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BAC-9528

Contact Information

Contact Name	MaryBeth Lawson	Home Address	
Preferred Phone		Home City	
Preferred Email		Home State	CO
Other Phone		Home Zip	
Other Email		County	
DOB		Hispanic or Latino origin or Descent?	
Gender	Female	Race/Ethnicity	Caucasian
Other Gender		Other Ethnicity	
Title		Salutation	Ms.
		Pronouns	She/her/hers

Application

Status	In Progress	Council Resolution Number	
Notes			

Board Information

Board Name	Denver Nonprofit Engagement Commission (DNEC)	Original Start Date	
		End Date	
		Other boards or commissions served	

Work Information

Employer		Work Address	
Position		Work City	
Business Phone #		Work State	
Work Email		Work Zip	

Additional Information

Are you a registered voter?		Objection to appointment?	No
If so, what county?		Special Information	
Denver City Council District No	7	Registered Lobbyist	No
Conflict of Interest Explanation		Conflict of Interest	No

Education and General Qualifications

Name of High School

Name of Graduate
School

Location of High
School

Location of Graduate
School

of Years Attended
High school

of Years Attended
Graduate School

Did you Graduate
High School

Yes

Did you Graduate

Graduate Major

Name of College

Location of College

of Years Attended
College

Did you Graduate
College

Undergrad Major

Reference Details

Reference Name #1

Reference Email #1

Reference Phone #1

Reference Address #1

Reference Name #2

Reference Email #2

Reference Phone #2

Reference Address #2

Reference Name #3

Reference Email #3

Reference Phone #3

Reference Address #3

Agree to a
background check



Owner

Created By

Last Modified By

Notes & Attachments

MLawson_BIO.pdf

Type	Attachment
Last Modified	Denver Integration
Description	View file

Mlawson_Resume 2024.docx.pdf

Type	Attachment
Last Modified	Denver Integration
Description	View file

1687970445748.jpg

Type	Attachment
Last Modified	Denver Integration
Description	View file

Applicants History

8/1/2024, 9:07 AM

User Denver Integration

MaryBeth Lawson

A strategic and results oriented professional with nearly 15 years of experience skillfully building relationships and juggling diverse and often divergent priorities while fostering collaboration and centering community.

EMPLOYMENT

Denver Public Schools Foundation – Denver, CO

Vice President of Development June 2024- Present

- Develop and execute development strategy annually for Denver Public Schools Foundation, identifying district priorities, funding gaps, and opportunities, resulting in annual fundraising of \$7-\$15 million.
- Manage a diverse portfolio of donors, including individuals, foundations, and corporations, ensuring appropriate cultivation, solicitation, and stewardship.
- Collaborate with various stakeholders, politically and geographically, to achieve consensus on the importance of education and secure support for the foundation's initiatives.
- Provide management and coaching to a team of five
- Serve as a member of the Executive Leadership Team for DPS Foundation, actively contributing to the development of overall strategy and fostering a positive organizational culture.
- Effectively manage the development budget, forecasting revenue and expenses
- Support the team in grant-making opportunities for DPS Schools through various foundation initiatives, including the A to Z Fund, Educators Take Flight, and the Student-Led grantmaking initiative.
- Actively participate in Executive Team meetings with Denver Public Schools departments and leadership, as well as regular meetings with the DPS Strategy Office and DPS Leadership Team, ensuring alignment on budgeting and funding opportunities.

University of Denver – Denver, CO

Executive Director of Development, Graduate School of Social Work July 2018 – June 2024

- Serves as Chief Development Officer responsible comprehensive goal setting, strategy, development, tactical planning, management, and execution for the college advancement plan, including philanthropic and engagement goals, leading a team towards progressive growth in fundraising totals, with most recently nearly \$7 million raised annually
- Responsible for the administration, stewardship, and ongoing cultivation and solicitation of over 30 endowed funds, including the creation of five new endowed scholarships
- Spearheads channel development for the college, including corporate, foundation, individual, and planned bequest commitments
- Facilitates annual 1Day4DU crowdfunding campaigns as a project-based pipeline development effort, ensuring compelling concept narrative and securing matching funders related to equity access, indigenous communities, social and emotional learning, and paid internship for social workers
- Leads college advancement team through early stages of campus campaign including partnering with the Dean to craft campaign case and funding priorities, identify lead prospects, and develop presentation and communication strategy for all stakeholders, including presentation for University's Board of Trustees
- Develops and nurtures effective partnerships with internal stakeholders with demonstrated success in building a positive culture, robust partnerships, and leading within and across various teams including individual advancement team for the college
- Builds trust with key faculty to deepen and expand relationships with key prospects through ongoing communication, collaboration, and strategic planning
- Supports donor relationships throughout donor cycle, including cross-campus coordination with multiple touchpoints and comprehensive stewardship
- Supervises and supports Director of Development and Part-time Advancement Coordinator, including coaching and mentorship

