

December 31, 2014

The Forty Under 40 Selection Committee  
Business Record  
100 Fourth St.  
Des Moines, IA 50309

**RE: Forty Under 40 Letter of Nomination – Cailin Stockdale**

Dear Mr. Swanson & Committee:

I am proud to nominate Cailin Stockdale for consideration for inclusion in the the 2015 Forty Under 40 class. I got to know and appreciate Cailin through our time together in the 2013 Greater Des Moines Leadership Institute class, working together on the Executive Committee of the Amanda the Panda class project. Given the fact that three of our classmates were selected Forty Under 40 last year, I wanted to reflect on the relative impact we all had as our class learned and grew together over the course of 2013. Ask Mike Banasiak, who co-chaired our class project, who the MVP of that tremendous undertaking was. I am confident he will tell you Cailin Stockdale and Sunni Swarbrick were the ones that delivered the goods fundraising for Amanda the Panda. Ask Andrea Jansa or Andy Lashier who received this great honor last year who did the heavy lifting in our class project; they should tell you Cailin. Having been around these great young leaders, I put Cailin every bit in their class, and I put her contribution to the success of our GDMLI undertaking at the head of the pack.

I believe it is far easier for those of us in the corporate world to be seen in the Des Moines for awards such as this. When you work for a not-for-profit like Cailin does, sometimes you're under the radar, even if you are a star like she is. What she does every day is the heavy lifting that keeps the youth of Des Moines from repeating a tragic cycle. She makes a difference every single day.

What sets Cailin apart from others is her instantly engaging personality. She is thoughtful, passionate, astute, generous and strategic. As she has risen through her career, it is clear to me that she can do anything she wants to – but what she chooses to do is what helps at-risk children and families in our community. I RESPECT THAT. You will find a similar level of respect in the supporting information sent by three other key leaders in our community. As a prior Forty Under 40 recipient, I'm humbled to be able to submit to you Cailin Stockdale's qualifications for consideration. She will make a tremendous addition to the class.

Sincerely,



Ben Bruns, The Weitz Company, Business Development Director  
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[ben.bruns@weitz.com](mailto:ben.bruns@weitz.com)



January 6, 2015

The Business Record  
Attn: Forty under 40 Committee

Re: Cailin Stockdale

To Whom It May Concern:

I heartily endorse the nomination of Cailin Stockdale for the 2015 class of Forty under 40.

In a world of "givers" and "takers," Cailin stands out as a "giver." I first became acquainted with her when she was on the fundraising committee for the GDMLI class project Amanda the Panda. Her passion for the hurting and underprivileged was obvious.

I asked her to join my business group, and we became good friends. I was introduced to the Boys and Girls Club, and was able to witness firsthand her interaction with the children, volunteers, and to see the countless hours she and others spent packing weekend meals for Club children.

Des Moines is a richer place because of Cailin, and I enthusiastically endorse her nomination.

Sincerely,

Robert Stewart



**BOYS & GIRLS CLUBS**  
OF CENTRAL IOWA

1031 Office Park Rd. Suite 1  
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January 8, 2015

Business Publications – Business Record  
100 4<sup>th</sup> Street  
Des Moines, IA 50309

Dear “Forty under 40” selection committee,

It is my honor to recommend Cailin Stockdale for the 2015 Class of the Business Record’s “Forty under 40”. You will find Cailin is a demonstrated leader both professionally and personally. I have had the pleasure to work alongside Cailin for more than eight years. She is a woman of great talent, passion and commitment. She is trustworthy, loyal and continuously dedicated to the betterment of Boys & Girls Clubs of Central Iowa (BGCCI) and the young people we serve but also the greater Des Moines community she has spent her entire professional life uplifting.

Cailin is bi-lingual and passionate about the welfare of animals. Cailin has chosen a life of service, ensuring that those without a voice are heard and those most vulnerable are protected. She believes strongly that given the right set of circumstances anything is possible and will fight for what is “right” without wavering.

Cailin changes lives and saves lives every day through her work at BGCCI. In 2010, she began her career at the Clubs working tirelessly to change the trajectory of their financial future through her work as director of communication and resource development. Through her leadership and hard work, BGCCI battled out of paralyzing debt, stabilized and successfully completed a 1.5 million dollar campaign to build the Bernie & Berniece Baker Club located at Amos Hiatt Middle School. Her unwavering belief that a child’s success should never be defined by their zip code or the color of their skin has propelled Cailin within the Boys & Girls Club movement and secured her a promotion in 2013.

Cailin now runs BGCCI’s marketing and communication efforts and has truly hit her stride. She was recently recognized by Boys & Girls Clubs of America (BGCA) at a regional conference asking Cailin to come and present the Great Futures Starts Here campaign materials and strategies she implemented in Des Moines to raise awareness that when school's out, Clubs are in.

Prior to our work together at BGCCI, Cailin and I worked to raise disaster relief dollars at the American Red Cross. As the development coordinator, Cailin was responsible for developing and executing financial development strategies to locate and secure diversified funding streams for individuals and families in times of disaster. Her creativity and drive increased funding, not only at a leadership level, but also greatly diversified individual giving across all income levels. Over the past few years the American Red Cross witnessed substantial disasters in our state that



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called for great leadership from Cailin to fundraise in numerous communities in a very short amount of time. Cailin not only achieved each disaster funding goal but reached out to communities with great passion and care.

