

AARON A. BLEY, CDE

Visionary Leader for nonprofits and healthcare possessing solid strategic and tactical expertise.

Successful at developing and executing programs and strategies to maximize growth.

Cultivator of strong strategic relationships with various community stakeholders.

Recognized for attracting “top talent” with ability to coach and mentor.

CORE STRENGTHS

- » Strategic
- » Operational/Organizational Development
- » Public Relations
- » Marketing
- » Government Relations
- » Community Relations
- » Communications
- » Nonprofit Advocacy
- » Business/Community Partnership Building
- » Diversity/Equity/Inclusion
- » Special Events
- » Fund Development

PROFESSIONAL EXPERIENCE

Cincinnati Association for the Blind & Visually Impaired (CABVI)

Cincinnati, OH | 2016 - Present

Nonprofit organization offering comprehensive vision rehabilitation services and employment opportunities for people of all ages who are blind or visually impaired. CABVI is a \$25 million dollar organization, serving over 4,000 clients each year.

VP of Community Relations & Chief Development Officer

Oversees Fund Development, Marketing, Community Relations, Advocacy, Public Relations, Volunteer Services, Information Services, Reception and Facilities. Manages a staff of 13 and budget of \$3,000,000.

- Developed strategic marketing, communications and social media department increasing public relations awareness placement by 200% and social media following by 300%.
- Increased donations 62% YOY from \$800,000 to \$1,300,000, through developing a comprehensive fund program.
- Created public relations and media plan in partnership with Brandience ad agency yielding 19,500,000 impressions annually.
- Led strategic lobbying partnership to engage elected officials and successfully advocated for legislation that identified agency as partner and provider resulting contract awarded of \$1,500,000 for three vision organizations in Ohio.
- Expanded active volunteer base 25% in the past four years.
- Successfully became the first US state to add “white canes” to the approved durable medical equipment list under Medicaid reimbursement through strategic lobbying efforts at state level.
- Grew endowment from \$20,000,000 to \$30,000,000 through planned giving.
- Grew major donors by 100% over the past 4 years by creating an individual donor major gift giving society.
- Successfully obtained grant funding to build out brand new Radio Reading Service broadcast studio growing from three to four state of the art radio studios.
- Executed three signature fundraising events each year growing special event revenue from \$30,000 in 2016 to \$200,000/year currently – this includes the creation of two new signature events for the agency.
- Raised \$1,200,000 for an Early Childhood and Youth Services department build out by launching a successful fundraising campaign.
- Created agency podcast service expanding reach to clients by 30%.
- Conducted a board of trustees, board committee and internal staff annual giving campaign that grew donations by 50% and achieved 100% participation from 2017-2020.

American Red Cross

Cincinnati - Dayton, OH | 2015 - 2016

Humanitarian organization providing emergency assistance disaster relief and disaster preparedness education in the US.

Senior Corporate Relationship Officer

Cultivated partnerships that supported the mission and growth through major special events and programmatic sponsorship while continuing to grow community involvement. Managed staff of three.

- Created community outreach event in Greater Cincinnati called “Sound the Alarm.”

EDUCATION & CERTIFICATIONS

M.A. Communication,
University of Cincinnati, 2001

B.A. Marketing,
Xavier University, 1996

Cincinnati USA Regional
Chamber Leadership Programs:

- » DEI Roundtable Member,
2021 - Present
- » Cincy Lead #1, 2022
- » Leadership Cincinnati
Class #44, 2021
- » Leadership Action Class #5, 2019
- » Building Cultural Competence:
A Program for Leaders, 2017
- » Leadership Council for Nonprofits:
Leader's Circle Member,
2019 - Present
- » Certified Nonprofit Board Leader
(BOLD Program), 2021
- » Certified Development Executive,
2019 - Present
- » Certification in Corporate
Community Relations Boston
College, 2000

PROFESSIONAL AFFILIATIONS & BOARDS

SORTA Everybody Rides Metro,
Board of Directors, President,
2020 - Present

Member of American Marketing
Association, 2020 - Present

Association of Fundraising
Professionals, Board of Directors,
2018 - Present

Cincinnati Human Services
Chamber, Transportation
Committee Chair,
2019 - Present

Member of National Association
of Nonprofit Organizations &
Executives, 2019 - Present

Greater Cincinnati Counts -
2020 Census Steering Committee
Member, 2020

Hamilton County, Ohio Issue 7
Campaign Steering Committee
Member, 2020

Save a Life." One day event providing complimentary fire alarms to 5,000 homes in underserved areas. Program was so successful it was adopted by the National ARC organization and has become an annual event.

- Exceeded fundraising goal of \$500,000 raising \$1,100,000 annually with goal of \$5,000,000 in 2016.
- Collaborated with Senior Leadership and Board of Directors in creating annual major special event meeting revenue target of \$200,000 annually.
- Grew corporate support of region by 100% bringing in \$1,000,000 in emergency relief in one calendar year.
- Championed annual Board Campaign achieving 100% board participation. Increased contributions by 20%.

Crohn's & Colitis Foundation of America

OH, KY, IN | 2011 - 2015

Nonprofit, volunteer fueled organization to find cures for Crohn's and Colitis disease, while improving quality of life.

Regional Director

Responsible for implementation of mission through educational programs, fundraising events, community support groups, board, healthcare and volunteer development. Managed staff of 25 and budget of \$10,000,000 with five chapter locations.

- Grew Board of Directors from 10 to 18 active members developing standards, by-laws, succession, on-boarding and orientation plan.
- Exceeded fundraising goals five years in a row raising an average of \$1,500,000 per year, per chapter.
- Grew annual fundraising special event revenue by 300% per year.
- Created physician relations program that increased financial support by 100%.

Mercy Health

Cincinnati, OH | 2002 - 2010

Catholic healthcare system. Operates more than 250 healthcare organizations in OH and KY. Largest healthcare system in Ohio and is the fourth largest employer.

Director, Physician Development (2009 - 2010)

Managed physician development and relations for the West Region. Also responsible for physician recruitment.

Regional Director, Business Development, Regional Marketing Sponsorship (2007 - 2009)

Managed regional business development and marketing opportunities for the West Region. Responsible for all regional sponsorship development including negotiation, event coordination, relationship cultivation, promotion and communication to the entire Southwest Ohio Region.

Director, Community Affairs and Facility Operations, Western Hills (2002 - 2007)

Managed site-based marketing and public relations activities, media relations, internal communications and external community relations including event and sponsorship leadership. Oversight of patient access, food and nutrition and volunteer services.

Cincinnati Bell

Cincinnati, OH | 1996 - 2002

Provider of integrated communications solutions such as Internet, TV & Phone.

Director, Community Relations/Corporate Communications