

Rebecca Parkes



Rebecca Parkes, Consulting Vice President, brings twelve years of experience in major and principal gift fundraising, strategic planning, board development and management, and campaign strategy and planning.

Rebecca has consulted for three years, working with GG+A clients based in the UK and Europe. Her work includes leading a strategic planning study for INSEAD and working with the University of Cambridge on the development of a grateful patient fundraising program. Drawing on her extensive experience, Rebecca has provided a variety of consulting services to a wide array of additional organisations, including public and private universities, healthcare institutions, and international charities and nonprofits.

Rebecca most recently served as Director of Philanthropy & Campaign at Cancer Research UK (CRUK), where she managed the fundraising of the major and principal gifts program. During her time at CRUK, Rebecca led the fundraising team and leadership through a campaign planning process, philanthropy strategic vision-setting work, and the development of a new case for support.

Prior to CRUK, Rebecca served as Assistant Director, New York Metropolitan Region, at American Technion Society. In this role, she was responsible for developing and expanding the alumni giving programme along with an alumni communications plan, using data and analytics to identify and cultivate new major gift and planned giving donors, and reporting progress and metrics to the Board.

Previously, she was the Director of Development for New York University (NYU) Langone Medical Center, where she was a key team member of a \$2 billion campaign. She worked as the Director of Development for the Department of Urology and the NYU Cancer Institute, and coordinated with Department Chairs and faculty to create comprehensive development plans and campaigns.

Rebecca has also served as Major Gifts Officer for Memorial Sloan Kettering Cancer Center; Major Gifts Manager for the Juvenile Diabetes Research Foundation-New York City Chapter; and Major Gifts Manager for the YMCA of Greater New York.

Rebecca attended Davidson College in North Carolina, where she received her bachelor's degree in Sociology. As a member of their Division I lacrosse team, she participated in the Davidson Athletic Fund, having her first experience with fundraising. She has taken courses toward a Certificate in Fundraising at New York University, and served as a volunteer to enhance the fundraising programme for the Juvenile Diabetes Research Foundation Young Leadership Committee; New York City Police Foundation; and Long Island City YMCA.

Rebecca now resides in Boston, Massachusetts, with her family.

During her tenure with GG+A, Rebecca Parkes has provided counsel to the following client institutions:

University of Cambridge

Cancer Research UK

Duke University

Emory University

INSEAD

University of Kiel

King's College London

Museum Kunst der Westküste

Rush University Medical Center

South Georgia Heritage Trust

Sutton Trust