



925.378.8693



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852 McElroy Court,
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MATT CHERRY

building movements for social change

SKILLS

Non-profit Management and Development

PR, Marketing and Media Relations

Fundraising and Major Gift Solicitation

Grant Management and Corporate Sponsorship Marketing

Lobbying and Public Policy Advocacy, Changing Laws

New Media Outreach and Social Media Campaigns

Working with Boards and Volunteers

Event Planning

ACHIEVEMENTS

Directed the Justice that Works (Yes on 62) ballot initiative to repeal California's death penalty

Raised \$8million for Yes on 62

First non-religious president of the United Nations NGO Committee on Freedom of Religion or Belief

Advised national leaders to prevent global blasphemy law

Successfully lobbied for new laws at the state, federal and UN level.

Increased donor funding by more than 2,000% in under two years.

Created first-of-its-kind global annual report on freedom of thought, examining every nation for its record on the rights and equality of non-religious people.

PROFESSIONAL PROFILE

Innovative, internationally-recognized not-for-profit leader with almost three decades experience in three countries. Strategic thinker and team builder. Created effective programs to enhance mission. Turned around struggling operations through successful fundraising initiatives. Developed successful new organizations and programs. Widely published author. Popular keynote speaker.

EXPERIENCE

John Burton Advocates for Youth / 2020 to present

Development Director

- Executive leader who implemented new fundraising and outreach programs.
- Created new programs for public and media relations, gaining publicity in international media, including Gizmodo and the New York Times.
- Wrote successful grants to bring in additional money during the COVID-19 outbreak.
- Raised more than \$450,000 from foundations and individual donors to provide 2,500+ foster youth with laptops for distance learning during the COVID-19 pandemic.

Dream Corps / 2018 to 2020

Development Director

- Executive leader responsible for all fundraising for a nonprofit with \$7 million budget.
- Built development department from scratch, creating strategy and recruiting staff.
- Developed new systems and strategies to improve donor relations.
- Acquired new major donors, foundations, and corporate partners.

Support for Families of Children with Disabilities / 2017 to 2018

Development Director

- Led all funding procurement work for a nonprofit with annual budget of \$5 million.
- Supervise fundraising, grant writing, event and communications staff.
- Created first online peer-to-peer giving program for organization.
- Managed their most successful annual gala ever, selling out twice.

Death Penalty Focus (501c3) & Taxpayers for Sentencing Reform (501c4) / 2013 to 2017

Executive Director

Leading the campaign to abolish California's death penalty

- Turned around 501(c)3 organization boosting programs and support.
- Increased funding for DPF/TSR from c \$350,000 in 2013 to \$7.5 million in 2016.
- Brought together organizations and stakeholders from across California and the US to support the largest anti-death penalty campaign in US history.
- Ran Justice that Works (Yes on 62) ballot initiative to end death penalty in California.

United Nations / 2002 to 2013

President, NGO Committee on Freedom of Religion or Belief

Advocating for freedom of conscience

- Managed United Nations NGO committee to create awareness and change policy.
- Led hundreds of diverse religious groups and civil society stakeholders.
- As the first non-religious president, raised awareness at the UN for the rights of freethinkers, and raised awareness among freethinkers for the role of the UN.
- Appointed Special Advisor to the first UN High Level Dialog on Inter-religious Cooperation by the President of the UN General Assembly.



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EDUCATION

BACHELOR OF ARTS, HONOURS
University College London
Major: Philosophy

PUBLICATIONS

Co-author of the following books:

- *Christopher Hitchens: The Last Interview* (Melville House, 2017)
- *The Freedom of Thought Report* (IHEU, 2012 & 2013)
- *Humanism in Business* (Cambridge University Press, 2008).
- *Parenting Beyond Belief: On Raising Ethical, Caring Kids Without Religion* (Amacon, 2007). The number one parenting book on Amazon for more than 6 months.
- *Imagine There's No Heaven* (CSH, 1997)

Numerous articles published around the world, including in *Newsweek*, *LA Times*, *The Washington Post*, *The Guardian* (UK), and *Free Inquiry*.

PRESENTATIONS

Delivered speeches and workshops in more than a dozen countries and to audiences larger than 1,000.

Topics include:

- the United Nations
- human rights
- raising children with special needs
- freedom of conscience
- organizational development
- fundraising
- advertising and marketing
- social media campaigns
- public policy
- international relations

EXPERIENCE *continued*

International Humanist & Ethical Union / 2008 to 2013

International Representative

Developing awareness and influence of global organization around the world

- Developed strategies for an NGO with 120 Member Organizations in 40 countries
- Promoted IHEU and developed relationships with supporters and allies.
- Recruited, retained and supported new member organizations.
- Created first global report on persecution of freethinkers and atheists, which gained coverage in hundreds of media outlets around the world.

Institute for Humanist Studies / 2000-2008

Executive Director

Created and implemented a multi-year strategic plan to build a small nonprofit into an international leader

- Responsible for growth, profitability, and recognition of organization.
- Grew assets from nothing to \$2 million and annual budget from \$100,000 to \$1,00,000.
- Oversaw 8-fold increase in staff to expand programs and services offered.
- Successfully lobbied at state and federal levels.
- Helped launch and run a bioethics center at the UN.
- Developed strategies which increased donations and funding by 1000%
- Created and ran a grant fund that gave more than \$1 Million to support projects that advance the values of the organization.

Council for Secular Humanism / 1995-2000

Executive Director

Reorganized large nonprofit to restore balance and revenue growth

- Responsible for growth, profitability, and recognition of organization.
- Supervised a staff of 20+, involving recruitment, goal setting, training, work flow, conflict resolution, staff development & review procedures.
- Managed a budget of more than \$2 million.
- Lead campaigns for Separation of Church and State, including one of the first campaigns against RFRA.
- Launched and supervised successful multi-million dollar fund drives.
- Launched and developed local centers, groups and projects.
- Developed and implemented strategy that grew local chapters from fewer than 50 to more than 100.
- Started a campus group program that has resulted in more than a thousand campus groups since its launch.
- Organized international conferences for more than 500 attendees.

International Humanist and Ethical Union / 1993-1995

Development and Public Relations Director

Coordinated all publicity, outreach, fundraising and relations with 80 member organizations (MOs) in more than 30 countries. Acquired and implemented grant-giving program for MOs that has now passed \$1,000,000.

British Humanist Association / 1990-1993

Public Relations Officer

Created all PR programs and materials, including press releases, annual reports, brochures and newsletters. Coordinated all programs offered to public.