

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

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

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", "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.

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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.