

# GINA ROONEY

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## Areas of Expertise

- Project Management
- Budget Preparation and Forecasting
- Corporate Citizenship Program Management and Implementation
- Communications and Public Relations
- Grant Application Review
- Fundraising
- Community Initiative Collaboration
- Special Event Planning and Execution

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## PROFESSIONAL EXPERIENCE

**PRAIRIE MEADOWS CASINO RACETRACK HOTEL • Altoona, Iowa**

**2005 to Present**

### **Grants, Sponsorships & Partnerships Manager**

*Exclusively responsible for all aspects of high-profile, charitable giving programs: Community Betterment Grant, Legacy Grant, Scholarship Program, and Polk County Student Donation Program.*

#### **Community Betterment and Legacy Grant Programs**

- Review content and compliance of more than 500 annual non-profit grant applications for Community Betterment and Legacy Grant Programs which together provide \$4 million in funding to approximately 250 central Iowa non-profit organizations each year.
- Provide qualitative and quantitative professional feedback on grant applications to Director of Marketing, Grant Advisory Committee and Board of Directors. Responsible for knowing and understanding community and state issues to provide preeminent input for applications which are seeking funding and their potential impact on the community.
- Maintain high level records and reports detailing all grant funding awarded, project statuses, timelines, and recognition opportunities using MicroEdge GIFTS. Responsible for the setup, programming and maintenance of MicroEdge GIFTS, IGAM and ReviewerConnect. Provide support to three teammates who use MicroEdge GIFTS and IGAM and troubleshoot their needs for reporting and program usage. Ensure that the more than 300 IGAM users and 20 ReviewerConnect users are able to quickly and efficiently navigate and use the programs.
- Certify Prairie Meadows maintains IRS compliance for charitable gifts and all by-laws are met and abided by grant recipients. Prepare accurate electronic records of W-9 Forms and IRS Tax Determination Letters for Accounts Payable on an annual basis in order to efficiently process \$4 million in payments to approximately 250 grant recipients within a 30 day time period.
- Write all correspondences, email and mail, to grant applicants throughout the 5 month review time period, and thereafter to selected grant recipients on a quarterly basis. Serve as the go-to liaison for all interested grant applicants. Clearly communicate Prairie Meadows' guidelines and application requirements. Provide highly sought after feedback of grant applicants proposed project, the need for the project and the alignment of Prairie Meadows philanthropic programs.
- Continually review and evaluate Prairie Meadows grant program work flows, processes, guidelines and applications for consistent and intended results for both the company and the grant applicants. Propose necessary changes to the Director of Marketing and Grant Committee Chair and implement revisions independently. Perform complex and confidential functions including anticipating and developing needed improvements, conduct research to identify best practices and initiate new processes to enhance administrative operations. Create and maintains electronic records, databases, spreadsheet files and presentations.
- Organize and execute all aspects of the annual Impact Luncheon which hosts more than 800 invited guests, dignitaries, special guests, local media, Grant Advisory Committee members and Board of Directors. Procure speakers, photographers and live entertainment. Write and create scripts for all speakers and video, and copy for printed invitations and programs. Compile RSVP list and determine seating chart for all guests. Select luncheon menu, coordinate details with caterer, and hire florist to provide table and room décor. Responsible for all day-of-event activities including troubleshooting, answering inquiries, and provide overall exceptional guest service. Communicate appreciation to all involved at the close of the event.

#### **Scholarship Program**

- Coordinate all functions to ensure maximum efficiency, productivity and high performance of the 20 participating Polk County high school guidance counselors on the procedures of the Prairie Meadows Scholarship Program. Create usable score sheets for guidance counselors to properly select two scholarship recipients from all eligible applications received. Identify unique opportunities with each high school guidance counselor to create a beneficial plan to attract high school seniors to apply for the Prairie Meadows Scholarship. Ensure each high school guidance counselor understands the program, the application and timeline all while working within a tight timeline.
- Collaborate with the Iowa College Foundation to disburse payments to the 42 scholarship recipients each year. Create and deliver electronic and written communications to ensure Iowa College Foundation, scholarship recipients and parents, and colleges know payment schedule.

*Implement the company's corporate partnerships and non-profit sponsorships throughout the year.*

- Responsible for creating and maintaining mutually beneficial partnerships with the Iowa Wild, Principal Charity Classic, Des Moines Arts Festival, Iowa Asian Alliance CelebAsian, Latino Resources Latino Heritage Festival, I'll Make Me A World in Iowa African American Festival, Prairie Meadows Temple Theater Series with Des Moines Performing Arts.
- Responsible for creating, projecting and maintaining a favorable image of the company to the general public, non-profit organizations, business level executive, community partners and other key audiences by proactively communicating the company's services and opportunities. Creates, manages and implements specialized campaigns, promotions and partnerships with community partners and non-profit organizations with a clear goal of branding the company and driving revenue.
- Determine partnership or promotion metrics by conducting campaign and promotion analysis, and communicate marketing results and effectiveness to Marketing Management Team.

