



Bob Carter, CFRE

Chairman

Bob Carter is one of the world's most respected, experienced and recognized experts in the areas of institutional strategy and philanthropy. During the past four decades, Bob has strengthened a variety of organizations throughout the world by helping them overcome challenges and capitalize on opportunities to be successful.

Bob and his colleagues concentrate on building dynamic teams to deliver specific services that meet the unique needs of charities and donors. His service as a member and chair of numerous nonprofit boards lends firsthand experience to his governance counsel.

Bob established Bob Carter Companies in 2011 and currently serves as the Chairman under the new Carter brand. Prior to forming Bob Carter Companies, Bob spent three years as a Senior Advisor for Changing Our World and Omnicom Nonprofit Group. Before this, he spent 26 years with Ketchum, one of America's largest fundraising consulting companies. In his last 15 years with Ketchum, Bob was the President & CEO.

Prior to joining Ketchum in 1981, Bob served as Vice President for University Relations at The Catholic University of America; Director of Development for Arts and Sciences and Engineering, and Associate Director of Annual Giving at Johns Hopkins University; Assistant to the Headmaster at the Gilman School in Baltimore; and organized the development office while teaching at The Boys' Latin School in Baltimore. He has decades of experience in development and capital/endowment campaigning.

Board Membership

Bob is currently serving as a member of the Board of the World Health Organization (WHO) Foundation, Bridge Philanthropic Consulting, and the African American Development Officers (AADO) Network, where he is a founding board member. Bob is Chair Emeritus of the Association of Fundraising Professionals (AFP) International Board of Directors. Bob is also Chair Emeritus of the National Aquarium and is a current member and past chair of the Mote Marine Laboratory. He is a past board member of the Indiana University Lilly Family School of Philanthropy, and he chaired the boards of

Gateway Rehabilitation Center, the ePhilanthropy Foundation and The Boys' Latin School.

Bob has served on the Saint Stephen's Episcopal School and Malcolm Parcell Foundation boards, and he is a past member of the Board of Directors of The Giving Institute—formerly the American Association of Fundraising Counsel (AAFRC)—and the AFP Foundation. He was a member of the USA Advisory Board of PlaNet Finance, a microfinance organization headquartered in Paris with operations globally.

Bob has lectured and presented for Columbia University's Masters in Philanthropy Management courses, the Council for Advancement and Support of Education (CASE), AFP and the Association for Healthcare Philanthropy (AHP). He has also published many articles for professional journals.

Client Experience

Some of the clients that Bob has provided counsel to include:

12th Man Foundation of Texas A&M University; College Station, TX
Academy of Motion Picture Arts and Sciences Foundation; Beverly Hills, CA
American Bible Society; Philadelphia, PA
American Horticultural Society; Alexandria, VA
American Red Cross; Washington, DC
Archbold Biological Station; Venus, FL
Auburn University; Auburn, AL
Ave Maria University; Ave Maria, FL
Baltimore Symphony Orchestra; Baltimore, MD
Barrow Neurological Institute; Phoenix, AZ
Berkeley Preparatory School; Tampa, FL
Bethany Christian Services; Grand Rapids, MI
Big Sur Land Trust; Monterey, CA
California State University; Monterey Bay & Fresno, CA
Calvert Hall College High School; Baltimore, MD
CARE International; Geneva, Switzerland
Casa de la Amistad; Mexico City, Mexico
Casady School; Oklahoma City, OK
Catholic Diocese of Wilmington; Wilmington, DE
Children's Home of Pittsburgh; Pittsburgh, PA
Cincinnati Children's Hospital Medical Center; Cincinnati, OH
Cleveland Museum of Art; Cleveland, OH

Episcopal Diocese of Long Island; Garden City, NY
Feeding America; Chicago, IL
Flight 93 National Memorial; Stoystown, PA
Florida Holocaust Museum; St. Petersburg, FL
Fundación ABC; Mexico City, Mexico
Garrison Forest School; Owings Mills, MD
Gavi, The Vaccine Alliance; London, United Kingdom
GBMC Healthcare; Baltimore, MD
Global Network for Neglected Tropical Diseases; Washington, DC
Green Templeton College; Oxford, United Kingdom
Harborside Center for the Arts; Punta Gorda, FL
Instituto de Estudios Bursátiles; Madrid, Spain
John Muir Health System; Walnut Creek, CA
Johns Hopkins All Children's Hospital; St. Petersburg, FL
L'Université Sciences Po; Paris, France
Ludwig Maximilian University of Munich; Munich, Germany
Maryland Zoo; Baltimore, MD
McDaniel College; Westminster, MD
McDonogh School; Owings Mills, MD
MedSend; Fort Mill, SC
MedStar Health; Columbia, MD
Monterey Jazz Festival; Monterey, CA
Mote Marine Laboratory & Aquarium; Sarasota, FL
Museum of Science and Industry (MOSI); Tampa, FL
National 4-H Council; Chevy Chase, MD
National Aquarium; Baltimore, MD
National Geographic Society & Education Foundation; Washington, DC
National Park Foundation; Washington, DC
Northeastern Illinois University; Chicago, IL
Plan International USA; Warwick, RI
Resilient Retreat; Sarasota, FL
Roundup River Ranch; Gypsum, CO
Saint Stephen's Episcopal School; Bradenton, FL
Sarasota Memorial Healthcare Foundation; Sarasota, FL
Shady Side Academy; Pittsburgh, PA
Smithsonian Institution; Washington, DC
St. Christopher's Hospital for Children; Philadelphia, PA
Stevenson School; Pebble Beach, CA
Sunset Center for the Arts; Carmel-By-The-Sea, CA
Tampa Theatre; Tampa, FL
Texas Children's Hospital; Houston, TX

The Global Fund; Geneva, Switzerland
The State Museum of Pennsylvania; Harrisburg, PA
The University of Texas at Dallas; Richardson, TX
United Community Centers; Bradenton, FL
Universidad de Monterrey (UEM); Monterrey, Mexico
University of Pennsylvania; Philadelphia, PA
USA Swimming Olympic Team; Colorado Springs, CO
U.S.-Mexico Foundation; Mexico City, Mexico
USS Missouri Memorial Association; Honolulu, HI
Wadsworth Atheneum Museum of Art; Hartford, CT
Westtown School; West Chester, PA
World Vision Asia Pacific; Singapore
World Vision Australia; Melbourne, Australia
World Vision Canada; Mississauga, Canada
World Vision International; Monrovia, CA
World Vision U.S.; Federal Way, WA

Personal

Bob is a graduate of The Boys' Latin School and Johns Hopkins University. He and his wife, Carol, live in Anna Maria, Florida. His sons, Travis and Trent, and their families live in Naples, Florida.