

# REBECCA GADE SAWICKI

VEGAN TRAVEL BLOGGER, CONSULTANT,  
EXPERIENCED FUNDRAISER, &  
COMMUNICATIONS PROFESSIONAL

## EXPERIENCE

### Creator & Founder

2020 - Present

Veggies Abroad, Vegan Travel & Consulting

**Veggies Abroad is a vegan travel blog and consulting company specializing in cultivating meaningful connections to inspire a kinder and more ethical world.**

- Curate content and establish authentic collaborations with value-aligned partners across the world.
- Use unique perspective to generate content for media outlets including VegOut, The Beet, VegMichigan, VegNews, and others.
- Engage the travel community through targeted digital marketing campaigns with a unique vegan spin.
- Work with businesses and nonprofits to leverage their mission to expand their audience and meet revenue/fundraising goals.
- Develop and execute communications campaigns centered on building awareness for clients' key business services; secured placement in national and local publications.
- Advise nonprofit partners on fundraising event logistics and planning.

### Director of Corporate Relations

2015 - 2021

Forgotten Harvest, Detroit, Mich.

**Forgotten Harvest is the largest food rescue non-profit in Michigan.**

- Nurtured the growth of approx. 250 corporate partner relationships and identified sustainable strategies for aligning unique partner goals with that of Forgotten Harvest
- Successfully grew corporate fundraising and events budgets from \$1.5 Million in 2015 to \$2.6 Million in 2021,
- Engaged and led large-scale volunteer and team-building activities.
- Managed corporate partnership relationships on a national level with Feeding America.
- Inspired and led a diverse team through a variety of events over 6 years.
- Presented on corporate fundraising strategies at the 2017 Feeding America national conference for fundraisers and marketers.



## CONTACT

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www.veggiesabroad.com

## ABOUT ME

I have spent the last 15 years working at the intersection of fundraising, events, and communications. In 2020, I used my experience to launch, Veggies Abroad, a vegan travel blog and consulting company. It was born from my love of travel and passion for the vegan lifestyle. I am seeking opportunities that will allow me to amplify the voices of ethical businesses and nonprofits to build a kinder world.

## EDUCATION

2007

**University College of London**

Mass media and communications study abroad program

2004 - 2007

**Wayne State University, Detroit**

Bachelor of Arts, Public Relations  
Cum Laude

2022 (currently completing)

**eCornell**

Marketing 360 Certification

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## EXPERIENCE CONTINUED

### Events and Cause Marketing Manager 2011 - 2015

Forgotten Harvest, Detroit, Mich.

- Established a comprehensive strategy for raising nearly \$1 million towards advancing the organization's mission.
- Coordinated all event logistics including vendor negotiations, talent contracts, volunteer recruitment, and communications.
- Oversaw cause marketing programs including recruitment of new partners, program details, and branding.
- Increased revenue of key holiday programming by 50 percent.

### Producer, Interactive Project Manager 2011

ePrize, Pleasant Ridge, Mich.

#### Managed the entire production and scope process for promotional websites.

- Monitored project progresses against the proposed plans including budgets, timelines, quality criteria, and risk management.
- Managed the overall execution of client-specific programs with a budget ranging from \$250K- \$500K, of multiple programs.
- Communicated the client's needs appropriately to internal team members, including but not limited to software developers, engineering, and fulfillment.

### Manager, Community Relations and Events 2008 - 2011

Detroit Regional Chamber, Detroit, Mich.

#### Managed the development of multiple Chamber initiatives and events, including Leadership Detroit, and The Mackinac Policy Conference.

- Managed all event planning and program development for key Chamber initiatives and programs.
- Oversaw budget revenue and expenses for program activities.
- Coordinated all marketing and communication needs; including newsletters, e-blasts, collateral for sessions, and social networking.
- Worked with a team to develop a new Chamber initiative, The 2010 summer intern program.
- Managed intern project assignments and workload.



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## SKILLS

- Budget management
- Project development
- Fundraising/donor stewardship
- Public speaking
- Content creation
- Event planning & activation
- Communications & public relations
- Collaborative partnerships
- Time management

## REFERENCES

### Marc Berke

Chief Development Officer  
Autism Alliance of Michigan  
marc.berke@aaomi.org  
(248) 310-2489

### Tim Hudson

Chief Development Officer  
Forgotten Harvest  
thudson@forgottenharvest.org  
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