

Bios:

Lani McCollar
Associate Vice President
BWF

Short Bio:

Lani McCollar is recognized as a national thought leader and advocate in philanthropy both for organizations and for their donors suspected of or recently diagnosed with dementia.

Full Bio:

Lani A. McCollar is associate vice president of philanthropic counsel at BWF where she provides campaign readiness, feasibility studies, and ongoing counsel; transformational and/or major gift counsel; organizational strategic planning, assessments, and implementation; and board engagement counsel. She has client experience in almost every sector of philanthropy.

Ms. McCollar brings over 20 years of philanthropy leadership overseeing unprecedented growth both at Groves Academy and Metropolitan State University Foundation. Prior to joining BWF, she also privately consulted with foundations and organizations such as St. Mary's Foundation and People Incorporated. Some recent clients at BWF include: Bemidji State University, The Bakken Museum, Summit Academy OIC, Wayzata Conservancy-Panoway, Basilica of St. Mary, Epilepsy Foundation Minnesota, MDI Biological Laboratory, Animal Humane Society, South Dakota State University Foundation, Hammer Residences, Minnesota State Community and Technical College, Wisconsin Lutheran High School, and Springtide Research Institute.

Ms. McCollar is recognized as a national thought leader and advocate in philanthropy both for organizations and for their donors suspected of or recently diagnosed with dementia. She has presented nationally and internationally at NACGP, AFP ICON, AFP MN, MNCN, and other regional CGP conferences. She received her B.B.A. with honors from the University of Iowa, and a condensed MBA in Nonprofit Management from the University of St. Thomas. She is a board member for the Association of Fundraising Professionals, Minnesota, (AFP MN) and is an active volunteer with many other nonprofit organizations.

Rob Hoffman, MA, CFRE
Senior Development Officer
University of Minnesota Duluth (UMD)

Short Bio:

Robert Hofmann is a native of Minnesota. He has worked as a Senior Development Officer at the UMD for the past fifteen years, where he has helped raise more than \$22M for student programs and scholarships.

Full Bio:

Robert Hofmann is a native of Minnesota. For the past fifteen years, he has worked at the University of Minnesota Duluth (UMD) as a Senior Development Officer. At UMD he has helped to raise more than \$22M for student scholarships and programs. He is one of only 7,700 worldwide Certified Fund Raising Executives (CFRE), an internationally recognized credential within the fundraising profession. For more

than eight years, Mr. Hofmann has co-lead a cohort of professional fundraisers and researchers who strive to address the ethical and moral dilemma fundraisers face with an increase of dementia among faithful donors.

Mr. Hofmann is an active member of the Association of Fundraising Professionals, National Association of Charitable Gift Planners, and the Council for Advancement and Support of Education serving in committee roles and as a frequent conference presenter. He is deeply committed to his Duluth community serving as Past Chair for the Depot Foundation, as an active board member of Rotary Club of Duluth Club #25, and as a Fourth Degree member of the Knights of Columbus. He earned his master's degree in theatre and business communications from Rhode Island College and his undergraduate degree in theatre from Saint John's University of Collegeville, MN. He lives with his wife of 39 years Kathleen and their Blue Heeler dog, Laura, in Hermantown, Minnesota.