leaders, including United Way, Junior League, Medical Society and City Hall, to increase credibility and acceptability of a then controversial issue. Developed cutting-edge programming for HIV-affected children, culturally specific outreach to African Americans, and employment services for people with HIV. Among the founders of Texas AIDS Network, the first statewide policy, lobbying and advocacy organization. Lobbied on the national level.

EDUCATION

Cornell University, New York, New York — *Diversity Management Certificate*

Stephen F. Austin State University, Nacogdoches, Texas — *M.A., Clinical Psychology*

Abilene Christian University, Abilene, Texas — *B.A., Psychology*

GLOBAL TRAVEL & STUDY

Nepal
India
Ethiopia
China
Thailand
Brazil
Peru
Ecuador
Galapagos Islands
Egypt
Morocco
Guatemala
Mexico
Hungary
Czechoslovakia
Portugal
Spain
Austria
Germany
The Netherlands
France
England
Belgium
Switzerland
Canada