



Beverly Froelich

ESC Consultant Since: 2014

Education:

B.A., Communication Studies, University of California, Los Angeles
Professional Designation in Public Relations, University of California, Los Angeles
Certificate in Fund Raising, University of Southern California
Certified Fund Raising Executive (CFRE)

AREAS OF EXPERTISE: Fundraising, board governance, strategic planning, program development and implementation, collaborative ventures, personnel and public relations

NONPROFIT PROFESSIONAL EXPERIENCE: From 1987 to 2010, Beverly served as the Executive Director of Olive View-UCLA Medical Center Foundation where she oversaw the foundation's strategic direction, financial growth, program implementation, marketing, and prospect and board development. This ultimately resulted in long-term corporate and foundation funding for program services to underserved individuals in hard-to-reach communities. Beverly is a former commissioner for California State Assembly member Robert Hertzberg. She has received numerous awards such as the Marilyn Magaram Award for Outstanding Achievement in Patient and Public Education Programs for the Spanish-Speaking Community, 1997, and Who's Who in American Women, 1993-2016.

PRIVATE SECTOR PROFESSIONAL EXPERIENCE: Beverly worked as a Principal Consultant for Tracy Susman and Associates, specializing in fundraising consulting and board leadership. Beverly also held paralegal responsibilities as a Television and Film Contract Analyst for Universal City Studios.

NONPROFIT VOLUNTEER EXPERIENCE: Beverly is a member of the Pasadena Tournament of Roses Association. She is also a past president of the Greater San Fernando Valley Chapter of the Association of Fundraising Professionals and of the Jeopardy "Balancing the Odds" Foundation.

EXAMPLES OF ESC CLIENTS: Union Station Homeless Services, CalTech Y, Theodore Payne Foundation for Wild Flowers and Native Plants, REACH , Families in Schools, Asian Youth Center, SCOPE, P.S. Arts, Sustainable Claremont, The Hear Center, Odyssey Charter School

INTERESTS: Spending time with her two grandchildren, traveling with her family to Canada, France and Mexico