



Allison Willner | Vice President, Data Strategy

Education: B.A. SUNY Binghamton, M.B.A. Columbia Business School

Experience: Allison Willner founded and leads CCS Fundraising’s Systems practice area, partnering with complex organizations to holistically analyze fundraising operations and assess the integrity of key development workflows.

Centered on ‘data in practice’, her work evaluates the ability of client systems and processes to support effective, impactful development programs – given where each organization is now, and where they aim to grow. A strong believer in the power of storytelling, she helps clients take ownership of their data narratives and create clear sight lines from individual activity to big-picture goals.

Allison has strong proficiency with a variety of fundraising, financial and data visualization software programs and holds certifications in The Raiser’s Edge and Tableau. She combines this technical knowledge with over nine years of strategic fundraising and operations experience in the nonprofit sector to build cross-functional coalitions and resolve multifaceted organizational challenges.

Prior to joining CCS, Allison worked for the Make-A-Wish Foundation of Metro New York & Western New York. She led the development of the Foundation’s strategic and operational plans, liaising with board members and senior leadership to ensure all goals and objectives were aligned and reflected the best thinking of all stakeholders. Her collaborative work with Finance, IT and program staff produced reporting that reflected the heart of the mission, leading to larger gifts and greater organizational impact.

Personal: Allison loves good coffee, magical realism, unusual houseplants, and making data visualizations for fun.

Featured Projects

A representative list of organizations that have benefited from Allison’s counsel include:

- American Museum of Natural History
- Bard College
- Child Mind Institute
- Duke Health
- Lucile Packard Foundation for Children’s Health
- Operation Smile
- United Way Worldwide
- Wesleyan University
- Yale Law School