

Ashley C. Nall, M.S., CFRE

Senior Director, Johns Hopkins All Children's Foundation

Since 2013, Ashley has served in the Foundation at Johns Hopkins All Children's in St. Petersburg, Florida. In her current role, she serves as the Senior Director of the Foundation leading the Major, Annual and Planned Giving teams. In this role, she is responsible for the strategic development, management and oversight of these teams and all clinical program support including grateful patient and family fundraising initiatives. She originally joined the All Children's Foundation team as the Campaign Manager of the institution's \$150,000,000 comprehensive campaign, managing oversight of the campaign and the Campaign Steering Committee.

Prior to her work at Johns Hopkins All Children's, Ashley served at Bayfront Medical Center for three years as a Development Officer and Major Gifts Officer on the Foundation team focusing on grateful patient fundraising.

Ashley is actively involved in her professional organization, the Association of Healthcare Philanthropy. She has been on faculty at the AHP Madison Institute since 2016. Most recently named the Major Gifts Initiatives and Campaign Track Dean for the AHP Madison Institute. In 2018, she was named to AHP's 40 Under 40 inaugural class. Additionally, she has served on the Southeastern Conference and International Conference Committees.

Ashley earned her CFRE designation in 2016 and her Master's Degree in Nonprofit Administration in 2020 from Louisiana State University, Shreveport. In 2021, she received the Johns Hopkins University & Medicine Executive Excellence Award for her work in development of the Grateful Patient Fundraising Program at Johns Hopkins All Children's Hospital.

In addition to her service at Johns Hopkins All Children's, she serves on the Canterbury School of Florida board of trustees and is active in the St. Petersburg First United Methodist Church.

Ashley and her husband, Will reside in St. Petersburg, Florida with their 10-year-old daughter Sally Claire and yellow lab, Biscuit.

