



Bette Perez
Senior Fundraising Consultant
NewLevel Group

Bette Perez has more than 20 years experience leading and advising nonprofit organizations. She has held positions from Board of Trustee member to Executive Director. She has special expertise in building partnerships to make nonprofit organizations successful in accomplishing their fundraising and program objectives. Prior to working as a fundraising consultant, Bette was the Vice President of Community Development for the United Way in Northern California, overseeing the United Way's relationships with a wide array of partner agencies in three Northern California counties.

Bette excels at building and sustaining the relationships required to make capital campaigns successful. This involves forming strategic alliances with government, nonprofit, and corporate organizations that lead to increased participation and ownership of the client's strategic objectives and fundraising goals. Bette understands nonprofits from the inside out, having led organizations, served on boards, and managed successful capital campaigns.

Bette is able to quickly understand and communicate an organization's mission and fundraising objectives in a language that will appeal to target stakeholders and move them to action. She mobilizes major donors, community leaders, and partner organizations to increase donations, enhance public image, and build broad based support for the client's objectives.