

## **Giovanna Maria Bonora**

### **Summary**

- **20 years of international High Value Fundraising experience | Italian Fundraising Award 2019**

Higher Education and Research | Healthcare | International Development | Environment and Conservation | Arts and Culture

- **2 years of Communication, Marketing and CSR experience**  
Multinational Company- Retail

### **Specialties**

Communication | Corporate Fundraising | CSR | Events | Foundation Relations | Legacies | Major Gifts | Philanthropy

## **PROFESSIONAL EXPERIENCE**

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### **UNHCR**

Milan, Italy

#### ***Senior Private Partnerships and Philanthropy Fundraiser***

January 2023- present

Corporate and Foundation Relations | Major Donors

### **VIDAS**

Milan, Italy

#### ***Head of High Value Giving***

September 2019- December 2022

Corporate and Foundation Relations | Legacy Giving | Major Donors

### **Università Commerciale 'Luigi Bocconi'**

Milan, Italy

- ***Senior Major Gift Officer***  
January 2018-August 2019
- ***Corporate Partnership Manager***  
January 2011-December 2017
- ***Corporate and Foundation Relations Officer***  
January 2009- January 2011

Corporate and Foundation Relations | Major Donors

### **Leroy Merlin**

Milan, Italy

#### ***Communication Project Manager***

February 2007- January 2009

Communication | CSR

**Intervita (now WeWorld Onlus)**

Milan, Italy

***External Relations Manager (Fundraiser, PR, Event Manager)***

September 2005- February 2007

Corporate Fundraising | Foundation Relations | Major Gifts | Events |

**Goodwill**

Bologna, Italy

**Fundraising Project Manager**

April 2004- September 2005

Corporate Fundraising | Foundation Relations | Communication | Events | Press Office

**Aragorn Iniziative**

Milan, Italy

***Assistant to Communication and Event Management (Internship)***

January 2004– April 2004

Communication | Events | Press Office

**ANT- Associazione Nazionale Tumori**

Ferrara-Bologna, Italy

***Fundraising and Communication Coordinator***

September 2002- January 2004

Corporate Fundraising | Foundation Relations | Communication | Events | Press Office

**Io, Domani**

Rome, Italy

***Marketing, Communication and Fundraising Consultant (Project Work)***

May-September 2002

Corporate Fundraising | Foundation Relations | Communication | Events | Press Office

**VOLUNTEERING EXPERIENCE**

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**Amnesty International**

**Activist**

January 1999-September 2005

Actions and petitions (Myanmar, former Yugoslavia, Coalition to stop the use of Child Soldiers, Stop violence against women), event management, press office, speaker at conferences and seminars, people raising, educational activities.

**ASSIF- (Italian Fundraising Association)**

**Coordinator of the Lombardy local group**

March 2012- July 2013

Organizing and promoting networking and scientific events for fundraising professionals- members and prospects of the association. Start-up of the local group and creation of a team of volunteers.

**Non Profit Women Camp**

**Co-Founder- Member of the Scientific Committee**

September 2019-present

Co-ideation and co-organization (2020-2022) of the first European event for the women working and/or volunteering in the third sector.

## EDUCATION

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### High school Diploma, Classical Studies

Liceo Classico "Ludovico Ariosto", 1993

Ferrara, Italy

### Single-Cycle Degree, Law

Università degli Studi di Ferrara, 1999

Ferrara, Italy

### Master Program, Fund Raising and Ethic Management

Università di Bologna, 2003 – 2004

Thesis: "Corporate Giving and Corporate Sponsorship: a compared analysis"

Forlì, Italy

### Master Program, Yoga Studies

Università Ca' Foscari, 2018-2019

Thesis: "Yoga, Wealth and Power: a philanthropic perspective"

Venice, Italy

### MBA Essentials, Online Certificate Course

London School of Economics, 2020-2021

London, UK (online)

## TRAINING

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**Individual Giving Virtual Summit**, Fundraising Everywhere, 2020

**Social Innovation Summit**, Landmark Ventures, Los Angeles, 2019

**Negotiation and Influencing**, SDA Bocconi, Milano, 2017-2018

**Strategic Philanthropy -Executive Program**, Fondazione Lang Italia, Milano, 2017

**Developing Major Gifts**, The Fund Raising School, Lilly Family School of Philanthropy- Indiana University, Washington, 2016

**Fundraising Day: Donor Love**, Università di Bologna- Forlì, 2016

**Fundraising Day: The Digital Revolution**, Università di Bologna- Forlì, 2015

**Italy Legacy**, Master in Fund Raising, Università di Bologna- Forlì, 2010

**Soliciting Major Gifts**, Fund Raising School, Bertinoro, 2004

**Post-graduate Diploma, Marketing and Communication for NPOs**, Ateneo Impresa, Rome, 2002

## LANGUAGES

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- **English:** full professional proficiency
- **French:** limited working proficiency
- **Italian:** mother- tongue
- **Spanish:** limited working proficiency

## COMPUTER SKILLS

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**SAP-CRM; Raiser's Edge;** all **Microsoft Office** packages.

## AWARDS, PUBLICATIONS, QUALIFICATIONS AND OTHER ACTIVITIES

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[Italian Fundraising Award](#), 2019

**Co-author of fundraising books** ("Il corporate fundraising: raccogliere soldi dalle aziende" in Valerio Melandri, "[Fore Fundraising](#)", Maggioli Editore 2023- "Raccogli soldi dalle aziende: tra sponsorizzazione e fundraising" in Valerio Melandri, "[Fundraising per la tua causa](#)", Mondadori 2023) and **publications** ([Il Giornale dell'Arte](#) and others)

**Speaker** at fundraising events, conferences and webinars ([CASE Europe Annual Conference](#), [Italian Fundraising Conference](#),

[Reinventing Fundraising](#), [International Museum Day-ICOM](#), [Rinascita Digitale](#), [Non Profit Women Camp A History of Fundraising](#) by Rogare, SOFII and Fundraising Everywhere, and others)

**Lecturer** at University of Bologna, [Master of Science in Management for Social Economy](#) and Master Programs including the [Master in Marketing, Communication & Digital Strategy](#) by 24Ore Business School and the [Master FRAME- Fundraising Management, CSR and Sustainability](#) by Social Change School

**Trainer** at [Talenti per il Fundraising](#) advanced course in fundraising in collaboration with Fondazione CRT, “Corporate Fundraising”, Turin, 2023

**Trainer** at the **Corporate Fundraising Course** “How to build successful corporate partnerships”, [BASE Milano](#), 2019-2021

**Trainer** at other **fundraising trainings**, including courses funded by the European Regional Development Fund and European Social Fund programs

**Contributor** at [TechSoup Together](#), an online community of third sector experts by TechSoup Italy

Team member of “*The history of fundraising-and how should we study it?*”, a project by [Rogare](#) and [Bluefrog](#)

Author of [articles](#) about the **history of fundraising and philanthropy**

Member of the **Scientific Committee** of the [Italian Fundraising Conference](#)

Member of the **Scientific Committee** of [Reinventing Fundraising](#)

Authorized to practice as an Italian **lawyer** (Bar Exam - Corte d’Appello, Bologna, 2004).

**Interests:** Yoga, Literature, Music, Travelling, Photography.

