



03-C -1819

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

RECEIVED

OCT 07 2003

MUNICIPAL CLERK

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,

Anne Fauver,
Councilmember, District 6

Enc.

FILED BY
CITY COUNCIL
NOV 03 2003

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.

RCS# 5139
11/03/03
2:14 PM

Atlanta City Council

Regular Session

MULTIPLE

03-C-1453 AND 03-C-1819

FILE

YEAS: 11
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 2
EXCUSED: 0
ABSENT 3

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

MULTIPLE

- 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.

03-C-1819

(Do Not Write Above This Line)

A Communication by Councilmember Anne Fauver:

Submitting the name of Ms. Eleanor W. Malone to serve on the Commission on Aging for the City of Atlanta.

FILED BY
CITY COUNCIL
NOV 03 2003

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

Date Referred 10/20/03
Referred To: Comm on Council

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee _____
Date _____
Chair _____
Referred To _____

RC Committee

11/20/03 Date

Chair Anne Fauver

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Members

Members

Members

Members

Members

Members

Members

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Members

Members

Members

Members

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Members

Members

Members

Members

Members

Members

Members

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Members

Members

Members

Members

Members

Refer To

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

CERTIFIED

CERTIFIED
NOV 03 2003

ATTESTED TO BE A TRUE AND CORRECT COPY
MAYOR'S CLERK
Municipal Clerk

CERTIFIED
NOV 03 2003

Mayor's Clerk
Municipal Clerk

MAYOR'S ACTION