



RACHEL HELTON

BUSINESS ADMINISTRATION CONSULTANT

CONTACT

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EDUCATION

KING UNIVERSITY
— Bristol, TN

**Master of Business Administration,
Healthcare Management, 2008 - 2010**
Served as graduate class/cohort president

**THE UNIVERSITY OF
VIRGINIA'S COLLEGE AT WISE**
— Wise, VA

**Bachelor of Science, Business
Administration, 2003 – 2007**
*Four-year starter on
women's basketball team*

REFERENCES

**REFERENCES AVAILABLE
UPON REQUEST.**

EMPLOYERS

SOLE OWNER – Full-Time
Helton Consulting, LLC

2022 - PRESENT

Helton Consulting, LLC is a sole owned limited liability company, incorporated February 2022, for business consulting. Consulting includes strengths, weaknesses, opportunities and threats (SWOT Analysis), LEAN business development, nonprofit management, budgeting and fiscal management, fundraising, capital project management, communications strategy, strategic planning, population health interventions, project management, grant writing/reporting/management, data analytics, community development, event planning, patent attorney relationship management, social media management, public speaking, marketing, healthcare policy, logistics and procurement. Helton Consulting's website is www.rachelhelton.com.

GRANT WRITER – Full-Time
ST. MARY'S HEALTH WAGON – Wise, VA

2016 - 2023

St. Mary's Health Wagon (The Health Wagon) is a nonprofit organization, a charitable free clinic, providing free medical, dental and vision healthcare services to the uninsured, underinsured and medically underserved patients in southwest Virginia (Central Appalachia). The Health Wagon provides free healthcare services at three stationary medical clinics and three mobile health units, to over 10,857 medically uninsured and underserved patients in southwest Virginia since 1980. In 2022, the Health Wagon served over 10,000 unduplicated patients and documented over 20,000 encounters/medical visits. The Health Wagon serves Lee, Scott, Wise, Dickenson, Buchanan and Russell Counties and Norton City in Virginia. The Health Wagon has received national media attention, including: 60 Minutes, Nightline, CBS Nightly News, CBS This Morning, Inside Edition, Washington Post and New York Times. The Health Wagon has presented at United Nations and the World Health Organization. The Health Wagon's website is www.thehealthwagon.org.

Key Results (public financials on 990 – Part 1, Line 12):

- 2022 Funds Revenue (January – December): TBD
- 2021 Funds Revenue (January – December): \$10,015,564
- 2020 Funds Revenue (January – December): \$6,042,434
- 2019 Funds Revenue (January – December): \$4,925,563
- 2018 Funds Revenue (January – December): \$2,534,727
- 2017 Funds Revenue (January – December): \$3,742,118
- 2016 Funds Revenue (January – December): \$3,349,188
- Cultivated donors annually.
- Complete and submit local, state, and federal grants, budgets, and reports.
- Skilled in identifying and researching funding requests for foundations, corporations, and individuals.
- Skilled in identifying and researching local, state, and federal grants.
- Skilled in local, state, and federal grant reporting.
- Skilled in foundation and corporation grant reporting.
- Skilled in completing grant audits.
- Skilled in writing local grants.
- Skilled in grant writing state grants.
- Skilled in writing federal grants.
 - Appalachian Regional Commission
 - Congressional Directed Spending
 - Health Resources Services Administration
 - Substance Abuse and Mental Health Services Administration
- Generated high-quality proposals, narratives, applications, and supporting documents for grants.
- Generated revenue for programs through timely submission of well-researched and well-documented grant proposals.
- Maintained primary responsibility for grant schedules and tracking grants.

