

Chris Johnson

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25+ years' experience as a community connector, fundraising chief and senior executive for nonprofits and businesses, with budgets/revenue to \$38M and teams exceeding 950 people; proven track record of driving earned and contribute revenue, expanding services, and with startup, mid-sized and large national organizations.

EXPERIENCE

CHRIS JOHNSON LLC

2010 – Present

Founder & Consultant

Forward thinking executive who increases organizational strength, brand awareness, and financial performance for high profile entities. Clients and assignments include:

- **The Place** (Colorado Springs, CO) Feb 2026 – Sept 2026
Interim CEO - Stabilized homeless youth services organization and refocused on their strengths due to financial and leadership challenges. Developed budget management systems that now have the organization operating with balanced cash flow.
- **Unity Care** (San Jose, CA) Dec 2024 – Dec 2025
Interim CEO - Generated over \$500,000 in operational savings by strategically upgrading financial software, records management, and marketing systems within the first 60 days. Restructured staffing model to maximize organizational efficiency
- **Evergreen Treatment Services** (Seattle, WA) Sep 2018 – Jul 2019
Interim CEO - Developed strategic planning process, provided leadership team training on budget management, and established new partnerships to enhance service delivery. Created innovative "Safe Place program" in partnership with local law enforcement.
- **Mending Kids International** (Burbank, CA) Oct 2017 – Sep 2018
Interim ED - Led organization through leadership transition, focusing on strengthening infrastructure, enhancing visibility, and developing strategic partnerships. Generated over \$500,000 in grants and individual giving by leveraging media exposure.
- **National Kidney Foundation** (Southern CA and Southern NV) Apr 2010 – Aug 2011
Interim Div. President - Created 3 different area Boards of Directors in 2 states after change in national strategy caused significant chaos for the multi-state division.

NATION'S FINEST (CA, NV, AZ)

2019 – 2024

President and CEO

501(c)(3) organization providing housing assistance, and case management for veterans in three states with a \$38M budget in 31 locations. Responsibilities and accomplishments include:

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|----------------------|----------------------|
| • Strategic Planning | • Budget Development |
| • Fund Development | • Board Development |
| • Community Outreach | • Advocacy |

Doubled organizational budget from \$19M to \$38M in less than 5 years, during COVID, for a nonprofit focused on housing assistance, behavioral and mental health treatment, education, job training and case management for veterans. Pioneered their first-ever comprehensive fundraising and communication strategies after 47 years of operation with limited fundraising infrastructure. Led successful rebranding initiative transforming Veterans Resource Centers into Nation's Finest, creating cohesive national identity while honoring organization's 50-year legacy of service. Secured \$100M+ for veteran housing via public-private partnerships, enabling two villages for 150+ formerly homeless veterans; also generated \$100K+

in corporate sponsorships through strategic alliances with Verizon, Home Depot and others. Represented veteran homelessness issues at congressional hearings. Created innovative Mobile Service Unit program expanding services through telehealth to rural veterans, during COVID, growing fleet from 3 to 5 vehicles, and serving previously unreached veterans in remote California and Nevada locations. Expanded program diversity to address emerging veteran needs, including housing affordability, mental health services, employment training, and homelessness prevention.

WOODCRAFT RANGERS (Los Angeles, CA)

2011 – 2017

Chief Executive Officer

Youth development organization with a \$10M budget providing education and enrichment programs to underserved youth since 1922.

- Change Management
- Fund Development
- Marketing/Communications
- Budget Development
- Corporate Culture
- Program Development

Directed financial recovery and strategic repositioning of a \$10M youth development organization to regain the reputation of a 95-year-old organization with 950+ staff across 70+ schools. Turned \$500K deficit into \$250K surplus in 12 months through strategic financial management, stronger partnerships, and expanded contracts. Created first in state 3D printing science club for Middle School girls to encourage continuation into math and sciences in high school and beyond. Led statewide advocacy coalition that drove \$50M boost in state after-school funding, expanding services by 20% by adding 13 schools in two new districts.

AMERICAN RED CROSS (Western United States)

1999 – 2010

Global humanitarian organization providing disaster relief, emergency assistance, and educational programs throughout the United States.

Regional Chief Executive Officer

2005 – 2010

Communications & Government Relations Officer

2003 – 2005

Chief Communications Officer

2001 – 2003

Director of Development and Communications

1999 – 2001

- Marketing Communications
- Budget Development
- Training and Mentoring
- Fund Development
- Advocacy
- National Spokesperson

Selected as one of eight “early adopter” regional CEOs in the national reorganization. Spearheaded the combining of 6 Red Cross Chapters into a single regional entity. Directed the integration and restructuring of organizational functions, including marketing communications, finance, operations, resources, staffing and volunteer coordination, with a \$25M budget and 500 staff personnel. Consolidated management functions and support personnel. Interacted with diverse internal dynamics stimulated by consolidation activities to encourage acceptance and buy-in to the new organizational structure. Initiated disaster relief and media relationships to gain support for the Red Cross mission. Proactively identified funding sources and nurtured strong corporate sponsorships for the organization. Raised over \$1M dollars in less than 24 hours, best in the country, after 9/11. Led highly successful media Awareness and Preparedness Campaign in California that featured California First Lady Maria Shriver and actress Jamie Lee Curtis.

EDUCATION

Bachelor of Science, Business Administration and Management, CSU-Sacramento
Studies in Business and Communications, San Francisco State University

AWARDS & RECOGNITION

Commendation - Naval Base Ventura County, Community Leadership Award - Mexican Consulate,
Ventura County for Latino Community Support Award, Award for Establishing Ventura County Emergency
Planning Council, Addy Awards (3) - American Advertising Federation, Volunteer Fundraiser Award -
March of Dimes

PROFESSIONAL AFFILIATIONS

American Leadership Forum Senior Fellow, California Alliance of Child and Family Services (CEO
Council), California Behavioral Health Association (CEO Council and Legislative Committee), Association
of Fundraising Professionals (AFP), Public Relations Society of America (PRSA)

TESTIMONIALS

<https://www.crisartllc.com/general-5>