

FOIA MARKER

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Sherer, Peter

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Peter Sherer
21 Third Street, N.E.
Washington, DC 20002

○ - Peter Shearn
546-5628
C-270-3635

July 12, 2000

Ms. Sandra Thurman
Director
Office of National AIDS Policy
The White House
736 Jackson Place
Washington, DC 20503

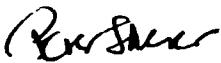
Dear Sandy,

You and I first met in Atlanta when David Sheppard and I were fundraising for two different AIDS organizations. David was working on *Heartstrings* and I was raising and giving money away from The Ford Foundation inspired National AIDS Fund. Alicia Philip was giving our national money away in Atlanta with your help and guidance when you were running AID Atlanta. I am writing now because I hope that you can squeeze fifteen minutes out of one of your hectic days to give me some advice. I have tried to do something other than AIDS for a while but now I am particularly touched by the enormity of the AIDS problem in Africa. Your excellent report on your trip suggested the complexity of the problem and I need to figure out where to be useful.

I was in Federal service at HHS for a dozen years before I left to try and make a dent on AIDS. The National Aids Fund was very satisfying but after seven years I needed a break. Nothing since has engaged both my idealism and skills as that experience of supporting communities to prevent AIDS and to offer care to those already ill. Areas I want to talk with you about include whether returning to Government makes more sense than working with an NGO or for example trying to increase the interest of national foundations in the African AIDS situation. I bring a special interest into the international arena because I was raised in the Foreign Service and my father had two African Ambassadorial posts in places that are now threatened. The people I saw there on my visits home were wonderful and it pains me to think of their current sorrow and that things will certainly get worse before they get better.

I will call your office early next week to see if there is a time that works on your calendar. In the meantime congratulations on a great job in a very difficult situation.

All the best,



Peter Sherer

Attachment

PETER RUSSELL SHERER

21 Third Street, NE
Washington, DC 20002
202-546-5628

Senior Executive with exceptional record of success in the Not-For-Profit, Advocacy, Federal Government, and Academia arenas with particular expertise in:

- ◆ Relationship Management
- ◆ Campaign Management
- ◆ Volunteer Management
- ◆ Organization Management
- ◆ Board Relationships
- ◆ Recruiting

Creative leader with excellent presentation and interpersonal skills coupled with strong influencing and persuasion abilities able to develop concept and implement ideas to successful completion.

STRATEGIC PLANNING AND PROMOTION

- ◆ **Creating national reach.** Developed and implemented a plan to expand the National Aids Fund from a \$2 million project in 8 cities into a \$7 million national organization serving 36 cities.
- ◆ **Developing stability for a new organization.** Recruited a board, raised funds and hired senior staff for a new agency serving runaway children. After two years, fundraising supported a \$1 million budget, 40 full time staff and 150 volunteers. The agency continues to serve the homeless.
- ◆ **Promoting new ideas.** Led a team to implement new performance appraisal and merit pay policies that affected over 100,000 employees in a major government agency despite ambitious legislative deadlines.
- ◆ **Attracting new corporate sponsors.** Reacted quickly to increase the size of a program to place senior federal executives in private sector assignments with persuasive presentations to senior corporate managers.

VOLUNTEER ACTIVITY

- ◆ **Strengthening volunteer leadership.** Recruited board members for the National Aids Fund including a new chairman from a Fortune 100 company leading to increased access to financial resources.
- ◆ **Organizing volunteer fundraising.** Established and managed successful development committees and special purpose fundraising committees that were efficiently run and respected by their volunteer participants.
- ◆ **Creating student volunteer teams** – Presidential campaign canvas. Recruited over 300 students and raised resources to enable them to canvas in two states for a presidential candidate despite considerable political cynicism on campus. Promoted from Director of volunteers to Congressional District Manager.

FUNDRAISING

- ◆ **Increasing annual funds.** Devised new techniques or promoted change in strategy to insure successful increase in annual funds for Project Place. The Harvard Business School, The Combined Federal Campaign, The President's Commission on Executive Exchange, The National AIDS Fund and Washington National Cathedral.
- ◆ **Attracting foundations.** Increased the National Aids Fund from six original funding partners to forty national corporate and private foundations. Secured a seven figure annual gift from an international celebrity and established nation-wide procedures to distribute the funds to AIDS charities.
- ◆ **Developing campaign strategy.** Inherited a \$25 million capital campaign for Washington National Cathedral in mid-way point. The campaign was completed on time and within budget. Developed and initiated planning phases and timetable for a second campaign.

PETER RUSSELL SHERER

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CAREER EXPERIENCE

National Campaign Against Youth Violence 1999-2000
Director of Development

Designing a national fund raising plan for a new non-profit organization to reduce youth violence.

Washington National Cathedral, Washington, DC 1996-1999
Director of Development

Completed a capital campaign already underway, increased annual funds two years in a row and initiated campaign planning for a second capital campaign.

National AIDS Fund, Washington, DC 1989-1996
Vice President, Development and Communications

Developed and implemented a \$7 million annual fundraising and communications campaign to support HIV/AIDS education and service programs nationwide.

President's Commission on Executive Exchange, Washington, DC 1987-1989
Senior Associate Director

Recruited Fortune 100 companies to accept senior federal executives for one-year exchange assignments.

Department of Health and Human Services, Washington, DC 1975-1987
Office of the Secretary

Progressively responsible management positions in children's welfare, health and personnel administration.

Harvard Graduate School of Business Administration, Boston, MA 1972-1973
Assistant Director, Fellowship Programs

Solicited CEOs of Fortune 500 companies for fellowships to support minority students and women.

Interseminarian Incorporated, Boston, MA 1969-1972
Executive Director

Directed fundraising and administration for 50 full-time employee youth welfare project.

EDUCATION

MBA, Second year Honors. Harvard Business School, Boston, MA 1975
Rockefeller Fellowship, Harvard Divinity School, Boston, MA 1969
BA, Economics, Lake Forest College, Lake Forest, IL 1968

Peter Sherer
21 Third Street, N.E.
Washington, DC 20002

AUGUST 17

DEAR SANDY,

CONGRATS ON YOUR APPOINTMENT AS THE ENVOY. IT
WOULD HAVE BEEN INSANE FOR STATE TO PLAY THIS ROLE
BUT STRANGER THINGS THAN THAT HAVE HAPPENED HERE.

I AM LOOKING FORWARD TO TALKING ABOUT
AIDS OUTPAWS IN AFRICA WHEN YOU GET A FEW MINUTES.
I WILL CALL CHERYL NEXT WEEK.

ALL THE BEST
PETER

C. 2/270-3635