

VANESSA MOOS, MPA, CFRE

EXECUTIVE. CONVENER. COLLABORATOR.



CONTACT

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Coeur d'Alene, Idaho

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www.regattastrategygroup.com

SUMMARY

As an agile practitioner, my skillset brings strength in tactical through strategic leadership. With the customer as priority audience, I am adept at assessing, designing, and deploying long-term remedies to decades-old agency barriers. In my time as Chief Executive Officer at Children's Village (now Canopy Village), I successfully turned the agency away from closure and into a thriving entity with endowments and lucrative contracts.

EDUCATION

Master of Public Administration
Nonprofit Leadership
California State University
Pi Alpha Alpha Honor Society

Bachelor of Communication
John Carroll University

PROFESSIONAL EXPERIENCE

Founder

Regatta Strategy Group | 2016 to present

Regatta Strategy Group applies nonprofit and for profit principles of teamwork, alignment, and endurance to organizational success. We help mission-driven leaders and teams synchronize their strategy, leadership, and execution so they can move as one—efficiently, effectively, and with purpose as both consultants and fractional support.

Surveyor

Commission on Accreditation of Rehabilitative Facilities (CARF) | 2026 to present

Serve as a peer reviewer for the Commission on Accreditation of Rehabilitation Facilities (CARF), evaluating organizations for compliance with international quality and safety standards through document review, interviews, and on-site assessment. Provide consultative feedback to strengthen performance, outcomes, and readiness for accreditation.

Chief Executive Officer

Canopy Village & Canopy Village Foundation | 2021 – 2025

Formerly known as Children's Village, Canopy Village is the region's only crisis respite and emergency shelter provider for youth. In my time as CEO, I secured 3-year CARF accreditation within six weeks of promotion while transforming staffing structure, culture, and systems to raise retention from ~60 days to over 2.5 years for a 40+ person team. Expanded funding to \$1M+ annually with three endowments, diversified revenue through Medicaid credentialing, served as liaison to two Boards, and authored the grant that launched a \$2.1M, 5,000 sq ft Family Support Center focused on preventing youth entry into Juvenile Corrections.

Director of Charitable Giving

Canopy Village Foundation | 2019 - 2021

Formerly Children's Village Foundation, doubled the annual income portfolio within two years by strengthening brand voice, expanding community-centered fundraising events, and growing social media presence by 300%. Led volunteer engagement and management for more than 500 volunteers annually to support agency growth and mission impact.

VOLUNTEERISM

Board Secretary, 2025 - present

Coeur d'Alene Regional Chamber

Chair, 2025

Leadership Coeur d'Alene

Committee Member, 2021 – present

Leadership Coeur d'Alene

Board Member, 2023-2025

Coeur d'Alene Regional Chamber

Board Member, 2022-2024

Idaho Nonprofit Center

Member, 2023 – present

Long Range Planning Committee,

Coeur d'Alene School District

ACHIEVEMENTS

2025 Finest Person of the Year,
CDA Living Local Magazine

Two-time top 30 under 40
Kootenai County

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PERSONAL

Military Wife

United States Marine Corps
Naval Aviation;
National co-lead for the
American Cancer Society
Military Spouse Employee
Engagement Group

Consultant

Market leader in teaching
fundraising strategies, donor
retention, marketing, brand
voice, and event management

Wife and Mom

Wife of Airline Pilot and mother
of two elementary age boys in
Coeur d'Alene School District

Artist

Written word, imagery, physical
artistry of all mediums

PROFESSIONAL EXPERIENCE

Senior Manager, Volunteer Care

American Cancer Society | 2016 – 2019

A leading cancer-fighting organization with a vision to end cancer through advocacy, research, and patient support, to ensure that everyone has an opportunity to prevent, detect, treat, and survive cancer.

- Utilizing Salesforce, operated as one of three national designers for customer experience workflow for volunteers from role application through activation in national markets
- Manager of Volunteer Care staff in all time zones
- National change management leader to increase volunteer utilization towards a 1 staff person to 200 volunteer ratio

Sr. Market Manager Community Engagement

American Cancer Society | 2013-2016

San Diego Market leader for the cancer-fighting organization responsible for matrix management of entire urban market.

- Responsible for \$1m portfolio management of private and corporate donors
- Proven success leading diverse workgroups by developing and managing effective change strategies through thought leadership
- Manager of two non-governing boards of directors

Special Events Manager

American Cancer Society | 2011-2013

Corporate event fundraiser and volunteer manager for the San Diego Market.

- Exceeded fundraising goals by 300% in year 1 by planning exclusive golf tournament and gala
- Sustained income in subsequent years after year 1 through strategic relationship management
- Staff manager for corporate executive partnership council, including the owners of the San Diego Padres and San Diego Charger sports franchises

Community Representative

American Cancer Society | 2008-2009

Grass roots event fundraiser and volunteer manager for the Pensacola, Florida market.

- Managed and grew portfolio of Relay for Life events, resulting in \$250,000 annual fundraising income
- Successfully solidified community and corporate partnerships through constituent relationship management techniques