

Diana van Maasdijk

Gietersstraat 5, 1015 HB Amsterdam, The Netherlands
T +31 (0)6 10102691 E diana@philianconsulting.com

SUMMARY OF SKILLS

Since 1995, experienced in the NGO and philanthropic sector with significant expertise in strategic grant-making, major gifts fundraising, program implementation and evaluation.

PROFESSIONAL EXPERIENCE

- January 2007- present **PHILIAN, Effective Philanthropy** **The Netherlands**
Founder and Director
An Amsterdam-based consulting firm specialized in designing and implementing grant-making programs for high net worth individuals, families and foundations focused on strategic philanthropy end effective giving.
- Services include:
- designing and improving grantmaking programs
 - aligning client's values and developing mission, vision and criteria
 - planning and impact evaluation
 - managing all communication and solicitation of grant proposals
 - preparing requests for proposals, researching and introducing organizations to support
 - preparing and administering Board meetings
- www.philianconsulting.com
- January 2007- Present **DONOR ACADEMY** **The Netherlands**
Co-founder
Customized and practical philanthropic workshops for individuals, family foundations, professional advisors and wealth managers. Co-developed 5 training modules and coaching tools to enhance philanthropic giving and align it with the values and ideals of grantmakers. www.donoracademy.nl
- 2000- 2006 **MAMA CASH FOUNDATION** **The Netherlands**
An international financing agency focusing on women's empowerment with a yearly budget of over 4.5- 5 million Euros
- 2004- 2006 **Director of Development and Communications**
- Developed and implemented a new strategy for funding acquisition.
 - Increased funds raised from private sector by 30% each year
 - Created and implemented the first virtual fundraising campaign of the organization-*88 Days Campaign*. Won in 2007 Best Online International Fundraising Campaign www.ephilanthropyfoundation.org
 - Oversaw and guided the creation of new communications products
 - Member of the Management Team and lead a cross functional team of six staff and various external consulting teams.
- 2003-2004 **Manager, Women's Funds Program**
- Developed new systems and programs for better grantmaking for a global program including Africa, Asia, Middle East, Latin America and Eastern Europe
 - Developed new monitoring tools for use at international level
 - Mapped all activities of grantees and reorganized the program for better monitoring and evaluation
 - Designed and implemented a tool for the systematisation of local resource mobilization activities (in Africa, Asia Eastern Europe and Latin America)

- Conducted trainings at international conferences

2000- 2003 **Program Officer, Latin America & Caribbean Region**

- Defined the grantmaking goals, strategies, and guidelines of the program
- Identified grantee organisations and projects and reviewed all incoming proposals
- Prepared all grantmaking dockets for internal and Board appraisal
- Evaluated and monitored projects and grantees throughout the region
Built a network of 25 local advisors
- Participated in the development of a new 5-year strategic plan
- Conducted trainings at international conferences

1997-2000

WORLD POPULATION FOUNDATION

The Netherlands

Program Officer

- Managed, monitored and evaluated a vast portfolio of HIV/Aids and reproductive health projects for women and youth in Pakistan, Bolivia, Mexico and Burkina Faso
- Supported in fundraising efforts and helped acquire new funding from the World Bank, EU, and UNFPA, and first stages with Bill and Melinda Gates Foundation

1997
(Feb. – May)

FAMILY CARE INTERNATIONAL

Senegal

Field Research/Consultant

- Developed quantitative/qualitative evaluation methodology to test the illustrations in a new training manual for reproductive health and mother/child health

1995 - 1996
USA

INTERNATIONAL VOLUNTEER SERVICES

Program Associate

- Worked with a team on a grantmaking program focused on agrarian, health, HIV/Aids and economic projects in Vietnam, Bolivia and Ecuador
- Supervised volunteers' work and wrote newsletter for donors

OTHER EXPERIENCE

Jan 2009-
Present

Editorial Board of FM magazine, philanthropy magazine
The Netherlands

2005- 2007

Vice-Chair, Board of Directors, Women's Funding Network,
San Francisco, USA

2001- 2002

Member, Board of Directors, Women's Global Network for Reproductive
Rights,
Amsterdam, The Netherlands

1996

Team leader, rapid rural health assessment in the Chota Valley, Ecuador

1995- 1996

Member, Board of Directors, International Voluntary Services, Washington,
DC, USA

EDUCATION

- 1996 **American University, School of International Service**
Washington, DC, USA
MA, Master of Arts Degree, International Development
- 1993 **Hamilton College**
Clinton, NY, USA
BA, Bachelor of Arts Degree, *cum laude*
Major in World Politics

LANGUAGES

Bilingual in English and Spanish, fluent in Dutch, excellent French