



Cassie Pericak  
Assistant Vice President

**Education:** Master's in Public Service Management at DePaul University  
BA, Niagara University

**Passion for Philanthropy:** Cassie has devoted her career to working with the nonprofit sector with a focus on increasing development efforts. She recognizes that fundraising is evolving; organizations develop new needs and donors bring with them unique passions and interests as the world around us changes. She is energized about leveraging the power of philanthropy to positively impact on our society.

**Experience:** Cassie has supported the fundraising efforts of nonprofit organizations since 2009. During this time, she has given specific focus to advancing the missions of higher education institutions, social service organizations, healthcare associations, and religious entities. Cassie's areas of expertise include annual giving, campaign planning, donor engagement, staff and leadership training, volunteer management, and strategic planning.

Since January 2021, Cassie has partnered with Saint Michael and All Angels Episcopal Church (SMAA) on both a Feasibility Study where Cassie conducted 122 strategic conversations throughout her time on-site, and transitioned seamlessly into campaign management for a \$55M capital project to completely renovate and expand the current church and school campus. The new facility will allow parishioners and school families to gather, learn, and grow their discipleship to new heights. While supporting Saint Michael, Cassie also led one of CCS's first strategic planning projects, where she developed a comprehensive three-year strategic vision for the American Association of Endodontics Foundation. Due to the success of this project, strategic planning has become a new workstream for the firm and has resulted in additional clients in need of guidance on this crucial organizational component.

Prior to joining the SMAA team, Cassie directed a \$50M comprehensive campaign for the University of New Orleans (UNO) and a \$4M capital campaign for St. Mary's Residential Training School in Alexandria, LA after completing the Planning Study for both organizations. During her 18-month engagement with UNO, they were able to reach 43% to goal despite the impacts of the COVID-19 Pandemic. St. Mary's not only exceeded their initial goal, but secure an additional \$1M, to build 15 new group homes for their residents. St. Mary's has since returned to CCS for support on developing their new strategic plan under Cassie's direction.

With a vast knowledge and understanding of philanthropy in both annual and major gift solicitations, Cassie has been appointed as a team-wide expert in these fields. She also currently serves on the Writing Center and the Recruitment Team to further elevate the expertise of the Central US Team. Staff members across the firm can tap Cassie as a resource for advice and guidance as they navigate the needs of their respective clients.

**Personal:** From Buffalo, NY originally and prior to the Pandemic, Cassie spent her free time visiting friends and family across the country, attending concerts, and travelling abroad. These days, she strives to maintain her relationships virtually and has become an avid puzzle enthusiast.