I mentioned earlier that Cailin has chosen a life of service. Her service to our community is exemplified in her deep commitment to the Greater Des Moines Leadership Institute class of 2013. Cailin stepped into a fundraising leadership role within her class and successfully raised more than \$125,000 in support of remodeling the Amanda the Panda Greif Center. By day Cailin works to secure opportunities for impoverished children and their families and by night her and her husband volunteer with The Fence Project of Des Moines, who provides habitat improvements for dogs in need in the Des Moines area. Their mission is to help all the dogs they can until our community is a safe and happy place for dogs to live.

Cailin is a native of Des Moines. She attended Roosevelt High School and then went on to graduate from Winona State University. She is passionate about the greater Des Moines community and is a perfect example of what the Business Record's "Forty under 40" embodies.

Leadership is defined as, "the ability to affect human behavior so as to accomplish a mission." Under this definition, Cailin exemplifies leadership and will undoubtedly influence other leaders to move toward common goals. On behalf of the more than 2,000 Boys & Girls Club kids in our community who would nominate Cailin if they knew about this award, it is my pleasure and honor to recommend Ms. Stockdale for this year's nomination.

Kindest Regards,

Jodie L. Warth  
Chief Executive Officer  
Boys & Girls Clubs of Central Iowa.

January 4, 2015

Business Publications – Business Record  
100 4<sup>th</sup> Street  
Des Moines, IA 50309

Dear “Forty under 40” selection committee,

I was honored to be a member of the 2012 class and I have witnessed firsthand the talent of this prestigious group. This year I am writing to strongly recommend a very deserving candidate, **Cailin Stockdale**, for the 2015 Class of the Business Record’s “Forty under 40”. Cailin is changing the lives of 2000+ children in our community daily and you might not ever know it because of her humble and dedicated nature. I’ve been very fortunate to work closely with Cailin for the past five years in my position as a Board member with the Boys & Girls Clubs. Cailin is an amazing individual and advocate for the youth in our community who need her the most. I am proud to work with her, as well as to call her a friend.

Cailin is a native of Des Moines. She attended Roosevelt high school and then went on to graduate from Winona State University. She is passionate about our community, making a difference in our community and has chosen to stay in Des Moines ever since.

In Cailin’s professional career she has accomplished many great things. Her work in the non-profit sector has impacted thousands of lives and has helped create great futures for many in need. At the Boys and Girls Clubs of Central Iowa, Cailin has held positions in resource development, marketing and communications. Those have been formal job duties. In the non-profit world, individuals like Cailin are called to do whatever is needed the most at any given moment. Cailin has had great success in resource development helping to lead the fundraising on a \$1.8MM project to open the fourth Boys and Girls location in our city in 2013.

The Amos Hiatt middle school club location was no small task. The overall club cost \$1.8MM+ to build and open, along with requiring great collaboration with the Des Moines public schools. This club location is the first Boys and Girls club to open within an existing middle school location in the United States. To raise the \$1.8MM, we strategically pitched the plan, along with potential impact and outcomes, to 17 individuals and organizations. Cailin presented at 100% of those pitches. She was also the driving force behind the preparation, scheduling and follow-up of each meeting. After a fast and furious six months of raising money, we had secured a lead gift from BJ Baker, raised >\$1.8MM from 13 funding sources and in September 2013 the doors to the fourth Boys and Girls club location in Central Iowa opened, the Berniece and Bernie Baker Club!

The new Boys and Girls club is in year two and already serving 60+ additional kids/day and the five-year growth plan is to serve ~150 kids/day from this site. When Cailin joined the Boys and Girls clubs 4+ years ago we were serving ~250 kids/day amongst three locations. Today that number grown to 600+/day!! We couldn’t have realized this great growth and the opening of our fourth club without Cailin!

As head of marketing and communications, Cailin has leveraged her media connections to elevate the prestige of the organization and ultimately helping to tell the Boys & Girls Clubs story better. Cailin’s work has been recognized nationally by the Boys and Girls Clubs of America and locally helping the board of the Boys and Girls Clubs of Central Iowa become rated the 7<sup>th</sup> most influential board by the readers of the Business Record.

I will also be forever impressed with Cailin’s work on her class project as a member of the Greater Des Moines Leadership Institute in 2013. The class project supported Amanda the Panda. I knew many of Cailin’s classmates and 100% loved her. Her positivity, charisma, intelligence and dedication were infectious.

Together we’ll go far



Graduating from the GDMLI is a significant accomplishment in its own right. What I was most impressed with was her leadership on the class project. Cailin played a significant role and was instrumental in the creation of the Amanda the Panda grieving center for children who have experienced losses in their lives.

Cailin was able to remove her hat as an advocate for the Boys and Girls Clubs when her beloved organization did not receive class approval to support the project they had presented. Cailin immediately put on her bigger community hat and her passion for serving the youth of our community took over. Cailin was a constant advocate for the class project. She leveraged many of her resources and connections to gain donor support. She was tireless with her own sweat equity and financial support toward the project. At the end of the day Cailin was able to simultaneously play a leadership role in two major bricks and mortar projects in our community and maintain a high-level of engagement with her day-to-day personal and professional commitments.

Cailin Stockdale is one of the great youth advocates in our community! Cailin is a perfect example of what the Business Record's "Forty under 40" embodies. On behalf of the thousands of kids in our community who would nominate Cailin if they knew about this award, it is my pleasure and honor to recommend Ms. Stockdale for this year's nomination.

Best regards,

A handwritten signature in black ink, appearing to read 'TD', with a stylized flourish extending to the right.

**Tony Dickinson**  
**VP of Marketing**  
**Wells Fargo Bank**