

# LAURA HUTH

President & CEO

**do good Consulting**

Creative Director & Project Manager

**reCREATE Homes & Gardens**



Laura Huth is a serial social entrepreneur with dual leadership positions in two small Illinois-based companies she founded: **do good Consulting** and reCREATE Homes & Gardens. She's also been involved in the start-up of several other community-focused, social change-driven endeavors including the Illinois Student Environmental Network and most currently, the **Institute for Nonprofit Leadership**.

Laura graduated from Bradley University in 1992 in Political Science/Pre-Law and Sociology with plans to attend law school and practice law. An eye-opening four-year journey at Bradley changed that, setting her instead on a path of social change, nonprofit management, and community development.

She began her professional career working with the Illinois Environmental Council. Within a year – and at age 24 – she founded the Illinois Student Environmental Network (ISEN), a statewide training organization serving college students on over 125 Illinois campuses, including Bradley. She served as director for 10 years, working with students on fundraising, strategic planning, membership development, grantwriting, media relations, and communications. After ISEN, she assumed the role of Executive Director of Habitat for Humanity of Champaign County where she turned the near-broke organization into an award-winning powerhouse in under three years, increasing revenues overall by 1,000% and homebuilding by 100% each year she was at the helm.

In 1997, Laura did something she always vowed she would never do: entered politics. She ran for and won two terms on the Urbana City Council where she represented for eight years 5,000 residents in her Historic East Urbana region. Her ward was the largest and most diverse of seven, and included an array of mixed housing types, people of various income levels, students, professionals, and laborers, the downtown of the community, an airport, the county seat buildings, and several factories.



Today Laura is a recognized and award-winning expert at **do good Consulting**, bringing over 20 years of knowledge and high-impact results to nonprofit organizations across the U.S. She specializes in grassroots fundraising strategies, story-based communications, planning, and low-cost, high-impact marketing strategies. She brings added value with her artistic eye, creating powerful people-driven stories and inspiring communications materials to attract donors, volunteers, and media.

In 2014, she turned a life-long hobby and passion for remodeling, gardening, and design into a small side business, reCREATE Homes & Gardens. Laura focuses on the creative reuse of spaces – inside and out – with a focus on affordability, recycled, and up-cycled products. She helps clients with home and garden renovations, design and remodel concepts, space-saving ideas, and upgrades to color, décor, and layout. The transformation of her 100 year-old home, Chez Huth, was featured in *At Home in Central Illinois* magazine in 2014.



Laura was named the Woman of the Year by the *Central Illinois Business* magazine in 2008, and in 2009 Outstanding Fundraising Executive by the Association of Fundraising Professionals of East Central Illinois. That same year, **do good Consulting** was recognized as Small Business of the Year by the Champaign County Chamber of Commerce. In 2016, Laura was named a Difference Maker by United Way of Champaign County.

In her free time, Laura is an accomplished and passionate self-taught cook who loves to surprise guests by whipping up tasty feasts from surprise ingredients she is presented with prior to cooking. She enjoys hosting dinner parties, gardening, and never passes up a chance to eat bacon. On days she finally sits still long enough, you might find her adding to the manuscript of the book she is writing, a humorous and inspiring memoir.

## ACCOMPLISHMENTS & AWARDS

**Difference Maker**, *United Way of Champaign County* (2016)  
**Entrepreneur-in-Residence**, *Bradley University, Peoria, Illinois* (2015)  
**Certificate of Special Congressional Recognition for "Outstanding and Selfless Fund Raising Accomplishments"**, *Congressman Timothy Johnson, District 15, Illinois* (2010)  
**Nominee, Social Entrepreneurship Award**, *Innovation Celebration* (2010)  
**Lisa Mauney Outstanding Fundraising Executive**, *Association of Fundraising Professionals, East Central Illinois* (2009)  
**Small Business of the Year**, *Champaign County Chamber of Commerce* (2009)  
**Doing Good award**, *Orpheum Children's Science Museum* (2009)  
**Woman of the Year**, *Central Illinois Business magazine* (2008)  
**HomeBuilders Blitz Outstanding Communication Award**, *Habitat for Humanity International* (2006)  
**Environmental Service Award**, *Illinois Environmental Council* (2004)  
**Leadership Award**, *Illinois Student Environmental Network* (2003)  
**EDie Award**, *Great Lakes Executive Director Training Institute* (2002)

## TRAININGS & CERTIFICATES OF ACHIEVEMENT

**Certified Fundraising Executive Review Course**, *Association of Fundraising Professionals* (2008)  
**Institute for Nonprofit Excellence**, *Eastern Illinois University Business & Technology Institute & the Lumpkin Family Foundation* (2006)  
**Mini-MBA for Nonprofit Organizations**, *Center for Business Excellence, University of St. Thomas Minnesota* (2005)  
**Conflict Management Skills for Woman** (2005)  
**Conference on Leadership Development & Teambuilding** (2005)  
**Principles & Techniques of Fundraising**, *The Fund Raising School, Center for Philanthropy at Indiana University* (2004)  
**Identifying Work Priorities & Setting Verifiable Goals** (2003)  
**Great Lakes Executive Directors Program**, *Institute for Conservation Leadership* (1994, 2002)  
**Organizing for Social Change**, *Midwest Academy* (2000)  
**Planning Matters**, *University of Illinois at Urbana-Champaign* (2000, 2002, 2003)  
**I Speak Out Advocacy Workshop**, *YWCA of the USA* (1999)  
**Illinois State Environmental Education Leadership Clinic** (1999)

## SERVICE

**Two-term elected member of the Urbana City Council** (1997-2004)  
**Illinois Environmental Council**, *Board of Directors* (2001-2004)  
**Illinois Common Cause**, *Board of Directors* (2003-2004; 2009)  
**Save Our Trees**, *Founder & Campaign Coordinator*, (2001)  
**Illinois Student Environmental Network**, *Founder* (1994)  
**Historic East Urbana Neighborhood Association**, *Co-founder* (1999) (*Governor's Hometown award*, 2007)  
**C-U at Home**, *Volunteer*, (2011-2012)  
**CUVolunteer.org**, *Steering Committee member*, (2010-2012)  
**Executive Club of Champaign County**, *member* (2009-present)  
**Institute for Nonprofit Leadership**: *Steering Committee Co-chair* (2013-present)  
**Volunteer consultant**: *Illinois Stewardship Alliance* (2011-present)

