



“**Laura and Jenny are top-drawer consultants.** They know their stuff, they know how to work with people and they’re delightful! Working with them is always a pleasure.”

Mark Rubin

Attorney & Active
Community Volunteer

CONTACT INFORMATION:

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Alexander | Carrillo Consulting is a full-service consulting firm specializing in non-profit organizational development and fundraising. Based in Tucson, Arizona and founded in 2010 by partners Laura Alexander and Jenny Carrillo, the firm has established itself as highly ethical, credible and effective in their work with a wide range of not-for-profit clients.

Primary services for which the firm is hired include organizational development and strategic planning; training and facilitation; board development and governance; annual fund development assessment, planning and implementation; capital campaign planning and oversight; ‘major’ and planned giving program development; CEO and Development staff coaching and other projects as requested.

Laura and Jenny are the owners and principal consultants, overseeing every aspect of the firms work. They have assembled a creative team of experts and specialists in other areas including major and planned giving, event planning, social media, financial management, print production and mailing and marketing.

Highlights of Experience and Credentials

- Each partner brings nearly 25 years of experience working in the non-profit sector, in organizational development, fundraising, management and leadership.
- Each partner has earned a Master’s degree in Philanthropy and Development and the professional designation as a Certified Fund Raising Executive (CFRE).
- Each partner has been recognized individually by her peers as the Southern Arizona Outstanding Professional Fundraiser – Jenny in 2006 and Laura in 2012.
- Members of the Association of Fundraising Professionals (AFP), Alliance of Arizona Non Profits and Planned Giving Roundtable (PGRT).
- Laura is certified by the Association of Fundraising Professionals as a Master Trainer and also trained as a Mediator by the Center for Community Dialogue. Jenny and Laura have both been accepted into the the BoardSource Certified Governance Trainer Program and will complete their training in the Fall of 2015.

Our Unique Qualifications

Local Experience: We have worked with over 100 local organizations throughout Southern Arizona and surrounding rural communities. We have a deep understanding of the unique cultural, philanthropic and economic environment impacting our nonprofit organizations.

Sector Experience: We have experience working across a diverse range of sectors including social services, public & private education, arts & culture, conservation & environment, animal welfare and business. We believe that you are the experts in your unique area of service, and we can help you do your good work, better.

Organizational Development Experience: We believe that effective fundraising doesn't happen in a vacuum and have worked with numerous organizations to strengthen their organizational capacity through strategic planning, board development and governance, and leadership development. We are skilled facilitators and trainers, have developed curricula for multiple trainings and workshops, and have facilitated numerous group processes for strategic dialogue, decision making and plan development in challenging situations.

Fundraising Experience: Together, we have raised over \$200M for our nonprofit organizations, including capital and endowment campaigns: major and planned gift solicitations; foundation and government grant writing; special events; direct mail and social media appeals.

Stellar Community Reputation: We take our reputation, and yours, seriously. Who you hire to represent your firm to your donors and the community is important. Your consultants should reflect your values and your organizational personality. We have worked hard to ensure that our clients and colleagues think highly of us, and our work. We believe that anyone with whom we have ever worked will say that we consistently go above and beyond, doing whatever it takes to provide our clients the highest quality work with integrity, transparency and professionalism.

We're Fun. We like to laugh. We love each other, our work, our clients and our community. And you'll feel that.



Our Team

Laura Alexander, MA, CFRE, Partner and Consultant

Laura@do-good-better.com | 520.405.6145

Consultant, Executive Director, Development Director, Program Director, Board member and volunteer. You name it and, over a 22-year career, Laura has worked in just about every non-profit capacity. That experience—and the unique perspective that comes with it—is the cornerstone of her consulting practice. Laura’s clients know that she gets where they’re coming from—their strategic challenges, organizational issues and development goals—and is dedicated to their success. She asks the important questions, and listens well, to give her clients the best advice, determine the best strategies, and find the best solutions.

Before starting Alexander | Carrillo Consulting with Jenny Carrillo in 2010, Laura ran her own consulting firm for three years. Her extensive experience in non-profit management includes: Executive Director of the Birth & Women’s Health Center; Development Director at the Women’s Foundation of Southern Arizona; and Executive Director of Domestic Abuse Intervention Services in Madison, WI. She also held positions at Native Seeds/SEARCH and Wingspan Domestic Violence Project, both in Tucson, and comes from a long history of programming and fundraising in the area of domestic violence.

Laura holds a Master of Arts in Philanthropy & Development from St. Mary’s University of Minnesota, and has earned her CFRE (Certified Fund Raising Professional) designation. She is the Past President and long-time Board member (9 years) of the Association of Fundraising Professionals, Southern Arizona Chapter, which recognized her work in 2012 by naming her Outstanding Fundraising Professional of the Year. She volunteers on the Fund Development Committee of Southern Arizona AIDS Foundation (since 2013). In her spare time, Laura enjoys yoga classes and a vast menagerie of pets with her husband Fabian Alfie, a University of Arizona Professor, and their daughter Cecilia.