*Work directly with Marketing Media Manager and team to ensure public relations and business media relations plans and activities complement and extend Prairie Meadows communications plans, business strategies and charitable giving programs.*

- Clearly create and communicate information using press releases, website messages, personal greetings and other communication forms to the media, general public, guests, and media representatives to best align Prairie Meadows and create positive results. Manage the company's public relations efforts and activities. Maximize the opportunity public relations offers to augment paid media advertising and other marketing communications disciplines in a very cost-efficient manner; seek and capitalize on opportunities to leverage integrated public relations and paid advertising combinations.
- Coordinate the production of special company publications including annual Impact Magazine, media kit, media guide and 25-year anniversary publication. Work with external publishing companies to create timelines and processes. Direct internal workflows to meet internal and external deadlines and objectives. Work diligently to keep all involved parties on track to meet deadlines and publication objectives.

*Initiate and assist with the company's employee activities including United Way fundraising campaign, ALS fundraising campaign, JACKPOT Service and Selection Committee, and Service Anniversary Award Program.*

- Throughout the past nine years worked independently or as part of a productive team to generate donations for the United Way of Central Iowa and the ALS Association Iowa Chapter from employees. Fundraising activities included direct donor pledges, bake sales, garage sales, Books Are Fun hosted sales, and various meal-time events. Accurate record keeping of donations received and funds secured, communication to employees about events, and working relationships with respective non-profit organizations and fundraising committee were expectations exceeded each year.
- While working directly with JACKPOT Service and Selection Committees and the Human Resources Department, support was provided for the annual and quarterly awards programs that recognizes 16 employees each year. Assisted with the creation of the program processes and standard operating procedures for both annual and quarterly awards programs. Served as ambassador for the programs over the past seven years. Coordinated details for each of the departments, honorees and nominators involved with the quarterly and annual programs.
- Attended all events and served as host and a point of contact for those with questions; troubleshoot all event logistics on the spot with event center contact or guests.

**MARCH OF DIMES • Des Moines, Iowa**  
**Special Events Assistant**

**2004 to 2005**

*Worked diligently to manage details and logistics and secure funding sources for special events in Des Moines and Fort Dodge.*

- Managed high profile events including WalkAmerica (now known as March of Babies), Signature Chefs Auction, Baby Shower Luncheon, and Developing a Better Community Real Estate Event. Worked with event committees, volunteers, donors, attendees and caterers to create the best possible and most meaningful events with a very small budget.
- Secured and solicited sponsorships, partnerships and donations to support fundraising events and reach fundraising goals as set by national office.
- Recruited, trained and mentored WalkAmerica teams and volunteers. Called upon Iowa based K-mart stores to encourage cut-out sales goals and create incentives. Serve as liaison for all K-mart stores in regards to March of Dimes and WalkAmerica initiatives and mission.
- Initiated competitive research to aid in team development and retention, best practices for event setup including walker check in, day of donations drop off and event reconciliation. Completed written grant applications to secure funding for local and national initiatives and research.
- Actively participated in advocacy campaigns that entailed sending out media alerts and press releases, emailing volunteers, donors and walker important information throughout the entire year, as well as written programs and display at special fundraising events and health fairs.
- Served as liaison to 7-member Central (Iowa) Division Board and 5-25 member event planning committees to ensure all members knew their roles and responsibilities and were working towards the common goal of raising money for premature birth research.

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## COMMUNITY INVOLVEMENT

### BEAT CANCER TODAY, INC.

Board Member, Secretary and Gold Gala Chair

2010 to present

- Manage the entire Gold Gala fundraising event that entails the pre-event planning and execution for a small non-profit organization that is committed to raising funds for childhood cancer research and patient and family support programs.
- Lead Beat Cancer Today board of directors and Gold Gala event committee in creating a unique event that raises funds, provides an opportunity for communicating and educating guests on what Beat Cancer Today does. Responsible for the overall production of the Gold Gala: select the appropriate venue with the given budget; negotiate prices and amenities; review contracts with all event vendors; select menu; determine and create decorations; secure photographer, speakers and entertainers; arrange for audio visual needs and the silent auction check out process. Recruit committee members and volunteers; lead all planning meetings; create and distribute event documentation for donation solicitation.
- Solicit and secure sponsorships, in-kind donation and silent auction donations. Beat Cancer Today Gold Gala has raised more than \$38,000 over the past three years.

### ANKENY COMMUNITY FOUNDATION

Board Member

2013 to present

### IOWA RADIO READING INFORMATION SERVICES FOR THE BLIND (IRIS)

Board Member

2013 to present

### IOWA COUNCIL OF FOUNDATIONS

Member

2007 to present

### CENTRAL IOWA FUNDERS FORUM

Member

2005 to present

### SUSAN G. KOMEN, IOWA AFFILIATE

Board Member

Grant Review Team Member

2011 to 2012

2013 to present

#### *Past Community Involvement and Leadership Opportunities*

- Altoona Leadership Institute, Class of 2009-10, Graduate
- Ankeny Leadership Institute, Class of 2010-11, Graduate
- Chrysalis Foundation, 2011-13, Grant Reviewer
- CureSearch, 2009-2011, Iowa Team Leader and Walk Committee member
- Iowa Association of Business and Industry Leadership Iowa, Class of 2011-12, Graduate
- Prevent Blindness Iowa, 2006-07, Board Member
- Wellmark Foundation, 2011-13, Grant Reviewer

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## EDUCATION

### Bachelor of Arts, General Studies, Tourism Certificate

University of Northern Iowa • Cedar Falls, Iowa

### Masters of Business Leadership (current student)

William Penn University • Oskaloosa, Iowa