

**From:** [Jenifer Johnson](#)  
**To:** [Jenifer Johnson](#)  
**Subject:** Clarenda Stanley Advisory Committee Application Climate Change Advisory Committee  
**Date:** Monday, July 28, 2025 3:36:53 PM

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Are you 18 years or older: Yes

Are you in active litigation against Chatham County: No

Are you employed by Chatham County: No

Name (First and Last): Clarenda Stanley

Residency Type: Resident of Chatham County

Home/Business/Property/Other Address: 210 Hinshaw Shop Rd, Liberty, NC, 27298, USA:

Phone Number: 919-656-4967

Email Address: [cee@greenheffafarms.com](mailto:cee@greenheffafarms.com)

Which District do you reside in? District 4

Which board or committee are applying for: Climate Change Advisory Committee

Do you have an immediate family member on this committee: No

Demonstrate your interest, experience, or expertise relevant to the subject matter of the committee. I am the CEO and Chief Farming Officer of Green Heffa Farms, a nationally and internationally awarded farming business. It is the only farm that is a Certified B Corp in Chatham County and one of few in the nation. As a former environmental fundraiser, I now serve on the B Labs Climate Justice Design Team.

I am willing and able to regularly attend scheduled meetings, participate in committee activities, and comply with all applicable laws, policies, and codes of conduct.

Gender: Woman


Ethnic Origin/Race: Black or African\_American


Age Range: 45-54

Attachments: {"file\_upload": [{"id":83,"url":"[https://services3.arcgis.com/YgrExeJfxG5F4At7/arcgis/rest/services/survey123\\_6611c3ec93924379a243a4c073364330\\_form/FeatureServer/0/170/attachments/83](https://services3.arcgis.com/YgrExeJfxG5F4At7/arcgis/rest/services/survey123_6611c3ec93924379a243a4c073364330_form/FeatureServer/0/170/attachments/83)", "name":"CStanleyResume\_2025 5.47.59 PM.pdf", "size":133141, "contentType":"application/pdf", "keywords":"file\_upload", "globalId":"{2866F3DE-9F54-4BB5-8B9C-9E54CD615382}", "parentGlobalId":"{4C62E3C0-0CA9-4AA8-8037-7BF1BFE84F14}"}]}



# CLARENDA G. STANLEY

 919-656-4967

 clarendastanley@gmail.com

 123 Gettysburg Drive, Cary, NC 27513

## EDUCATION

Master of Education, Counseling  
and Psychology

**Troy State University**

2005

Bachelor of Science, Marketing

**University of Alabama, Huntsville**

2001

## CERTIFICATIONS

Cornell University, Certificate in  
Women's Leadership, 2019

Certified Fund Raising Executive (CFRE),  
2011

Kellogg School of Management Center  
for Nonprofit Management Certification,  
2008

## VOLUNTEER EXPERIENCE

- SouthernSARE Advisory Council, 2024-Present
- Triangle Land Conservancy, Board of Directors  
2019-2022
- Visual Arts Exchange, Board of Directors |  
2016 – 2022
- Town of Cary Cultural Arts Committee |  
2016 - 2019
- Association for Fundraising Professionals, Triangle  
Chapter, Board of Directors | 2009-2015
- Association for Fundraising Professionals, International Headquarters  
| 2014 - 2017

## WORK EXPERIENCE

**CEO | Green Heffa Farms, Inc.**

**March 2018 – Present**

- Founded and led a natural health brand and medicinal plants farming business grounded in the 4Es guiding principles: Economic Prosperity, Environment, Equity, and Education.
- Pioneered sustainable agricultural practices and achieved Certified B Corp status, becoming the first Black-owned farm in the U.S. to do so, showcasing leadership in equity-driven environmental innovation.
- Built a values-driven brand that educates underserved communities on regenerative agriculture while creating products that prioritize wellness and sustainability.
- Secured funding through strategic partnerships, grants, and crowdfunding campaigns to ensure a debt-free operation.
- Acted as a thought leader in agricultural equity, contributing to conversations around climate change, philanthropy, and economic justice for disadvantaged communities.

**Senior Principal Gifts Officer | The Nature Conservancy**

**July 2017 – May 2022**

- Managed a global portfolio of high-net-worth donors, facilitating relationships that resulted in gifts of \$5M+ in support of environmental and conservation programs.
- Collaborated with internal and external stakeholders to align donor intent with strategic conservation initiatives, ensuring impactful and measurable outcomes.
- Led the development of multi-year philanthropic strategies for global initiatives, including climate change mitigation and biodiversity preservation.
- Delivered proactive and compelling donor communications, offering timely updates and actionable insights to strengthen relationships and build trust.
- Partnered with diverse teams to co-create innovative funding solutions, including collaborative donor engagement events and projects that amplified conservation efforts in underserved regions.

