



Melanie McNiff, Director of Development

Melanie has a 15 year background in leadership for ministries with multi-million dollar budgets. Employed for 8 years at Crossroads Christian Church, a mega-church in Corona, CA with over 7500 members, she held a Director's role within the Disability Ministry, and the Involvement Ministry. She recruited and managed hundreds of volunteers, strategized programs and facilitated events with high-profile national celebrities. At OCRM for the last 7 years, she has used her communications skills developing corporate public relations materials, as well as facilitating fundraising events. Since 2008, Melanie has directed the Development team, which includes Direct

Marketing, Foundations, Major Donors, Volunteer, and Emerging Media.

Melanie thrives in a diverse, multi-tasking, fast-paced environment. She grew up in central Illinois, where she joined the Air Force and was trained as an Air Traffic Controller, becoming the first female controller at the base where she was assigned. After leaving the Air Force, Melanie raised a family while she received an education in Graphic Arts at the La Sierra University in Riverside, CA. Ultimately, she obtained her Masters in Ministry through the Londen Institute, a ministry department of Hope International University. These experiences have prepared her to contribute to faith-based organizations in a dynamic, creative and progressive way, bringing a combination of people skills, graphic skills, leadership skills and communication skills necessary to keep up with the fast pace of growing companies.

At the Orange County Rescue Mission, Melanie's experiences have been invested in directly serving the President as Executive Assistant and Director of Communications. Her duties included supporting the President through administration, meeting and corresponding with high level donors and potential donors, primary contact for fund-raising events, designing and publishing Annual Reports, assisting with the production of organizational videos, and writing press releases.

Those experiences led her into her current role in 2008, where now serves as the Director of Development. She continues to report directly to the President, while directing a team of eight staff members who manage the major donor cultivation, direct marketing appeals and acquisitions, all volunteer efforts for each of the OCRM facilities, all graphics media and website, and the relationship with donor Foundations and grant writing. She continues to be involved in the corporate public relations and major fundraising events as a primary OCRM liaison. Additionally, she oversees and contributes to the creative production of OCRM branding and Annual Reports.

Melanie and her husband, Pat, have raised five children who are all adults currently in college and are now enjoying the new generation of little grandchildren. It is Melanie's desire to serve in ministry throughout her life.