



ATLANTA CITY COUNCIL

ANNE FAUVER  
COUNCILMEMBER  
DISTRICT 6

55 TRINITY AVENUE, S.W.  
SECOND FLOOR, EAST  
ATLANTA, GEORGIA 30335  
DIRECT (404) 330-6049  
MAIN (404) 330-6030  
FAX (404) 658-6073

September 4, 2003

03-C-1457

Ms. Cathy Woolard,  
City Council President  
City of Atlanta  
55 Trinity Ave., SW  
Atlanta, Georgia 30306

Dear Cathy:

I am pleased to submit the name of Ms. Eleanor W. Malone to serve on the Commission on Aging for the City of Atlanta. Her qualifications are outstanding and she will be an asset to the commission.

Her resume is enclosed and her address and telephone numbers are listed below:

861 Armand Court, NE  
Atlanta, Georgia 30324  
404-237-5162

If any additional information is needed, please give our office a call.

Sincerely,

A handwritten signature in cursive script that reads "Anne Fauver".

Anne Fauver,  
Councilmember, District 6

Enc.

CONFIRMED BY

SEP 15 2003

COUNCIL



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August 18, 2003

Ms. Carla Smith,  
Chair, Committee on Council  
City of Atlanta  
55 Trinity Ave., SW  
Atlanta, Georgia 30335

Dear Carla:

I am pleased to submit the name of Ms. Eleanor W. Malone to serve on the Commission on Aging for the City of Atlanta. Her qualifications are outstanding and she will be an asset to the commission.

Her resume is enclosed and her address and telephone numbers are listed below:

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Atlanta, Georgia 30324  
404-237-5162

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Sincerely,

Anne Fauver,  
Councilmember, District 6

Enc.

## **ELEANOR W. MALONE**

861 Armand Court NE { Atlanta GA 30324-4201  
404-237-5162 { Fax 404-261-9671 { ewmalone@aol.com

**Experienced in Fund Development, Financial Management, Management, Strategic Planning and Communications.** Assist organizations to:

- w Enhance funding resources through development of both grassroots and major gifts support, and through prudent fiscal management
- w Analyze organizational strengths and develop strategic plans to create an atmosphere in which board and staff can achieve mission goals
- w Build support for the mission through effective communications of its goal and successes.

### **SKILLS:**

#### **Fund Development**

- w Campaign Consultant for Girls and Boys Town of Georgia's \$3 million capital campaign. Developed campaign strategy, provided all marketing materials, committee support and follow-up.
- w Wrote marketing materials and proposals obtaining grants up to \$300,000 for \$1 million endowment campaign which exceeded goal by \$200,000.
- w Managed annual fund to meet new goals, expanding board and individual solicitation, as well as corporate and foundation support.
- w Conducted Capital Pre-campaign study to assess organizational strengths, and resources of the community, resulting in successful launch of Phase I of campaign to build a botanical garden.
- w Managed fund raising activities, including special event for organization with 1,100 volunteers, to secure new camp for people with developmental disabilities.

#### **Financial Management**

- w Managed endowment fund for 10% increase in one year.
- w Restructured financial reporting system for two non-profits, resulting in improved financial information, cash management, cost cutting and tracking of goals.
- w As Trustee of \$1.5 million trust fund, shifted investment goals to maximize income and increase capital by 30%.

#### **MANAGEMENT**

- w Revised Personnel Manual and accounting systems for 28-year-old organization to comply with Federal Tax and Employment Law and Regulations.
- w As Entrepreneur, hired and managed talent to achieve clients' business objectives.
- w As Executive Director, hired a staff with organizational skills for working in new climate of welfare reform and urban restructuring, developing new strategies to support mission.
- w As Executive Director, expanded "Urban Plunge" to send 100 students throughout city for experiential learning day, which became annual event.

#### **Strategic Planning**

- w Wrote business plan to focus organization's strengths and resources for holistic approach to revitalization in neighborhood devastated by urban decay, job loss, crime, and poverty.
- w Consulted with regional CPA firms across the country to aid in penetrating new markets and expanding client base.
- w Developed new fee-based products to increase income for a nonprofit organization and a professional association.

#### **Communications**

- w Developed marketing materials and volunteer training which aided arts organization to exceed goal in multi-million dollar campaign.

