

Stephanie Lim Capello, Chief Revenue Officer

After joining Girl Scouts of Eastern Pennsylvania (GSEP) in June of 2014, Stephanie Lim Capello became the Chief Revenue Officer in November of 2017. As Chief Revenue Officer (CRO), Stephanie crafts and spearheads comprehensive, multifunctional, integrated plans for fund development and community partnerships and manages and implements the council's Outreach programs to girls in lower income communities, which accounts for 25% of GSEP's overall membership. As CRO, Stephanie is responsible for the council's financial aid program, evaluation, survey and grant compliance process and oversees the Product Program department, which raises \$17 million through two initiatives, a fall Nuts about Reading (NAR) program and the Girl Scout Cookie Program, the largest girl-led business in the world.

As a key member of GSEP's Senior Leadership Team, Stephanie guides the strategic direction of the organization and builds internal and external capacity by aligning resources to advance the vision, mission and policies of the council. As CRO, she is a champion of strategically repositioning the council's development, revenue and community partnerships efforts for long-term growth.

Stephanie has close to 20 years of fundraising, event planning, membership, marketing, public relations and communications experience in the not for profit sector, with a focus on arts, culture and education. Over the course of her career, she held positions at the Kimmel Center for the Performing Arts during the original \$255 million Capital Campaign, and at the Philadelphia Zoo as the Director of Development Events and Corporate Giving. At the Zoo, Stephanie was responsible for raising more than \$1 million in corporate support and \$500,000 in fundraising event support. She identified prospects and donors for the Zoo's \$80 million Capital Campaign to re-build facilities such as Big Cat Falls, Avian Center and Children's Zoo. Most recently, Stephanie was at Please Touch Museum, the Children's Museum of Philadelphia, as the Vice President of Development and Membership. While there, she oversaw an annual revenue goal of \$5 million that included membership support and contributed revenue sources. Stephanie was a key member of the team that raised funds for the \$88 million renovation and move to the magnificent Memorial Hall, including the planning and execution of the Museum's Opening Gala that raised more than \$1 million.

Stephanie is on the Executive Committee and Chair of the Institutional Advancement Committee of the Board of Directors of Montgomery Early Learning Centers (MELC), an organization that serves over 1,300 children through high-quality early childhood and school-based programs and provides direct service program training and technical assistance. She serves on the Board of Directors for Next Level Sports (NLS), an organization that develops the leadership potential of today's youth to achieve their personal best in academics and sports through skill-based programs that teach positive values, wellness, responsibility, conflict resolution, and goal setting. Stephanie was named one of *Main Line Magazine's* 40 under 40 and Top 10 People to Watch in the Philadelphia region. She received her Bachelor of Arts degree from Villanova University in Villanova, Pennsylvania. Stephanie and her husband reside in Havertown, Pennsylvania and are parents of a son, Maximillian and a daughter, Ryan.