

## **Alan R. Hutson, Jr., MPA, CFRE**

**Alan has devoted his personal and professional life to philanthropy.** A Certified Fundraising Executive (CFRE), Alan has helped nonprofits raise more than \$40M in private funding.

**A partner in The Monument Group, a Richmond-based company that provides fund-raising management services to nonprofit organizations, Alan specializes in helping organizations find their potential and use it to sustain their mission and achieve their vision.** His services include board training, staff and volunteer coaching, case statement creation, development plan creation and implementation, survey design, risk assessment, financial analysis, and statistical analysis.

- He managed the annual funds of the Daily Planet (the fund more than doubled under his management) and CrossOver Healthcare Ministry (the fund increased more than 30%). He currently manages the annual funds of Northstar Academy and William Byrd Community House and serves as Development Counsel to The Art League, Art 180, Partnership for the Future, Commonwealth Parenting, United Virginia, and Legal Information Network for Cancer.
- His campaign work includes The Healing Place, the Richmond Public Library Foundation, the Virginia League for Planned Parenthood, and the American Civil War Center, and the Southside SPCA. He currently manages the Greater Richmond Aquatics Partnership's campaign.
- During his tenure, the Central Virginia Chapter of the National MS Society raised a record amount with their Dinner of Champions event. Other past clients include the Richmond Symphony, FightSMA, the Virginia Capital Trail Foundation, the Community Tax Law Project, the Virginia Foundation for Community College Education, Environic Foundation International, and the Virginia Counsel for Economic Education.

**Alan's serves on the board** of the AFP Foundation for Philanthropy. In the recent past, he has also served on the Central Virginia Chapter of the Association of Fundraising Professionals (Board Chair 2009), Circle Center Adult Day Services (Past Governance Committee Chair), and 1708 Gallery (Finance Committee Co-Chair).

**His civic memberships include** the Rotary Club of Richmond, where he is a Paul Harris Fellow and past recipient of the President's Award. Alan also is a member of the Greater Richmond Chamber of Commerce and a member of the Richmond Business Council's Education Subcommittee. He was a member of the 2011 Richmond Giving Circle and was featured in *Style Weekly's* 40 Under 40 List in 2010. Additionally, he and his business partner have established a fund at The Community Foundation – *Serving Central Virginia*, bearing their company's name.

**Alan's professional affiliations reflect his commitment to advancing the field of philanthropy.** He is a member of the Association of Fundraising Professionals (AFP) and the Virginia Association of Fundraising Executives. In 2009 and 2011, Alan was invited to speak at the Southern African Institute of Fundraising (SAIF), presenting on topics including: case statement creation, the intersection of governance and fundraising, nonprofit trends in a down economy, and parallels between dating and fundraising. During both stays, he also performed pro bono consultation with nonprofits ranging from an HIV/AIDS orphanage to a leadership development academy for the chronically unemployed. In 2011, SAIF asked him to help chart the future of SAIF through a strategic partnership with AFP.

Additionally, Alan serves as the facilitator for the Fifth District Federal Reserve Bank's community engagement series. Alan currently serves as an adjunct faculty member at Virginia Commonwealth University.

**Alan is a graduate of Davidson College with a Bachelor of Arts in Economics and Virginia Commonwealth University with a Master of Public Administration and a Post-baccalaureate Certificate in Nonprofit Management.** He also is a graduate of Leadership Metro Richmond (Class of 2008) and AFP's Faculty Training Academy (Class of 2010). Alan is also pursuing a PhD at VCU's School of Education. He's an avid rock climber and resides in the historic Fan District of Richmond, Virginia.