

# Thomas Stader

## Executive Director; Nonprofit & CSR

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**Date of birth:** 1 November 1974

**Years of experience:** 19 years

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**Living:** Thailand, China & Vietnam

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### SUMMARY

I have eighteen years of work experience in international development. My greatest success during that time was founding and scaling The Library Project, a rural children's literacy NPO based in China and Vietnam that has impacted over 1,000,000 children and teachers. We built a business model of partnering with hundreds of corporations, foundations, and individuals. 95% of our donors have direct volunteer involvement at the rural schools they supported financially. I believe there is a role that those working at corporations can play in making the world a better place, specifically in partnering with nonprofit organizations. I am passionate about building those partnerships.

### EXPERIENCE

#### Founder at THE LIBRARY PROJECT

2006 – Present

*Mainland China, Hong Kong, Vietnam, and USA*

<https://www.library-project.org>

I founded The Library Project in 2006 to improve children's literacy in rural elementary schools, orphanages, and community centers in Asia. Since then, we've established over 3,000 libraries, donated 2,500,000 local language children's books, trained 40,000 teachers and administrators, and impacted over 1,400,000 children.

#### Executive Director at THE LIBRARY PROJECT

2006 – Present

- Raised over 10 million USD locally through a "raise it local" corporate fundraising strategy in China and Vietnam.
- Corporate donors include Adata, Adecco, AsiaPay, Applied Materials, Brady Corporation,, Caixin, Citibank, Continental, Covidien, Cummins, CTBC Bank, Edelman, FedEx, Grace, Henkel, Hola, Hyatt, IKEA, Jaguar Land Rover, Jurlique, MetLife, M&G, Menarini, Ogilvy, Parkson, Peninsula Hotels, Qualcomm, Roewe, Rotary, Sanofi, Sika, Siemens, TATA, Under Armour, United Technologies, Valeo, and the American and British Chamber of Commerce. A more complete list of donors can be found on our website.
- Maintained 140 government partnerships from city to national, enabling us to work in 27 provinces throughout China and 10 in Vietnam.
- Annual programmatic M&E reporting delivered to donors and government partners.
- Maintained a 92% programmatic success rate.
- Registered in the USA, Hong Kong, and Vietnam; strategic government partnerships in Mainland China enabling local fundraising and programmatic implementation.
- 100% local full-time & interns leading programmatic and fundraising development.

#### Board of Directors Chair at THE LIBRARY PROJECT

2006 – Present

- I have been the Board of Directors Chair since founding in 2006. I'm proud of our Board of Directors' work to support our mission to improve rural children's literacy in Asia.

#### Founder at NONPROFIT INSIGHTS

2019 – Present

*Global*

<https://www.nonprofitinsights.org>

I founded Nonprofit Insights to provide professional, practical, and well-designed support for nonprofit professionals. I use this space to support international nonprofit professionals in their organization's start-up phase.

- We have supported thousands of nonprofit professionals in 65 countries, predominantly throughout Africa and Asia.
- More than 200 nonprofit professionals have received free one-on-one mentoring.
- 285,000 free tools downloaded from our website.

**Co-Founder at OREJEN FOUNDATION**

2023 – 2024

*Vietnam & Tanzania*<https://www.orejenfoundation.org>

I co-founded the Orejen Foundation, the corporate foundation of Orejen Global. The Orejen Foundation supports smallholder farmers in Tanzania, giving back to the communities where Orejen Global conducts business.

**Assistant Director of Operations at JUMP! FOUNDATION**

2023 – 2024

*Thailand*

I completed a six-month contract that required me to work within the program and HR departments. I am most proud of creating a plan to move the organization's HR strategy to a global hybrid employment model, bringing the organization into compliance with local labor regulations while also being able to recruit, retain, and support the right people.

**Founder at NOMADIC MARKETING**

2003 – 2006

*Phnom Penh, Cambodia, and USA*

I founded Nomadic Marketing to create engaging, practical, and professional marketing and design solutions for small NGOs and volunteer organizations in Southeast Asia, North America, and beyond at no cost.

- Provided marketing services to over 30 local and International NGOs, such as; AidéTous, Center for Social Development, Chrysalis, Food for Life Global, Friends International, The Khmer Institute of Democracy, Legal Services for Children and Women, Mondessa Youth Organization, Phoenix Center for Human Development, The PUC Clinical Legal Education Program, the GRET SKY Health Insurance Program of Cambodia, Starfish Bakery, Volunthai, The Women's Media Centre of Cambodia, Jeannine's Children Association, Old Ho Shoes, and Yodifee Cambodia.

**SPEAKER****PUBLIC SPEAKING**

2006 – Present

*International*

- Empowering people, corporations & nonprofits to make the world a better place.
- I have spoken throughout China, Hong Kong, Singapore, Thailand, Vietnam, and the USA.
- Spoken on a variety of subjects, such as CSR, non-profit organizations, NGOs, EdTech, social entrepreneurship, the role of Founders, the history of The Library Project, the importance of transparency, monitoring & evaluations, measuring results, non-profit finance, and the long road to impacting our 1,000,000th child through The Library Project's programs.
- Three-time speaker at the Rotary Club of Beijing, two-time speaker at the Rotary Club of Shanghai, and three-time TEDx speaker (Dalian, Guangzhou, and Nanjing), as well as speaking at the Shanghai Chamber of Commerce, Xi'an International Business Forum, Women in Social Enterprise Conference, Shanghai World Expo, EdTech Asia and corporate and organization events such as Bain & Company, Henkel, Fudan University, Toastmasters, Covidien, Laos Pilots, Spark Conference Shanghai, WebWednesdays, The University of Maryland, Airbnb, Sika, Jurlique, McCann Worldgroup, and the U.S. Consulate Ho Chi Minh City.

**EDUCATION****NORTHERN ARIZONA UNIVERSITY**

Graduated 1997

Flagstaff, Arizona, U.S.A.

Bachelor of Fine Arts with an emphasis in Communications

**LANGUAGE****English:** Fluent**Chinese (Mandarin):** Intermediate