



Holly Hoey
United Way of Central Maryland

Holly Hoey is the Senior Vice President and Chief Principal Gifts Officer at the United Way of Central Maryland, where she has worked since 1999. Holly leads the planning, organization, and implementation of major gifts-related activities for individuals who donate \$10,000 or more annually. Holly is primarily responsible for securing transformational gifts to create long-lasting and systemic impact in the community. Her team drives a comprehensive program that educates, engages, and recognizes generous donors year-round. She's enrolled in United Way's Grow Mentorship Program as a mentor to her colleagues.

Holly is active both in the non-profit and business communities around the region. She has served on United Way Worldwide's Major and Planned Giving Advisory Council for 20 years. Holly served on the 125th Anniversary and annual giving committees for Calvert School.

Holly is a graduate of the class of 2015 Greater Baltimore Committee's LEADERship Program and of Baltimore County's Leadership class of 2004. In 2009, she was named one of Maryland's Top 100 Women by *The Daily Record*.

Holly and her husband John live in Baltimore, Maryland, with their twin daughters, Ella and Caroline. She has a stepson, Liam, who lives in Manhattan.