

**Elena M Fracchia, MPA, CWS®**  
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## Employment

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### **VP, Wealth and Philanthropic Advisor**

September 2017 – present

Columbia State Bank

Serve as strategic consultant for nonprofits, businesses, and individuals as they navigate life and business transitions, identifying key financial decision points and helping develop a course of action and team of professionals to support them. Work with special focus on philanthropic giving for high net worth individuals and nonprofit donor support. Additionally, completed certification as Certified Wealth Strategist through Cannon Financial Institute.

#### *Accomplishments:*

- Established and grew Columbia Bank wealth management presence in Eugene, Salem and Central Oregon Coast markets, resulting in increased referrals from all regions and referred business exceeding \$20MM.
- Created new trainings and coached bankers to improve client relationship skills using client-centered design.
- Develop and maintain relationships with professional service providers, experts, and leaders to create opportunities for clients to improve and develop their business strategies.
- Provide specialized support for nonprofit sector clients and prospects, by developing and delivering over a dozen individualized board and staff trainings and workshops.

### **Community Relations Officer/ Financial Advisor**

April 2016 – September 2017

Pacific Continental Bank (now Columbia Bank)

Served as community liaison by engaging nonprofit and business leaders in organizational development opportunities. Position transitioned with Columbia Bank acquisition of Pacific Continental Bank.

#### *Accomplishments:*

- Increased engagement of both nonprofit and business community through relevant workshops and events.
- Provided support for nonprofit sector clients and prospects, by developing and delivering individualized board and staff trainings.
- Completed licensing to serve as local representative for third-party financial advising firm.

### **Pro-Tem Instructor**

December 2014 - present

University of Oregon

Instructor in School of Design, Department of Planning Public Policy and Management.

#### *Courses Taught:*

- 481/581 Fundraising for Nonprofits (2015 – present)
- 410/510 Leading Nonprofits (2020)
- 610 Nonprofit Management Capstone, Team Coach (2019, 2021)
- Law School Nonprofit Clinic, Team Consultant (2021)

### **Director, Income and Investments**

July 2011 – March 2016

United Way of Lane County

Served as Director and leader of United Way's Financial Stability Partnership™, leading community efforts focused on helping low to moderate-income families improve their financial management skills. Oversaw all aspects of United Way Community Investment (grantmaking) process to allocate over \$1 million annually. Additionally, completed Center for Creative Leadership's Community Coalition Leadership Program.

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*Accomplishments:*

- Worked with United Way leadership and Board of Directors to develop, assess, and improve United Way's strategic plan, with a focus on impact, innovation, and equity, resulting in stronger reporting and outcomes of programmatic work.
- Managed team of 3 staff and 45 volunteers to successfully navigate community investment cycle with positive feedback from both nonprofits and individuals participating in decision-making process.
- Facilitated and lead Financial Stability Partnership™ through Harwood Institute for Public Innovators community engagement process and Community Coalition Leadership Program.
- Elevated United Way's Income efforts by building partnerships and effective relationships across local, state, and national networks, including: training over 200 case managers in *Your Money, Your Goals* Financial Empowerment Training, and connecting 7,000 low-income households to free tax preparation.

**Community Involvement**

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2013 – present	<b>Board of Directors, Neighborhood Partnerships // Secretary 2018-2020</b>
2012 – present	<b>Member, United Way Emerging Leaders Program</b>
2016 – 2017	<b>Member, “I ShelterCare About Homelessness” Taskforce</b>
2014 – 2016	<b>Member, Oregon Asset Building Coalition</b>
2013 – 2015	<b>Governor Appointment, Oregon Retirement Savings Taskforce</b>
2010 – 2013	<b>Board of Directors, Junction City/Harrisburg/Monroe Habitat for Humanity</b>

**Public Speaking, Training & Facilitation**

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2021	<b>Speaker, Emerald Valley Development Professionals</b> “Two Sides of the Same Coin: How Fundraisers and Wealth Advisors Work Together to Navigate Planned Giving”
2020	<b>Panelist, The Alford Group</b> “ <i>Giving USA and the New Age of Philanthropy in the Pacific Northwest</i> ”
2020	<b>Speaker, Eugene Chamber of Commerce Young Professionals Network</b> “ <i>Leadership is Hard and Other Truths We Don't Want to Talk About</i> ”
2020	<b>Speaker/Trainer, Emerald Valley Development Professionals</b> “ <i>Beyond Strategic Plans: How Fundraising Plans Can Keep You on Track</i> ”
2019, 2020	<b>Speaker, AARP Women and Money</b> “ <i>The Female Factor: Why more women are learning about investments</i> ”
2019	<b>Trainer, Vision Action Network</b> “ <i>Connecting the Dots: How to successfully steward corporate and foundation relations</i> ”
2017	<b>Speaker, Eugene Young Professional Summit</b> “ <i>Give a Little, Get a Little; Stepping Up Your Nonprofit Know-How</i> ”
2016	<b>Facilitator, Rotary Young Professional Summit</b>
2016	<b>Presenter, Habitat for Humanity Development Director Roundtable</b> “ <i>Volunteer Conversion and Donor Engagement</i> ”

**Awards**

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2018	<b>Columbia-Willamette Leadership, Partner of the Year Award</b>
2016	<b>Eugene-Springfield's 20 Under 40 Rising Business Leaders</b>

**Education**

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**University of Oregon**, Master of Public Administration, Graduate Certificate Nonprofit Management, June 2011  
**University of Oregon**, Bachelor of Arts, Sociology, Robert D. Clark Honors College, June 2006