



LINDA C. HARTLEY
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“Linda guided us in creating and recruiting our first nonprofit board, increasing our funding by 30% in the first 18 months of our working together.”

~ Darlene Fedun, CEO
Bethel Woods Center for the Arts

Prior to co-founding H2 Growth Strategies LLC, Hartley was for 15 years President of Hartley Consulting, Inc., offering nonprofits the development and management tools to build leadership, increase support, and generate lasting social impact. With eight associates Hartley successfully led four capital campaigns at once—in New York City, Westchester and the Catskills—with a combined goal totaling \$100 million. Overall, she helped raise over \$800 million for more than 50 nonprofits, ranging from major institutions to start-ups.

Hartley’s approach is informed by an MBA in management from New York University and more than 35 years experience in meeting fundraising goals, advising and developing board leadership, directing capital campaigns, and planning/managing development programs. She combines creative problem solving with strategic board development, planning and fundraising to achieve bottom-line results.

Hartley was Vice President for External Affairs at The Cooper Union for the Advancement of Science and Art, responsible for raising \$7-8 million annually, recruiting and restructuring a staff of 30 and developing plans for a \$200 million capital campaign. As Associate Vice President of Bard College she helped plan and implement a \$134 million capital campaign, reconstituted the College’s planned giving program, built an advisory board and established the first professional development operation for Bard Graduate Center, increasing its annual giving from \$375,000 to \$1.2 million in the first 20 months. Previously, she led development, campaign and major-planned gift efforts at the New School, the New York Public Library, Columbia University and New York University.

Hartley serves as Vice President for Development and Governance on the board of PowHer NY and as Co-Chair of the annual regional Leadership Summit at Bethel Woods Center for the Arts. Prior community service includes: Adjunct Assistant Professor, NYU Heyman Center for Philanthropy and Fundraising; Vice President-Communications, New York Women’s Agenda; Vice Chair-Governance and Public Policy, AFP Greater NY; President-Women in Development, NY. She lives with her husband in New York City and in the Catskills.