PROFESSIONAL EXPERIENCE (CONT'D)

- Served as liaison to funding agencies and organizations.
- Assisted donors with giving, including cash, real estate, stock, annuities, estates, trusts, and planned giving opportunities.
- Prepared all legislative, financial and clinic programmatic reports for President and CEO.
- Assisted clinical team in preparing for financial and program agency surveys and audits.
- Represented organization at community meetings, advisory councils, and board meetings.
- Represented organizations by presenting programs and services to local chapters, coalitions, and community groups.
- Managed donor relations / donor cultivation.
- Manage donor retention processes (LOI, full ask 1, thank, report, thank, LOI 2, full ask 2)
- Composed nominations for the organization; nominate clinical and administration staff personnel who excel in their roles within the organization.
- Assisted in creating the organizations' annual report/gratitude and impact report.
- Coordinated a fundraising calendar as well as coordination of all fundraising campaigns (direct mail and electronic) including, Thank-a-Thon, Gratitude Report/Annual Report, Matching Campaigns, Giving Tuesday, End-of-Year, and Capital Campaigns.
- Assisted with creation and editing of monthly e-newsletters and direct mail newsletters.
- Maintained process of ask, update, and thank you recognition on all campaigns.
- Maintained and strengthened all relationships (funding, healthcare policy) with local, state, and federal government personnel/organizations/entities.
- Shared work and needs specifically with:
 - Congressman Morgan Griffith
 - Senator Tim Kaine
 - Senator Mark Warner
 - Senator Todd Pillion
 - Senator Travis Hackworth
 - Jeffrey Campbell – Delegate / VA
 - Terry Kilgore – Delegate / VA
 - James W. Moorefield – Delegate / VA
 - Israel O'Quinn – Delegate / VA
 - William Wampler – Delegate / VA
- Applied for Department of Defense Innovative Readiness Training (IRT) programs.
- Integrated all donor and communication systems.
- Completed and submitted all foundation financial requests, budgets, and reports.
- Updated organizations' Candid/GuideStar, Charity Navigator and Better Business Bureau Wise Giving accreditation accounts.
- Updated and revised communication and marketing materials.
- Coordinated paid, owned, and earned media.
- Precepted business students and cultivated relationships with colleges and universities.

SKILLS

- Administration
- Business analysis
- Business development
- Business intelligence (BI)
- Business planning
- Business management
- Consulting
- Content management
- Content marketing
- Critical thinking
- Data analysis
- Data presentation
- Editing
- Economics
- Entrepreneurship
- Grant prospecting (federal, state, local)
- Grant reporting (federal, state, local)
- Grant writing (federal, state, local)
- New business development
- Medical Research
- Medical writing
- Media planning
- Negotiation
- Newsletters / e-Newsletter

- Online Marketing
- Operations management
- Presentation
- Problem solving
- Relationship management
- Research
- Small business
- Social media marketing

SOFTWARE

- 8X8
- Adobe Suite
- CausalQ
- Constant Contact
- Dropbox
- eClinicalWorks
- Facebook
- Google
- Instagram
- LinkedIn
- Microsoft Office Suite
- Mobile Cause
- Network for Good
- PayPal
- QuickBooks
- RingCentral
- Safari
- Survey Monkey
- The Pharmacy Connection
- Twitter
- Windows
- WordPress
- Zoom

AFFILIATIONS

- Member, Town of Wise Economic Development Authority, 2023-Present
- Member, UVA-Wise Highland Cavalier Club, 2022-Present
- New Strategies Global Social Enterprise Initiative Graduate – Georgetown University McDonough School of Business – New Strategies – Cause Marketing, Deferred Giving, Foundation Grants, Donor Advised Funds, Predictive Analysis, Corporate Support, Earned Revenue, Government Funding, Sponsorship, Database Management, Gifts In-Kind and Impact Investing, 2018
- Forward Wise County, 2016
- UVA-Wise, four-year starter on women's basketball team, 2003-2007
- Member, Wise Baptist Church, 1993-Present

AWARDS

- NANOE, Board of Governor's Service Award, 2017
- Red Cross, Certificate of Appreciation for 5 Years of Service, 2016

CERTIFICATIONS

- BLS (Basic Life Support and AED), 2023
- Narcan REVIVE!, Lay Rescue, 2022

PUBLICATIONS

- 2020 – (Co-Author) - Gulley, T., Tyson, T., Collins, E., Helton, R., Hill-Collins, P., France, N., & Hubbard, S. (2020). The Health Wagon Partners with its Virginia Department of Health to Provide COVID-19 Testing in Rural Southwest Virginia. *Journal of Appalachian Health*, 2(3):146–9. DOI: <https://doi.org/10.13023/jah.0203.12>