



Kristin VanHeel

## **Position Nominated For: Vice President of Finance**

### **Professional Experience:**

With nearly 20 years in the nonprofit sector, including senior leadership in financial strategy, operations, and organizational growth, I bring a strong foundation in financial stewardship, accountability, and performance management. As Director of Development & Marketing at a nonprofit, I help lead strategy for a multi-million-dollar budget, overseeing revenue generation, budgeting, forecasting, and financial tracking.

My experience includes full-cycle financial management in QuickBooks, audit coordination and 990 compliance, and vendor oversight. I partner with leadership to ensure resources are used responsibly and strategically. I also bring experience in communications, fundraising, and organizational development to support strong, sustainable operations.

### **Volunteer Experience:**

I currently serve as Vice President of Communications for STMAYHA, supporting association-wide initiatives and communication. This role has provided a strong understanding of the association's operations and decision-making.

My past STMAYHA roles include Fundraising Co-Coordinator, Team Manager (Mites & Travel), and KnightHawk Basket Coordinator, along with support for events and tournaments. Outside of STMAYHA, I have held leadership roles in advisory, fundraising, and volunteer management efforts.

### **Why are you the best candidate?**

I bring both the financial expertise and internal understanding of STMAYHA needed to be effective in this role from day one. My career is centered around managing budgets, ensuring compliance, and making thoughtful, data-driven decisions within a nonprofit setting.

STMAYHA serves players across all levels, and every decision we make should support their development and love for the game. As a multi-million-dollar nonprofit organization managing significant financial resources, we must operate with strong discipline, clear processes, and accountability while always keeping our focus on what is best for our players.

**Personal Interests:**

My interests revolve around family and staying actively involved in my kids' activities. I enjoy time at the rink, traveling, and spending time with family and friends.

**Family & Player(s):**

My husband and I have been part of the STMA community for 15 years and involved with STMAYHA for 9 years. We have three boys, and hockey is a central part of our lives. Like many families, we spend a lot of time at the rink and value being part of the STMAYHA community.

**Anything Else You Wish to Share:**

I am committed to this association and the experience it provides for our players and families. Strong financial leadership, grounded in transparency, accountability, and sound decision-making, is essential to long-term success.

At the end of the day, every decision should come back to one thing: doing what's right for our players and for the future of this association.

