

Crystal Parrish Senior Foundation Relations Officer



Crystal Parrish joined Western Resource Advocates (WRA) in 2022 as the senior foundation relations officer, bringing with her more than 30 years of nonprofit management and fundraising experience. At WRA, she predominately works with foundations to increase funding and to build and grow a sustainable pipeline of institutional support for the organization.

Day-to-day, Parrish can be found developing grant proposals, crafting stewardship reports, meeting with funders, and fostering relationships with WRA supporters. The work she does today is always grounded by a clear vision for a healthy and equitable future, and a drive to leave the planet a better place than she found it.

With an upbringing in Montana, and family living in three states in the Interior West, Parrish feels a personal connection to WRA's work. It was here that she was able to marry her passions of writing and environmental welfare. In addition to her fundraising career, Parrish has worked as a journalist and in public relations, but the common thread has always been writing. Even as a young child, she always loved to write stories and now she leverages this storytelling interest into sharing the critical importance of protecting the West's climate, air, land, and water.

Throughout her career, Parrish has helped raise government, individual, and institutional funds for a variety of organizations in the arts, family justice, higher education, and wildlife conservation. Prior to WRA, she enjoyed a 17-year career at the University of Nevada, Reno, including 10 years as the director of corporate and foundation relations. In this role, she built integral philanthropic relationships with business, community, and foundation leaders at local, regional, and national levels.

During her time working in higher education, Parrish helped raise more than \$40 million to support institutional growth, fund scholarships, and enhance operational and programmatic initiatives. She is most proud of the programs these funds supported that allowed low income and underserved populations to attend college. Having been a recipient of such programs herself, she knows firsthand the financial pressure many students face and the positive impact of philanthropic support.

Now, she is energized by the research and results-driven focus of the WRA team to combat climate change and improve the lives and livelihoods of communities throughout the West. And she has already channeled this energy into several multi-million dollar grants to support WRA's work. She has lofty goals to contribute to advancing WRA's mission – and the determination to reach them.

Parrish received a Bachelor of Science in Business Administration and Economics from Rocky Mountain College. She has also been a Certified Fund Raising Executive since 2019.

Parrish is based in Reno, Nev., where she lives with her husband and several fur babies. She enjoys getting outside for walks with her dog, and hiking and kayaking whenever she can. She also likes to cook, read, and knit.

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