

Cynthia Uviedo

Professional Experience

2017 to present, Director of Annual Giving Programs, Trinity University, Office of Annual Giving

Assist Senior Director of Annual Giving in leading the University's Annual Giving program.

- Develop and execute an effective, comprehensive annual fund communication plan including direct mail appeals, email appeals, and micro-giving campaigns.
- Recruit, select, train, and motivate ~ 100 Reunion Committee members. Developed new reunion committee structure to engage more volunteers and improve volunteer experience.
- Produce and oversee reunion and affinity appeals.
- Produce analysis of appeals sent.

2015 to 2017, Associate Director of Reunion Giving, Trinity University, Office of Annual Giving

Lead fundraising efforts for reunions and student giving.

- Recruited, selected, trained, and motivated reunion gift chairs for 9 classes. In 2016, helped raise more than \$800,000 from reunion classes.
- Oversaw student philanthropy program. Serve as staff lead for Senior Gift Committee. Meet regularly with Senior Gift Committee Co-Chairs to develop and execute cultivation plan to encourage student giving. Develop and plan philanthropy education programming.

2013 to 2015, Assistant Director of Stewardship, Trinity University, Office of Special Events & Stewardship

Provided stewardship support to the Alumni Relations & Development division.

- Coordinated scholarship matching program which matched almost 400 students with donors. Facilitated thank you letter process and planned student/donor scholarship event.
- Served as Co-Advisor to Student Ambassadors. Provided leadership on philanthropy education and trained student volunteers to organize tradition events and to lead student philanthropy activities.
- Prepared more than 300 endowment reports for donors annually.
- Coordinated smaller-scale stewardship events for donors, and provided support for larger events, including President's Dinner.
- Successfully implemented new donor acknowledgement process. Oversaw weekly thank you letter process in coordination with departments across the division.
- Coordinated donor recognition activities.
- Built and maintained database tracking MOUs and gift agreements.

2008 to 2013, Donor Relations Officer, Trinity University, Office of Major Gifts

- Developed a donor relations program for Trinity as it completed a successful capital campaign.
- Created stewardship events for Trinity's major gifts donors.
- Coordinated and improved scholarship matching program.
- Improved process to provide endowment/stewardship reports.
- Organized donor recognition activities.

2002 to 2008, Director of Planning & Development, CommuniCare Health Centers, San Antonio, TX

Developed and executed fundraising program for \$20 million nonprofit community health center.

- Prepared all grant applications, identified potential funding sources, and developed fundraising plan.
- Assisted with \$8.6 million capital campaign to build new health center.
- Developed and executed special events, including health fairs, galas, and grand opening of facility.
- Developed communication and marketing materials; completed organization rebranding.

1999 to 2002, Research Analyst II, Aspen Systems Corporation, Housing Research Group, Rockville, MD

Developed quantitative and qualitative analysis on housing and community development.

*1994 to 1997, **Community Services Coordinator, Trinity University, Office of Public Relations***

Managed community relations for the university.

- Coordinated use of University facilities by off-campus organizations.
- Arranged special events, including news conferences and dedications.
- Managed central calendar of all campus events.
- Managed and marketed Speakers Bureau to local community.

*1993 to 1994, **Communications Officer, San Antonio Area Foundation, San Antonio, Texas***

Performed communication tasks for community foundation including writing annual report, newsletters, and news releases. Planned special events.

Education

Masters of Public Administration, 1999

The George Washington University, Washington, DC

Concentrations: Managing State & Local Governments, Public Budgeting & Finance

Bachelor of Arts, 1993

Trinity University, San Antonio, Texas

Major: Communication; Minors: Urban Studies, Communication Management

Professional Development

Association of Fundraising Professionals, San Antonio Chapter

Member, 2002 to present.

Various positions on Board, including Secretary, Vice President/Membership President, 2012.

Past-President/Chair of Nominating Committee, 2013.

Chair of Scholarship Committee, 2014.

Mentor, 2015-2016.

Association of Donor Relations Professionals

Member, 2008 to 2015

Alexander Briseño Leadership Development Program, San Antonio Hispanic Chamber of Commerce

Completed - December 2015

Participated in seven-month leadership program to improve my leadership skills, to get more involved in the greater San Antonio community, and to network with rising leaders in other industries.

Council for the Advancement & Support of Education

Minority Advancement Institute, 2017 cohort

MAI focuses on the management, leadership, and mentoring of professionals of diverse backgrounds in the field of higher education advancement.

Presenter

CASE IV 2013 - Donor Relations

CASE IV 2017 – Student programs

Service to the University

Trinity Circle - Omicron Delta Kappa National Leadership Honor Society

Circle Coordinator, 2012 to present

Beginning in 2010, worked with faculty and staff to bring a circle to campus. Serve as one of the advisors to this group to recognize student leadership and build relationships with student leaders.

Search Committees

Young Alumni & Student Programs Coordinator, 2016

Director of Special Events, 2018

University Committees

Women's History Month Committee, 2009-2015

Other Activities

Trinity University Alumni Association

1869 Scholar program, 2016-present

Serve as an alumni mentor to a current Trinity student. Provide guidance on career development and exploration.

San Antonio Academy

Annual Fund, Parent volunteer, 2012 to 2015

School Council, St. Peter Prince of Apostles Catholic School

Member, 2006 to 2012; Secretary, 2008 to 2010; Vice Chair, 2010 to 2011