

Sandi Frost Steensma

A leader who blends deep expertise with a commitment to raising the bar.



Sandi believes you must raise expectations for your organization and connect people's values to your mission if you want to raise more money. If you have fallen into a pattern of re-circulating the same donors through special events and direct mail, she'll push you to question whether and why this approach is relevant to your donors.

In short, Sandi believes that big change can come from even the smallest, most sensible solutions. But it starts with expecting more and asking the tough questions. This has been Sandi's purpose throughout her career. She has more than 20 years of experience in fund development, with specialties ranging from annual fundraising, organizational capacity building, capital campaigns and endowment growth. Her experience comes from serving nonprofits of all sizes and shapes. In addition to extensive client work, she served as a regional director for a statewide nonprofit and as statewide Corporate Director of Development for Hospice of Michigan before becoming the Executive Director of its Grand Rapids office in the 1990's. She spent eight years working as a fund development consultant for regional consulting firm, Monaghan Associates, before forming Kennari Consulting.

In addition to her private sector work, Sandi also spent 23 years in the public sector, working 6 years as a Planning Commissioner, 8 years as an elected Township Trustee, and then as a Kent County Commissioner and ultimately the Chair of the Commissioners. There's nothing like hands-on experience in government to help someone understand things work. This in-depth knowledge and practical experience give Sandi added insights into the complex world of public/private collaborations.

Awards & Recognition

- Top Women Owned Businesses (Grand Rapids Business Journal, 2017, 2015, 2013)
- EPIC Award recipient – Woman-Owned Business of the Year (Grand Rapids Area Chamber of Commerce, 2016)
- Tribute! Award recipient – Business, Management, Industry and Labor

- (YWCA, 2015)
- EPIC Award finalist – Small Business of the Year (Grand Rapids Area Chamber of Commerce, 2015)
 - ATHENA nominee (Grand Rapids Area Chamber of Commerce, 2016, 2015, 2007, 2001)
 - 50 Most Influential Women in West Michigan (Grand Rapids Business Journal, 2014, 2012, 2010, 2008)
 - W.K. Kellogg Foundation Action Lab College of Consultants
 - Inforum's Inner Circle (2011, 2009)
 - Five Outstanding Young People of Michigan (mid-1990s)

Current and Past Community Engagement

- Lake Superior State University Board of Trustees (Governor Appointee)
- Kent County Board of Commissioners (chair 2010-2012), serving Cascade Township, Lowell Township, Vergennes Township, Bowne Township and the City of Lowell
- Grand Rapids Area Chamber of Commerce Board of Directors
- Association of Fundraising Professionals
- Multi-cultural Association of Professionals
- Cascade Community Foundation Board of Directors (Founding Board member)
- Boards of Kent Community Hospital, Arbor Circle, Junior Achievement, Grand Rapids Rotary

Education & Professional Development

- BA from the University of Colorado
- Masters of Management from Aquinas College
- Graduate of Leadership Grand Rapids (1997)
- Fellow in the Michigan Political Leadership Program at Michigan State University (2007)