Vice President of Development & Marketing

As the Vice President of Development and Marketing, Tami Cárdenas is responsible for leading Second Harvest’s fundraising and marketing initiatives. Second Harvest ranks as the top fundraising food bank in the country, with nearly 90% of the annual operating revenues raised from private sources. In the last couple of years, fundraising revenue has grown from approximately $25 million to $35 million.

Second Harvest’s fundraising program has grown by 200% during Tami’s tenure. In a down economy, she established and built the organization’s most successful major gifts program. In addition, she has recruited and retained a high-performing team of 25+ development and marketing professionals.

Tami is also responsible for crafting marketing and campaign strategies to advance the organization’s mission, while building brand awareness and respect among key constituents; she played a pivotal role in Second Harvest’s "2012 Marketing Campaign Program of the Year," awarded by Feeding America. Prior to assuming the vice presidential role, Tami was instrumental in conceiving and launching an annual initiative designed to inspire community support for the critical issue of childhood hunger. Today, this effort is known as the Stand Up for Kids Campaign and is chaired by well-respected global business leaders, including Sheryl Sandberg and John Donahoe.

Prior to joining Second Harvest in 2005, Tami was the Director of Development at Support Network for Battered Women. A graduate from UC Berkeley, Tami also served in leadership roles in health and human services for nearly two decades. She has served on the board of directors for the Association of Fundraising Professionals and she was recently honored by The Silicon Valley Business Journal as a "Woman of Influence."