Interim Executive Director of Development, Graduate School of Social Work October 2017 - July 2018

- Serve as Chief Development Officer supporting the unit during a year of transition, leading the unit to hit critical benchmarks while serving as key trusted advisor of Dean
- Exceeded visit goals by 177% - strategically connecting with community members and key stakeholders to build relationships and pipeline for unit

MaryBeth Lawson

- Hired and onboarded new Director of Development, Leadership Annual Giving for the Bridge Project
- Communicated and synthesized Dean's vision in order to align it with Advancement goals and priorities

Associate Director of Development – The Bridge Project May 2016 – October 2017

- Design and implement a comprehensive development program for The Bridge Project to include: setting annual goals for fundraising and development, outlining a plan for the cultivation of current and potential donors, maintaining and promoting foundation partnerships, coordinating the efforts of the endowment campaign, and maintaining and promoting corporate partnerships
- Managed portfolio of 100-120 major gift prospects in the cultivation, solicitation, and stewardship processes
- Closed four major gifts and exceeded revenue goals by 194% including major individual, foundation, and planned gifts
- Successfully diversified revenue streams resulting in 9 new corporate donors, 12 new corporate partnerships, and 12 new foundation partnerships
- Partnered with the Office of Research and Sponsored Projects (ORSP) as well as unit budget office to streamline foundation award and relationship processes
- Engaged with and drove strategy for Board of Advisors of Bridge, including onboarding nine new Board members, an overall board growth of 82%
- Responsible for comprehensive fundraising support for annual gala, including corporate sponsorship and paddle raise matches, resulting in increased gross revenue year over year

American Red Cross – Denver, CO February 2013 – May 2016 *Manager of Donor Relations*

- Manage a portfolio of 300 individual, corporate, and foundation donors with a giving range of \$1,000 to \$50,000 annually
- Responsible for prospecting, renewing lapsed donors, soliciting, and stewarding activities related to major gifts
- Management of projects including third-party fundraising campaigns, March is Red Cross Month, Colorado Gives Day, as well as serving as liaison to Western Colorado
- Plan and coordinate recruitment, solicitation, and benefits fulfillment for two affinity groups of donors giving \$10,000 or more annually
- Recruit and manage volunteer and intern teams resulting in increased productivity
- Achieved a 151% performance over goal in fiscal year 2013, a 175% performance over goal in fiscal year 2014, a 105% performance to goal in fiscal year 2015 and tracking at 71% of fiscal year 2016 goal halfway through fiscal year.

Archway Housing & Services – Denver, CO October 2011 - February 2013 *Development Officer*

- Responsible for donor base development, coordination of special events, sourcing and pursuing grant opportunities, marketing and public relations
- Achieved a 95% increase in individual donations, year-end 2011 compared to July 2012
Coordinated Fall Fundraiser, raising nearly \$20,000
- Managed all event volunteers, logistics, and board development
- Managed name change and rebranding including website design, development of press materials, and blog maintenance.

Suffolk Lenadoon Interface Group (SLIG) – Belfast, UK February- June 2010 *Intern*

- Facilitated and organized peacebuilding activities at the West Belfast based community-based development organization during the hostile Parade season as part of field research during my time at the School for International Training in Ireland and Northern Ireland to further the organization's mission of regeneration and peace building.

City of Lafayette, Colorado Community Development Department June 2009 - October 2010 *Community Development Intern*

- Cataloged and mapped more than a thousand headstones in historic cemeteries throughout the city.
- Wrote grant for funding to repair headstones - grant funded at \$20,000

MaryBeth Lawson

EDUCATION

University of Denver, Denver, CO

Masters of Science, Organizational Leadership

University of Colorado, Boulder, CO

Bachelor of Arts in Geography

Certificate in Peace and Conflict Studies

Institute for Leaders in Development at the University of Denver, 2016

Denver Publishing Institute at the University of Denver, 2023

ACTIVITIES/ SERVICE

Denver Rescue Mission - Denver, CO 2024 - *Volunteer, Meals*

Platt Park People's Association – Denver, CO September 2014 - April 2018 *Managing Editor, Platt Park Post and Writer*

Young Nonprofits Professional Network – Denver, CO September 2011- June 2015 *Volunteer, Co-Chair - Outreach Committee*

MaryBeth Lawson

MaryBeth Lawson is the Vice President of Development at the Denver Public Schools Foundation. She has over a decade of experience helping folks accomplish their philanthropic goals while strengthening the support for and awareness of programs, mission and goals.

Prior to joining the Denver Public Schools Foundation, MaryBeth supported the University of Denver's Graduate School of Social Work as their Executive Director of Development, and was part of several municipal teams and nonprofit organizations, including the American Red Cross.

In her spare time, she enjoys reading, exploring the playgrounds, parks, and cultural institutions of Denver with her two daughters, and cheering on her Colorado Buffaloes with her husband.