- w Initiated public relations campaign to generate front page news which launched leases of Georgia Dome executive suites up to \$1 million, resulting in 50% of the suites being leased within 6 weeks, influencing financial viability of project.
- w Provided *pro bono* public relations program to pave the way for successful capital campaign and launch annual campaign to support \$1 million budget for 20-year old facility for conduct disordered children.
- w Managed direct mail and advertising program for corporation, to increase sales.

### **EMPLOYMENT HISTORY**

Consultant, Nonprofit Fund Raising and Marketing, 1998 — present  
 Urban Training Organization of Atlanta, Inc., Executive Director, 1996 to 1998  
 Malone Communications, owner: Fund Raising/Public Relations Counsel, 1983–1996  
 Associated Regional Accounting Firms, national association of CPA firms, 1979-1983.  
 The Taulman Company, manufacturer of instrumentation and process controls: Director of Advertising and Public Relations, 1973-1979.  
 Previously, copywriter for ad agency; television and radio station.

### **PROFESSIONAL ASSOCIATIONS**

Association of Fund Raising Professionals: Member; Chair, various committees, 1991—.  
 Public Relations Society of America: member, 1975-1990; Accredited, 1980; Accreditation Examiner; chair, numerous other committees.

### **VOLUNTEER SERVICE**

Lindridge/Martin Manor Neighborhood Neighborhood Association Secretary, 2002; Committee on Sewer Relief Project, Chair, 2000-2003  
 Cathedral of Christ the King, Capital Campaign Committee, 1997  
 The Village of St. Joseph: Advisory Board, 1991–2000; Board of Trustees, 1986–1991; Public Relations Committee, 1986-1991; Executive Committee, 1990-1991.  
 High Museum of Art: Members Guild, various volunteer activities.  
 Atlanta Botanical Garden, member, Southeastern Flower Show volunteer  
 Associated Alumnae of the Sacred Heart: Co-president, 1987-1989. Increased membership 30%.  
 St. Bernadette's Circle, Cathedral of Christ the King, member; President, 1996.

### **EDUCATION**

Maryville College of the Sacred Heart, St. Louis, BA  
 Georgia State University School of Business, graduate studies.  
 Continuing Education Courses in management, fund development, volunteer coordination, ethical decision-making, community revitalization and asset mapping.

RCS# 5023  
9/15/03  
2:35 PM

Atlanta City Council

Regular Session

MULTIPLE

ELEANOR W. MALONE COMMISSION ON AGING  
JEANNETTE FOREMAN PEOPLES TV BOARD  
CONFIRM

YEAS: 12  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 2  
EXCUSED: 0  
ABSENT 2

|           |             |           |            |
|-----------|-------------|-----------|------------|
| Y Smith   | Y Archibong | Y Moore   | Y Mitchell |
| Y Starnes | NV Fauver   | B Martin  | Y Norwood  |
| Y Young   | Y Shook     | B Maddox  | Y Willis   |
| Y Winslow | Y Muller    | Y Boazman | NV Woolard |

MULTIPLE

(Do **03** write above **1457** Line)

A COMMUNICATION BY  
COUNCILMEMBER ANNE FAUVER

COMMUNICATION TO PRESIDENT CATHY WOOLARD SUBMITTING THE NAME OF MS. ELEANOR W. MALONE TO SERVE AS A MEMBER OF THE COMMISSION ON AGING. THIS APPOINTMENT IS FOR A TERM OF FOUR (4) YEARS SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

CONFIRMED BY

SEP 15 2003

COUNCIL

- CONSENT REFER
- REGULAR REPORT REFER
- ADVERTISE & REFER
- 1st ADOPT 2nd READ & REFER
- PERSONAL PAPER REFER

Date Referred

Referred To:

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee \_\_\_\_\_  
Date \_\_\_\_\_  
Chair \_\_\_\_\_  
Referred To \_\_\_\_\_

~~Committee~~ *CA*

*9-15-03*

*Chair*

*Fav. Adv. Hold (see rev. side)*

Other

Members

*[Signature]*

*[Signature]*

*[Signature]*

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

- FINAL COUNCIL ACTION
- 2nd
  - 1st & 2nd
  - 3rd
  - Consent
  - V Vote
  - RC Vote

CERTIFIED

CERTIFIED  
SEP 15 2003

ATLANTA CITY COUNCIL PRESIDENT

*[Signature]*

CERTIFIED  
SEP 15 2003

*[Signature]*  
MUNICIPAL CLERK

MAYOR'S ACTION