

From: [Lisa Guyon](#)
To: [Erin Perry](#)
Subject: Barnstable County Economic Development Council Letter of Interest
Date: Sunday, January 23, 2022 3:45:19 PM
Attachments: [Lisa C Guyon CV.pdf](#)

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Erin,

Thank you for the opportunity to submit this letter of interest to serve on the Barnstable County Economic Development Council. Serving on the council in the past while representing Cape Cod Healthcare in my prior professional role, I grew to understand the important role the council has in advising on the economic development goals of the region including acting as the Cape Cod CEDS committee and the EDD governing board. In my current role as executive director of WE CAN, I am acutely aware of the alignment between regional economic development opportunities and challenges and the role that they play in the ability of women and their families to reside and thrive in our region. I believe I would bring a unique perspective to the council while working collaboratively with other committee members.

Please find my resume attached as requested.

Sincerely,
Lisa

Lisa Guyon
Executive Director



WE CAN Corporation
783 Route 28
Harwich Port, MA 02646
Phone: 508.430.8111
www.wecancenter.org

Non-Profit Leader and Development Professional

Entrepreneurial leader committed to building high-impact, strong and sustainable organizations that empower people and communities to thrive. Proven track record in leading mission driven organizations and securing philanthropic investment from public and private foundations, business partners, and individual donors. Recognized as a Social Innovator by the Social Innovation Forum in Cambridge, MA and selected as a '40 under 40' rising business leader by the Boston Business Journal and Cape & Plymouth Business Magazine.

STRENGTHS AND EXPERIENCE

- Development Planning and Execution
- Individual Donor Cultivation
- Grant Strategy and Production
- Social Enterprise Design
- Organizational Development
- Presentation and Public Speaking
- Staff Management and Board Relations
- Volunteer Recruitment and Recognition

SELECT ACHIEVEMENTS

Resource Development: Managed and designed development strategies to retain and increase the support of 5,000 active donors to exceed \$1 million annual fundraising goals.

Social Enterprise: Launched two social purpose business models within a non-profit organization and increased earned-income revenues from 18% to 65% of total budget.

Strategic Collaboration: Designed model that generated \$1.5 million of annual volunteer and philanthropic resources from the small business community to benefit a network of 30 non-profit partner organizations.

EXPERIENCE

WE CAN Corporation Harwich, MA

March 2019 – Current

Executive Director

- Leads and oversees the administration, programs, fundraising and strategic planning for the organization as it navigates significant growth and expansion serving more than 2,200 women in transition annually.
- Supervises 7 staff members and 300 volunteers with an operational budget of \$1,000,000 and several program sites across region.
- Directs and develops community partnerships and collaborations, volunteer committees, donors, and funding partners to support growth in services, impact and revenue.
- Expands all fundraising sources, including events, foundations and campaigns, especially those aimed at sustained donations. Develops relationships with potential donors and involves the Board of Directors and the Donor Development Committee in cultivation and solicitation of donors.

CAPE COD HEALTHCARE Hyannis, MA

January 2013 – March 2019

Director of Community Benefits and Grants Administration

- Directs \$1M annual budget including grant-funded collaborations with 40 local non-profit organizations. Oversees \$25M portfolio of community health initiatives and investments aimed at improving the health of vulnerable populations on Cape Cod.
- Designs, implements and evaluates projects across various departments with a focus on women's health, pregnancy and addiction, chronic disease, and mental health.
- Directs county-wide engagement with government entities, community-based organizations, and local residents to produce a tri-annual community health needs assessment and community health improvement plan for Barnstable County.
- Manages annual planning and reporting to IRS and MA Attorney General to meet charitable compliance requirements specific to non-profit hospitals.

HOUSING ASSISTANCE CORPORATION Hyannis, MA

January 2011–January 2013

Director, Resource Development

- Responsible for overall effort to secure \$1.2 million in philanthropic support annually.
- Managed strategic partnerships and engagement of 500 volunteers each year.
- Led a team of six staff members in major gift and planned giving solicitation, foundation relationship management and grants production, events and business partnerships.
- Merged and migrated donor database systems to Raiser's Edge and built capacity to leverage emerging technology for grant prospecting, wealth research and online giving.
- Engaged in key organizational projects: rebranding, leadership succession planning, board development, strategic planning, and program design and evaluation.

BUILDING IMPACT, INC. Boston, MA

June 2003-January 2011

Executive Director

- Built organization from concept with no budget to award-winning non-profit with staff of seven full-time employees and \$500,000 budget.
- Responsible for cultivation and management of philanthropic relationships, strategic non-profit collaborations, and business development initiatives.
- Worked collaboratively with board of directors and volunteer committees to develop and implement annual strategic initiatives including the evaluation of existing programs, implementation of new initiatives, and engagement of new donors, partners and volunteers.
- Led day to day operations including hiring and management of staff, fiscal oversight and budget management, public and media relations, and communication across diverse groups of stakeholders.

EDUCATION

Harwich High School
Harwich, MA

Wheaton College
Norton, MA
B.S., Sociology

COMMUNITY INVOLVEMENT

- Barnstable County Regional Substance Use Council, Co-Chair 2018 to Current
- Community Development Partnership: Board Member, 2015 – Current
- Cape Cod Young Professionals (CCYP):
 - President, Board of Directors, 2013 and 2014
 - Board and Executive Committee Member, 2010-2012
- Cape Cod Pet Collective: Founder and Volunteer, 2018 to Current

AWARDS AND PRESENTATIONS OF NOTE

- ‘40 Under 40’ rising business leader award by the Boston Business Journal in 2007 and by Cape & Plymouth Business Magazine in 2012.
- Social Innovator Award: Non-Profit Business Venture category, Social Innovation Forum 2007, Cambridge, MA
- Invited speaker at the following institutions: Harvard University, Babson College MBA Program, Brandeis University, International Conference on Corporate Citizenship, MassINC, United Way of Massachusetts Bay and Associated Grant Makers Conference.