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MAGGIE M. CRABB

"The best way to find yourself is to lose yourself in the service of others." - Mahatma Gandhi

Established a role as a leading advocate for providing quality basic needs assistance, healthy food and educational opportunities to underserved children in Eastern Polk County.

Professional Experience

Founder and Executive Director - Altoona Kids Cafe
2013-Present

Founder and Vice President - Swerve Outreach
2016-Present

- Directs day-to-day operations at Altoona Kids Café. Provides over 4,200 meals to underserved and food insecure children.
- Manages all fundraising, financial, marketing, public relations, legal and donor operations.
- Write grants to secure operational funding. Successfully raised over \$30,000 within 7 months to develop and implement the first year of Altoona Kids Café.
- Seek support from businesses, community organizations, and private donors to establish partnerships and secure donations and ongoing funding.
- Doubled enrollment 3 consecutive summers for our USDA Summer Food Service program for students 18 and under in Eastern Polk County.
- Develop a 6-week lunch menu for students 18 and under following all USDA meal patterns, nutritional guidelines and standards as well as learning activities focusing on literacy, life skills, STEM, health and the arts to over 175 students.
- Successfully partnered with City of Altoona, the Altoona Campus, Altoona Chamber of Commerce to conduct a book drive in the spring 2014 to provide a new book per child, per program day for the last three years.
- Facilitates ongoing outreach to families in the community Provided backpacks and school supplies to more than 250 students from 2014 – 2016.
- Coordinate with Anawim Housing to provide summer food and activities to children at The Crest and Forest & Fields Housing Developments.
- Organize and manage over 30 volunteers for Altoona Kids Cafe
- Collaborate with Southeast Polk Community Schools to provide information and student transportation to and from Altoona Kids Café.
- Facilitate a collaboration between Altoona Elementary PTA, SE Polk Guidance and community partners to conduct a winter coat drive and provide coats and winter essentials to SE Polk students.
- Facilitate a collaboration between SE Polk Schools, Altoona PTA and 234 Inc. to bring Winter Warmth Drive to SE Polk Schools provide coats, and other winter essentials to students.
- Manage Kids Café website, along with social media accounts.
- Successfully implemented a pilot Mitchellville Kids Cafe program in 2016.

Founding Board Member and Secretary - Southeast Polk Education Foundation

2014-Present

- Collaborate with community members and school administrators to establish a nonprofit foundation to raise funds for curricular enrichment, programs, scholarships, and projects outside the normal funding stream of the Southeast Polk School District.
- Developed grant process, guidelines, and submission policies.
- Co-Created Black & Gold Gala fundraiser to engage the community in raising over \$40,000 annually benefitting the Southeast Polk Education Foundation.
- Established student Scholarship.
- Meet regularly with teachers, administrators and community members to assess needs and connect them with resources.

Mobilize Hunger Team Member - Lutheran Church of the Cross

2015-Present

- Studied new models of charitable giving in a group setting and how theory and process is applicable to our community
- Serve as a conduit to mobilize LCC members to address hunger needs in SE Polk County
- Gather information about needs of hunger agencies and groups
- Listen to the wider community about needs that may be going unmet
- Communicate to other LCC members about hunger needs and opportunities to serve
- Expand awareness of hunger issues and opportunities
- Organized and implemented food drive to provide 210 SE Polk Elementary students with 2,100 meals over Spring Break 2016.
- Collaborated with SE Polk guidance counselors to identify students and families who are food-insecure over Christmas Break 2016.
- Organized fundraiser to raise over \$6000 in 4 weeks to provide meals to 260 SE Polk students in need of meal assistance over winter break

Area Sales Manager/Department Manager of Cosmetics - Von Maur

October 2005-April 2008

- Responsible for achieving and exceeding sales plans for a \$4+ million a year department.
- Recruiting sales staff, hiring and training new associates, employee scheduling, conflict management and administering a staff of 30 associates.
- Responsible for planning, developing and executing 30 events each year for Estee Lauder, Lancome and Clinique counters while growing daily business.
- Create innovative approaches to increasing brand awareness and sales results in a highly competitive market.

Clinique Counter Manager -Von Maur

May 2005-October 2005

- Managed largest volume Clinique counter in the state of Iowa with over \$1million dollars annually.
- Trained and developed new consultants on product knowledge, trends and sales techniques.
- Working directly with buying offices to maximize merchandise effectiveness.
- Writing and delivering performance evaluations to staff associates.

Additional Community Outreach

Clay Elementary PTA-Fundraising Chair
2015-2016
Clay Elementary PTA-Member and Volunteer
2012-Present
Caring Hands Outreach-Board Advisor/Volunteer
2013-Present

Education

Southwest Baptist University, Bolivar, MO
May 2003
• B.S. English
• Southeast Asia Missions Trip to Indonesia, May 2001

References

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