



Jewanna Apawu

Adjunct Counsel

Jewanna Apawu invigorates donor relations and engagement programs, bringing client missions to life through an array of stewardship tactics. Her ability to capture client voice and institutional style stems from a 15-year development career as she worked on campaigns for universities and complex healthcare organizations. Her specialties include campaign collateral, annual appeals, leadership acknowledgments, executive speaking points, endowment reporting, and the creation of comprehensive donor relations policies and procedures.

Connecting with clients — from CEOs to database coordinators — allows Jewanna to tap into the unique culture of each TW&B client. From these interactions, she formulates a donor-centric development communications plan, updating policies and collateral to reflect the urgency of current fundraising initiatives.

In 2022, she launched a development-focused consulting and writing service working with Chicago-based organizations including Northwestern University, the Greater Chicago Food Depository, the Carole Robertson Center for Learning, and Q-Centrix. A skilled grant writer, Jewanna secured nearly \$1 million in federal and private granting opportunities for her 2022 client portfolio.

Jewanna is currently the Associate Director of Donor Engagement at Johns Hopkins All Children's Foundation, taking measured risks to transform the Foundation's stewardship processes. The results? The revamp of a quarterly donor publication into a revenue generating magazine, a commitment and culture shift to mandatory annual stewardship and endowment reporting, and the implementation of the Foundation's annual impact report. She held previous communications and donor relations roles at the University of Chicago, Illinois Institute of Technology, and the American Osteopathic Association.

Jewanna is a member of the Association of Donor Relations professionals and served three consecutive terms on the editorial council of the Journal of the Association for Healthcare Philanthropy, also contributing peer-reviewed articles for publication. She holds a Bachelor of Arts degree from Purdue University with a concentration in Mass Communication. Jewanna serves as President of the Evergreen Park Public Library Foundation where she is establishing the library's first donor pipeline and comprehensive grant program.

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