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**As enterprise lead for RBC's year-round Employee Giving Campaign, I oversaw strategy, governance, and execution across many business lines, engaging 100,000+ employees in 28 countries. I led the Celebration of Impact - the annual campaign peak - while shifting the narrative to position community engagement as a year-round journey.**

**From 2022 to 2024, I helped grow fundraising from \$22M to over \$30M by activating 2,000+ employee Champions, leading a major gifts appeal, co-leading the Communities Together Fund grant program, and empowering diverse, localized charity initiatives. I collaborated with communicators to launch comprehensive messaging toolkits and governed a Cabinet of senior leaders to drive alignment and enterprise-wide impact.**

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