# CLARENDA G. STANLEY

## **Vice President for Institutional Advancement | Shaw University**

**August 2015 – July 2017**

- Directed a comprehensive advancement program, including fundraising, alumni relations, marketing, and public relations, for the oldest Historically Black University in the South.
- Secured multimillion-dollar gifts by cultivating strong relationships with donors, foundations, and corporate partners, contributing to institutional sustainability.
- Spearheaded community engagement initiatives and developed strategies that highlighted Shaw University's commitment to equity, education, and social impact.
- Launched digital campaigns and donor engagement programs that amplified the university's mission, resulting in a 30% increase in donor participation.
- Managed a diverse team of professionals to implement strategic initiatives and strengthen partnerships with stakeholders aligned with the university's goals.

## **Director of Development and Communication | Lucy Daniels Center**

**January 2012 – August 2015**

- Oversaw fundraising and communications for the largest nonprofit children's mental health agency in the Triangle region, raising over \$2M for essential programs.
- Developed grant proposals and donor cultivation strategies to support outreach initiatives that served over 5,000 children and families annually.
- Enhanced organizational visibility by creating impactful messaging and storytelling that highlighted the Center's mission and outcomes.
- Strengthened donor stewardship by providing regular, meaningful updates on program progress and the impact of their contributions.
- Fostered partnerships with foundations and corporate sponsors to secure funding aligned with the Center's long-term strategic goals.

## **Director of Corporate and Foundation Relations | Saint Augustine's University**

**October 2007 – January 2010**

- Successfully rebuilt and formalized the University's Corporate and Foundation Relations program during a critical period of institutional transition, generating over \$3.5M in gifts and grants within two years.
- Increased corporate and foundation funding by over 200% by developing strategic partnerships, leveraging public and private funding opportunities, and fostering meaningful relationships with key stakeholders.
- Secured funding for nine innovative program initiatives, including:
  - A \$2.1M grant for the Southeast Raleigh Stabilization Partnership Project, a public/private initiative to revitalize underserved neighborhoods.
  - A \$510K grant from the North Carolina Department of Transportation to launch the state's first Right of Way Training Curriculum Program.

# CLARENDA G. STANLEY

- Partnered with faculty and the Office of Institutional Research to write and secure state and federal grants, aligning proposals with institutional priorities and community impact goals.
- Oversaw a 30% increase in direct mail contributions, a 90% increase in Phonathon donations, and a 75% rise in volunteer participation by restructuring the University's annual giving program and implementing innovative donor engagement strategies.
- Co-led the Falcons Go Green environmental sustainability initiative, introducing the University's first campus-wide recycling program and promoting environmental awareness across the institution.
- Served on the Strategic Planning Committee, providing critical input on institutional fundraising goals and strategies.
- Conducted faculty and staff training sessions on effective fundraising techniques, grant writing, and program budget development, fostering a culture of philanthropy and capacity-building across campus.
- Published the University's 2006–2007 Annual Report, highlighting institutional achievements and reinforcing donor confidence.
- Maintained an expert-level knowledge of Title VI and VII of the Civil Rights Acts of 1964, particularly provisions for Historically Black Colleges and Universities (HBCUs), ensuring compliance with federal guidelines.
- Served as an adjunct professor, demonstrating a commitment to education and student engagement.

## **Grant Writer and Coordinator | City of Hinesville**

**July 2006 – July 2007**

- Identified and secured over \$8M in state and federal grant funding for City departments, leveraging data analysis and policy expertise to maximize funding opportunities.
- Monitored compliance for over \$12M in active grants, ensuring adherence to federal and state regulations while maintaining transparent reporting procedures.
- Interpreted federal contracts and regulations to advise City leadership on grant management, funding strategies, and program implementation.
- Developed and implemented the Azalea Street Revitalization Strategy, the City's first HUD-approved revitalization initiative for its oldest African-American community, which resulted in more than \$8M in federal investment for housing and infrastructure improvements.
- Designed and launched the Next Step IDA Project, Hinesville's first asset-building and homeownership program for low-income residents, addressing systemic inequities in housing access.
- Secured two Environmental Protection Agency Brownfields Cleanup Grants, facilitating environmental remediation and redevelopment in underserved areas.
- Assisted with Department of Transportation proposals, securing funding for infrastructure improvements, streetscaping, and xeriscaping projects to enhance community livability.
- Collaborated with federal, state, and local organizations to ensure smooth execution of grant-funded projects and fostered long-term partnerships for future initiatives.
- Created marketing and communications strategies for the City's Community Development Department, increasing public awareness of key programs and services.