

**RESOLUTION NO. 2691**

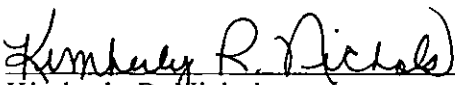
BE IT RESOLVED, by the City of Salisbury, Maryland that the following individual is appointed to the Human Rights Advisory Committee for the term ending as indicated.

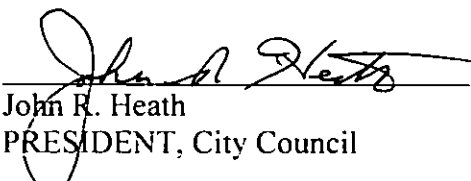
Name  
Maureen McNeill

Term Ending  
November 2020

THE ABOVE RESOLUTION was introduced and duly passed at a meeting of the Council of the City of Salisbury, Maryland held on November 14, 2016.

ATTEST:

  
\_\_\_\_\_  
Kimberly R. Nichols  
CITY CLERK

  
\_\_\_\_\_  
John R. Heath  
PRESIDENT, City Council

APPROVED BY ME THIS

21<sup>st</sup> day of NOV, 2016

  
\_\_\_\_\_  
Jacob R. Day  
MAYOR, City of Salisbury

---

INTER

OFFICE

# MEMO

---

*OFFICE OF THE MAYOR*

**To:** Tom Stevenson, City Administrator  
**From:** Julia Glanz, Assistant City Administrator  
**Subject:** Appointment to the Human Rights Advisory Committee  
**Date:** October 17, 2016

---

Mayor Day would like to appoint the following person to the Human Rights Advisory Committee for the term ending as indicated.

| <u>Name</u>     | <u>Term Ending</u> |
|-----------------|--------------------|
| Maureen McNeill | November 2020      |

Attached you will find information from Maureen McNeill and the Resolution necessary for her appointment. Please forward this information to the City Council so it may be placed on their agenda for the next Council meeting. Please let me know if you have any questions.

Attachment

cc: Mayor Day

**Maureen McNeill**

507C South Boulevard  
Salisbury, Maryland 21801

410.603.0384  
m\_e\_mcneill@hotmail.com

October 13, 2016

Ms. Nancy Talbott  
City of Salisbury  
125 North Division Street, Room 304  
Salisbury, Maryland 21801-4940

Dear Ms. Talbott:

As a citizen and parent, it is heartening to see the City of Salisbury create a Human Rights Advisory Committee. I've attached my résumé in hopes Mayor Day will consider appointing me to serve.

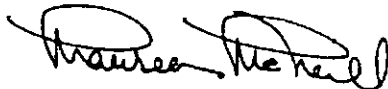
It's also encouraging to see the proposed composition of the committee. What I'd bring to the table isn't a depth of experience with discrimination, but rather a sharp, analytical mind and a growing awareness of the doors that have opened to me that were closed to others. I would like to become an advocate for human rights beyond conversation and social media.

Much of what I know about my own biases I learned from my (now adult) children. They challenged my assumptions about nearly everything – for which I will be ever grateful. As I came to know and love their friends, I saw more clearly the receptions they received in our community: from the transgender girl who wore a dress and heels to a special occasion to the DI teammates from Sudan, China, Korea and Egypt.

Another helpful influence was the author of two books about personal leadership. Among Mark Sasscer's Ten Principles is this: Be Curious rather Than Judgmental. Working with Mark on those books, first as a ghost writer, then as a co-author was transformational. I still strive to be curious and leave judgment behind.

It would be a privilege and an honor to serve. Please contact me if I can be helpful in any way.

Sincerely,

A handwritten signature in black ink that reads "Maureen McNeill". The signature is written in a cursive style with a large, looping initial "M".

## Maureen McNeill, CFRE\*

410.603.0384

[m\\_e\\_mcneill@hotmail.com](mailto:m_e_mcneill@hotmail.com)

### MANAGEMENT PROFILE

#### Fund Development:

- Fundraiser, successful in vibrant and depressed economies, experienced in securing high 6-figure individual and corporate gifts, foundation grants and planned gifts
- Director of Development for \$8.5 million nonprofit organization, managing Development and Community Relations programs and an array of fundraising endeavors that produces \$1 million in annual revenue
- Innovator and coordinator of a university outreach team that raised \$1.6 million endowment

#### Team Leadership:

- Seasoned and successful leader of a team of development and public relations professionals and volunteers, from board members to the "mailing committee"
- Consensus builder among diverse teams to develop and deliver successful programs
- Educator and writer on leadership, mission-based culture and organizational communications

#### Communication:

- Accomplished author of books, proposals and award-winning articles for television and newspaper
- Agile and effective public speaker with a talent for developing relationships with participants
- Experienced negotiator and facilitator of panel discussions and workshops

