

About the Author

Sheree Allison's career as an executive director spans 30 years for only one organization, which is Big Brothers Big Sisters and Boys & Girls Clubs of Miramichi, New Brunswick, Canada.

Sheree, her work and her accomplishments are widely known, but she never talks of her success. Only her colleagues speak of the magnitude and scope of what she accomplished and what it took to get there. Her results are remarkable considering her humble beginnings. Sheree started her working life as a teacher. Though she enjoyed it, she wanted more than bells ringing. She knew early on that she wanted to take risks and break molds.

When Sheree stumbled into a job in a non-profit, she had no idea what she was getting into. Until that moment, a "board" in her mind was a 2x4. What Sheree attempted to do in a small community on a shoestring budget is unheard of. She had very little support but that didn't deter her. The ultimate triumph wasn't luck, rather it was hard work and a lot of skills driving it. Through it all, Sheree was never swayed from the mission by popularity, validation, manipulation, coercion, or force.

In terms of results achieved—the revenue streams of Big Brothers Big Sisters/Boys & Girls Club of Miramichi went from \$250,000 in year 2000 to \$3,200,000

in year 2020. The organization's annual budget is \$1.3 million raised in a community of 25,000 people. Big Brothers Big Sisters/Boys & Girls Club of Miramichi is the #1 provider and facilitator of mentoring programs, after school programs and summer camps in the greater community. In addition, they are the sole provider of the School Breakfast Program that serves 5139 kids in 23 schools. Most notably, Sheree and the board established a foundation with the goal of a 10-year financial investment. After three years, they surpassed 40% to goal.

Proud to call herself 100% responsible for raising the money in her organization, Sheree is indeed the chief fundraiser. When she gets an idea, she acts on it. Where most people have their heads down, Sheree's eyes are scanning the landscape looking for what's working. Where most people wallow in their mistakes, Sheree moves right on. And her most valuable skill is patience in abundance. She gave her all to birthing a dream, and it worked!

As an executive director, Sheree has worked from one end of the spectrum (nowhere near enough money in the budget to hire enough staff and pay all the bills) to the opposite end of the spectrum (more money coming in than they knew what to do with) and the scrutiny and criticism that accompanies it. She experienced both and made it out on the other side.

The boardroom is where Sheree shines — not because of ego or the need for attention — but because she knows what to provide that moves decisions forward. She is a marketing innovator and expert, and a human resources expert by default. Despite making loads of mistakes, she managed to build a world-class organization with amazing staff who love the mission and their work.

As of this writing, “author” is the cherry that tops a list

of extraordinary accomplishments, and most importantly, a career and life filled with joy and purpose.