“It’s rare to find someone who has the skill set for development that Laura brings to her work. She understands development from the perspective of how a board functions, how the infrastructure of an organization affects development, and to how to tailor the message for the audience of each organization for which she works.”

Carol Sack

Chief Development Officer
Jewish Community Foundation



Jenny Carrillo, MA, CFRE, Partner and Consultant

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When it comes to fund development, non-profit governance, and strategic planning, Jenny Carrillo is a one-woman wellspring of insight, knowledge and enthusiasm. With 24 years of non-profit experience, there is perhaps no one more capable at getting right to the core issues, assessing strengths and limitations, identifying challenges and opportunities, and integrating everything into a coherent—and do-able!—plan. Clients value her integrity, forthrightness and fervent support. And with that silver-bullet combination so prized in the non-profit world—a keen intellect and a big heart—Jenny offers solid and perceptive advice to help her clients grow, perform and exceed their expectations.

Jenny worked for seven years as an independent consultant before she founded Alexander | Carrillo Consulting with Laura Alexander. The name of her former consulting practice, *Beyond Fundraising*, says it all. Her prior work included extensive experience in developing and executing effective fundraising plans as well as grant writing and public relations in the following jobs: Director of Development for the Arizona's Children Association, Big Brothers Big Sisters of Tucson, and the Southern Arizona AIDS Foundation/Shanti Foundation, Tucson, as well as public relations positions at Up with People in Denver, CO, and Youth Service America in Washington, DC.

Jenny holds a Master of Arts in Philanthropy & Development from St. Mary's University of Minnesota. She is also a Certified Fund Raising Executive (CFRE), completing the highly respected certification process and demonstrating proficiency of professional practice, performance, education, service and commitment to ethical fundraising. Jenny has served as the President of the Association of Fundraising Professionals, Southern Arizona Chapter (2005), and was a board member for more than 9 years. In 2006, she was honored as AFP's Outstanding Fundraising Professional of the Year. She is a member of the Board of Directors of the Ben's Bells Project and the Amphi Public School District Foundation. Her husband, Leo Carrillo, is a 5th-generation Tucsonan with deep roots in the community, and they have two daughters, Quincy and Carson.

Hanna Miller, Events and Project Manager

Hanna@do-good-better.com

“I want to tell you I was very, very impressed with the work Jenny did; the issues identified; the recommendations and her overall connection with the audience. She was **100% credible**; something I think is often hard to do in the consulting business. I think we received very high value for the money spent.”

“As many of you know, I do not necessarily hold consultants in high regard from my experiences when I worked. But Jenny's work is excellent and I wanted to go on record acknowledging that.”

Donna Ellington, Member
Assistance League of Tucson



“Alexander | Carrillo provides us a professional and personalized service, which helps us tell our story well and to acquire needed resources to fulfill our mission along the U.S.-Mexico border. Their expert advice and critical support with strategic planning and fundraising have been **indispensable to our development as an organization.**”

Rev. Sean Carroll, SJ
Executive Director
Kino Border Initiative

With over 20 years of experience in the thrilling Entertainment/Hospitality industry of Central Florida, Hanna Miller has a wide variety of experience in event production and customer service to offer the field of Nonprofit Fund Development. Finally being able to call Tucson home after a lifetime of visits to her grandmother’s Arabian Horse farm on the east side of town is a dream come true, and she is giddy with excitement to be joining the amazing team at Alexander|Carrillo Consulting.

Hanna offers a variety of skills and services for clients, including Special Event strategy, planning and management; donor prospect research and data management; expert, efficient management of special projects, and extraordinary idea generating and creative problem solving abilities. Hanna has also received mediation training from the Center for Community Dialogue and is a skilled facilitator of teams and projects.

Additionally, Hanna serves on the Board of Directors for the Reid Park Zoological Society, where she participates in most committees and is chair of the Zoocson Event Committee, and she recently joined the Board of Trustees for The Gregory School, which was founded by her grandmother, the (late) great Bazy Tankersley.

