

E. RANDAHL HOEY

235 Seaman Avenue, Suite 4H
New York, NY 10034

212.544.0007
randahl@randahlhoey.com

EVENT PLANNER & CERTIFIED FUNDRAISER Health, Academic & Cultural

- Facilitated raising \$1 million for a global non-profit in 3 months.
- Employed and Consulted for Start-Ups and Leading Non-Profits in New York and Los Angeles.
- Experience working with diverse budgets using creative solutions to amplify a specific mission statement.
- Innovative Event Planner with experience drawn from directing Theater, Opera, Television & Film.

E. Randahl Hoey & Associates (1999-present) Selected Events Produced:

Water School, New York

- Facilitated raising \$1 million for this global non-profit's first international Launch.
- Produced and maintained event budget and also secured a private patron to cover all expenses at the University Club.
- Created an 18-page Cultivation List of potential guests and donors.
- Held weekly meetings with Wealth Fund Managers, corporate and media executives.
- Successfully contracted Sponsors to donate goods and services for the Launch.
- Produced and edited two 4-minute informational videos and all printed materials.
- Selected and collaborated with a website designer to broaden the demographic appeal.

University of Southern California, Thornton School of Music, Los Angeles

- Funds raised spiked 20% beyond expectations when Oscar winning actress Liza Minnelli agreed to fly in from New York to perform with honoree Michael Feinstein.
- Produced this black tie scholarship fundraising event at the Beverly Hills Hotel, which attracted 550 guests.
- Conceptualized and Directed Charles Dickens Christmas musical evening with a 24-voice chorale, orchestra and eight vocal soloists on 3 Victorian decorated satellite stages in the hotel ballroom.
- Directed video team in filming and editing this Gala
- Developed detailed event budget and timeline.
- Met with wealthy alumni to expand their giving profile.

Alzheimer's Foundation, New York

- Developed detailed budget and financial objectives to reach event fundraising goals that were exceeded by 15%.
- Celebrity honored, Princess Yasmin Aga Khan, attracted 400 guests to attend this annual gala.
- Reviewed, negotiated and approved vendor invoices for additional décor and gift bag items.
- Engaged florists, at a 30% discount, to decorate The Grand Ballroom at the Plaza Hotel with 50 floral arrangements.
- Coordinated and supervised all lighting and visual effects.

Film Society of Lincoln Center, New York

- Engaged to coordinate 2 annual Gala Director Tributes at Lincoln Center's Avery Fisher Hall.
- Designed event color palate for linen, china and floral arrangements by harmonizing color patterns from the dinner tasting menu.
- Led creative brainstorming sessions with staff executives to enhance fundraising objectives.
- Successfully reduced funding challenges by engaging entertainment oriented Vendors who support the filmmaking arts.
- Coordinated protocol for receiving distinguished honorees, Mike Nichols and subsequently, Pedro Almodóvar.

New York City Convention and Visitors Bureau, New York

- Kept costs within budget through competitive bidding for Restaurant Week Launch in Times Square.
- Commissioned a 25' x 25' world map made entirely of vegetables to publicize the Launch.
- Produced this Times Square debut with 8 celebrity chefs that received international press coverage.

Metropolitan Opera Palm Springs Guild, Palm Springs, CA

- Surpassed Funding target by 15%-20% for each of 4 years.
- Cultivated wealthy individual donors to increase their giving profile.
- Coordinated with local educators and members of the City Council to help expand their arts education funding.
- Co-hosted outreach events for elementary and high schools audiences totaling 600 students/teachers.
- Produced and Directed 2-act Gala featuring 5-8 annual regional vocal winners each year.

City University of New York, New York

- Created timelines and budgets to meet CUNY in the Heights requirements.
- Expanded alumni giving and student scholarship programs.
- Produced a Certificate Graduation event to celebrate 300 graduates and their families with the help of bi-lingual student volunteers.
- Negotiated and executed contracts with Sponsors and Vendors for this multicultural event.
- Scripted and rehearsed the formal program with guest politicians, speakers, and academics.

Stage, Television and Film, Director, United States, Canada and Europe

- Directed and Produced over 60 comedic, dramatic and musical theatre productions featuring: **Liza Minnelli, Lynn Redgrave, Tovah Feldshuh, Jerry Stiller, Anne Meara, Ossie Davis, Ruby Dee, Andrea Marcovicci and Raul Julia.**
- Directed 14 grand operas throughout the U.S. and in Europe.
- Directed **Santa Barbara**, NBC-TV Burbank, CA. Also, **Ripe Strawberries** (short) that aired on HBO and Showtime.

Academic Experience**City University New York (CUNY), New York**

- Adjunct Professor of Event Fundraising & Event Planning, Introductory and Advanced classes.

Honors**National Endowment for the Arts**

Cash Grant/Award of Excellence (writing and directing)

Brandon Mehrle Award

Distinguished contribution to USC (University of Southern California)

Education**Stanford University**

BA in Communications (journalism, television, film, theatre) GPA 3.5

Stanford Institute of Television and Film

Two summers. Graduated with honors

Colegio Ciudad de México

Cultural, economic and language studies

Alliance Française, Paris

Troisième Diplôme in French

New York University

Certified Fund Raiser

(Donor Cultivation, Grant Writing, Capital Campaign, Board Development, Planned Giving, Endowments)

Certified Coaches Federation

Certified Executive Coach

Skills**Computer:** Mac and PC literate Office Package**Languages:** Fluent in English and French. Working knowledge of Spanish and Italian**Volunteering****The Osborne Association, New York**

- Work with children whose parents have been incarcerated.

Best Buddies New York

- Work with individuals with intellectual and developmental disabilities to enter the workforce.