### EXPERIENCE

**Director of Development** Coastal Hospice & Palliative Care, Salisbury, MD *Named Non-Profit of the Year by 4 regional organizations 2007 to present*

Achievements still in progress:

- Empowered Board to launch Coastal Hospice at the Ocean capital campaign without external consultant or additional FTEs; \$3.5 million of \$5 million goal raised to date
- Introduced successful innovations to long-standing fundraising and community relations program, updating outreach and giving programs, from web site and social media to Speakers Bureau and ads
- Developed reporting system that measures and has improved effectiveness of events and appeals

**Writer 2004 to present**

Collaborated with Mark Sasscer, CEO, Leadquest Consulting, LLC, on two books, the third is in progress

- The Change Agent (as ghost writer) published in 2007
- Accountability Now! published in 2010

**Owner/Writer/Nonprofit Consultant** m<sup>2</sup>power Salisbury, MD 2004 to 2007

- Led four nonprofit Boards of Directors in board development, creating and launching winning strategic plans.
- Wrote grant proposals and articles for Advancement team at the University of Maryland Eastern Shore

**Lecturer: Communication Arts** Salisbury University (SU) Salisbury, MD 2002; 2004 to 2007

Feature Writing, Writing for Broadcast, Advanced Public Speaking

**Director, Corporate and Foundation Relations** Salisbury University (SU) Salisbury, MD 1998 to 2004

- Led teams of faculty, staff, board members, community leaders and students to develop proposals – from budget development to measurable outcomes

*\*Applying to renew this credential*

## Maureen McNeill, CFRE\*

410.603.0384

[m\\_e\\_mcneill@hotmail.com](mailto:m_e_mcneill@hotmail.com)

- Created and led partnership of outreach organizations in creating a \$1.6 million endowment in 2 years
- Wrote grant proposals and negotiated \$3.4 million in endowment, capital and program fund gifts.

### Related Experience

- Eastern Shore Correspondent for the Baltimore *Sun* and Maryland Public Television (MPT)
- Emmy award (DC Chapter): "Poverty in Maryland: Breaking the Cycle" for MPT. June 1996.
- Finalist: Outstanding Achievement in the International Competition for Television, Film and Video Communication. "Poverty in Maryland." New York Festivals. 1995
- Managing Editor/ Assignment Editor, WBOC-TV
- Editor, Salisbury News & Advertiser

### EDUCATION

Bachelor of Arts, *cum laude*, The Catholic University of America. English Literature

### PROFESSIONAL DEVELOPMENT

**Bbcon15** 2015 Blackbaud Annual Conference: Crafting a Practical Digital Advocacy Strategy

**AFP Maryland** 2014: Latest Trends in Giving; Hiding in Plain Sight (Data Mining)

**Maryland Governor's Grants Office** 2013, 2015: New Grants Managers Toolkits; From the Source; OMB and Federal Funders; America's Fiscal Future

**Partnership for Philanthropic Planning** 2012: Ethical Issues in Estate and Gift Planning; Effective Gift Acceptance Policies; Motivating Donors in the *New Normal*; Reaching New Heights with Your Legacy Society; Getting the Most ROI from your Planned Giving; Outside Counsel; Planned Giving Triggers

**University of Maryland University College Nonprofit Management Masters Program** 2012: Nonprofit and Association Issues; Graduate Library Research

**Maryland Association of Nonprofit Organizations** 2012: Fundraising Regulations

**Center on Philanthropy at Indiana University** 2008: Planned Giving: Getting the Proper Start

### COMMUNITY SERVICE

Member City of Salisbury Ethics Commission (term: 2015-2019)

Secretary Women's Fund, Community Foundation of the Eastern Shore, 2012 to present

Editorial Board Member The Daily Times, 2014

Board Member Kids of Honor 2004 to 2009, 2013 to 2014

Legislative Committee Hospice & Palliative Care Network of Maryland 2012 to present

Liturgical Minister St. Francis de Sales Parish 1996 to 2009

Secretary, School Board St. Francis de Sales School 2002 to 2005

President, Home School Association (equivalent of PTA), St. Francis de Sales School 2002

### REFERENCES

"She embodies a 'here to serve' attitude. Maureen is a role model to others in her professionalism and demeanor. She fosters good relationships on behalf of Coastal Hospice." Alane K. Capen, President, Coastal Hospice & Palliative Care, 410.742.8732 (Current supervisor)

"I couldn't ask for a better collaborator and communicator than Maureen McNeill. I value her clear thinking and analysis and her creative flair as a writer." Mark Sasscer, CEO at Leadquest Consulting, LLC, 443.664.2474 (co-Author/ Collaborator)

"Maureen's excellent communication and interpersonal skills allowed her to build and nourish community relationships with confidence and ease." Sonya M. Sperry, Legislative Assistant, Rep. William R. Keating (D-MA), 202.731.1374 (Former employee)

*\*Applying to renew this credential*