



## **Dean Crowe**

Dean Crowe is the founder and president of the Rally Foundation, a national non-profit organization that funds childhood cancer research through grassroots initiatives. Based in Atlanta, Georgia, by vision and leadership, Dean works to rally and empower a nationwide group of volunteers, families and friends who desire to help children stricken with cancer. Through her guidance, the Rally Foundation has gained strategic alliances with major US corporations and will now launch the nationwide participation of grassroots organizations. The Rally Foundation raises funds specifically for childhood cancer research in order to find better treatments with fewer long term side effects and cures.

Prior to her role with the Rally Foundation, Dean served as the Capital Campaign Director for Young Life's SharpTop Cove National Camp. Under her leadership more than \$8 million dollars was raised the first year. She was responsible for working closely with the Board of Directors, developing marketing materials, writing grants, setting and meeting goals and working with the campaign budgets. Before working as the Capital Campaign Director, Dean worked for the Woodruff Brown Companies in commercial real estate sales. Dean is a published writer and a contributing author in the best selling series *Chicken Soup for the Soul*. In addition she has spoken in many venues across the country on a variety of subjects including leadership and communication.

Active in her community, Dean is currently the Community Scholarship Chairman on the PTSA Board, a member of the Junior League and she has served on Georgia's Young Life Board as well as the Jamaica Ophthalmology Team.

Dean holds a BA in Mass Communications from Auburn University and is Certified Personality Trainer. She is married to Reid Crowe and they have two teenage sons.