1N10
390th Memorial Museum Foundation

Our Clients, Current and Former

Academy Services Corporation / Academy Village	Every Voice in Action Foundation	San Miguel High School
Archaeology Southwest	Feminist Formations	Santa Cruz Community Foundation
Arizona Building Officials (AZBO)	Fox Tucson Theatre Foundation	Santa Cruz Foundation for the Performing Arts
Arizona Elks Major Projects	Fund for Civility, Respect and Understanding	Santa Cruz Valley Heritage Alliance
Arizona Fisher House	Girl Scouts of Southern Arizona	Setting Scoliosis Straight Foundation
Arizona League of Conservation Voters	Greater Green Valley Community Foundation	Social Justice Education Project
Arizona's Children Association	Green Fields Country Day School	Southern Arizona AIDS Foundation (SAAF)
Assistance League of Tucson	Green Valley Recreation	Southern Arizona Center Against Sexual Assault (SACASA)
Associates in Women's Health Care	Habitat for Humanity Tucson	Southern Arizona Legal Aid
Association of Fundraising Professionals, Southern Arizona Chapter	Handmaker	Southwest Center for Economic Integrity
Audubon Society	Historic Stone Avenue Temple	St. Elizabeth's Health Center
Batucaxé	Historical Society of Southern Arizona	Sunnyside Unified School District Foundation
Ben's Bells Project	HOPE	Sunstone Cancer Support Centers
Big Brothers Big Sisters of Tucson	Humane Society of Southern Arizona	The Golden Goose/Catalina Community Services
Birth & Women's Health Center	Imago Dei School	The Parent Connection
Blair Charity Group	Institute for LGBT Studies at the University of Arizona	The Rogue Theatre
Breakthrough Leadership Project	Interfaith Community Services (ICS)	Tohono Chul Park
Care Giver Training Institute	Integrative Touch for Kids	Tohono O'odham Police Department
Casa de los Niños	Jewish Family & Children's Service	Touch Point Connection
Catalina Foothills School District Foundation	Keystone Montessori School	Tucson Arizona Boys Chorus
Catholic Community Services	Kino Border Initiative	Tucson Girls' Chorus
Child & Family Resources	Lions Club Tatiyee	Tucson Hispanic Chamber Foundation
Child-Parent Centers	Literacy Connects	Tucson Interfaith HIV/AIDS Network (TIHAN)
Children's Museum Tucson	Live Theatre Workshop	Tucson Medical Center Foundation
Cochise College Foundation	Mel and Enid Zuckerman College of Public Health	Tucson Waldorf School
Community Food Bank of Southern Arizona	Museum of Contemporary Art (MOCA)	Tucson Wildlife Center
Community Foundation for Southern Arizona	Native Seeds / SEARCH	Tucson-Pima Public Library
Community Gardens of Tucson	New Beginnings for Women and Children	University of Arizona Alumni Association
Cox	Northern Pima County Chamber of Commerce	Valley Assistance Services
DM50 (Davis Monthan 50)	Our Family Services	Vets4Vets
Earn to Learn	Our Neighbors Farm & Pantry	Volunteer Center of Tucson
El Grupo Cycling Team	Phoenix Sister Cities	Watershed Management Group
El Rio Community Health Center & Foundation	Pima Community Access Program (PCAP)	Wingspan Community Center & Anti-Violence Project
Eller Executive Education Program at the University of Arizona	Pima Council on Aging (PCOA)	Women's Foundation for Southern Arizona
Emerge! Centers Against Domestic Abuse	Pro Neighborhoods	World Care
Esperanza Academy for the Arts	Reveille Gay Men's Chorus	Youth on Their Own
	Sahuarita Educational Enrichment Foundation	

What our Clients say about our work

“What a great presentation to our Board and senior staff on Tuesday at our retreat! You generated more discussion from our Board members than I can ever remember. **Your message was spot on.** Thanks so much for all you have done for ICS and for being such a good friend.”

Ed Jenkins

Board Member
Interfaith Community Services

“**Alexander | Carrillo Consulting** are hard working, dedicated to their clients, totally professional, very innovative and knowledgeable. They bring a good deal of experience in the non-profit world but have also worked with corporate clients. There is no one better out there!”

Judith Treistman

Board Member
El Rio Health Center Foundation

“I just wanted to say thank you for such excellent and professional service on Saturday. In spite of our last minute adjustments and late start, **you made sure that we did what we needed to do, and got to where we needed to get to by the end of the day.** I was very impressed. Looking forward to seeing your report, and to the prospect of working with you again in the future!”

Susan Stryker, Director

UA Institute for LGBT Research

“Thank you for the excellent training last Friday! I came away with new enthusiasm and confidence behind my work as a development officer. I also wanted to share that I made my first successful ask yesterday of \$10,000! **Your training made a huge difference for me, right away.**”

Emily Brott

Assistant Director of Development
Sonoran Institute



Your preparation, energy, dedication and facilitation skills are remarkable. The depth and breadth of conversations that I had with my fellow board members was important, inspirational and essential to planning for our future growth and success. You created a framework where we were free to discuss big ideas in a safe but structured environment, and you helped guide us from the big picture onto a discreet manageable path that will help us move from point A to point B. Most importantly, you kept a room full of folks keenly focused on the task at hand. That is no small feat, and it is why these strategic planning sessions were so successful.”

Dev Sethi

Board Member

Children’s Museum of Tucson



To say that you have opened my world is a bit of an understatement. Each time I meet with you, I feel supported, valued and motivated. Thank you for all of that! It has been a great gift to work with you and I look forward to continuing to learn and grow.”

Lisa Robinson

Tu Nidito

