

Steve Ozinga

Planned Giving and Strategic Planning guidance that grows long-term sustainability and exponential financial growth.



Steve is passionate about strategic planning and expertly facilitates conversations allowing organizations to build consensus around strategic priorities (and supporting goals and activities). Additionally, Steve's extensive stakeholder research (through interviews, focus groups, and/or surveys) enables organizations to receive accurate feedback that is used as part of the strategic planning sessions.

Steve also helps organizations reach their fundraising potential and establishing necessary framework and cultivation strategies for capital campaigns, endowment campaigns and planned giving. One of Steve's specialties is planned giving. He enjoys working with non-profits to set up planned giving infrastructure allowing organizations and donors to achieve common goals. Steve also has extensive experience in developing legacy societies and associated logistics with executing successful planned giving donor cultivation events.

Steve works with many types of non-profit agencies including arts and cultural organizations, community foundations, educational institutions, health care agencies, social service agencies, and religious institutions. Throughout his career, Steve has led various committees and institutions overseeing endowment accounts, fundraising activities, annual fund drives, and other strategic priorities.

Steve joined Kennari Consulting in 2014, with professional fundraising and organizational development experience dating back to 2002 in non-profit and for-profit roles. His areas of expertise are planned giving, endowment building, strategic planning, and capital campaign management. Steve is always ready to learn, which has earned him a BA from Calvin College, an MBA from Western Michigan University, and in May 2017, an MPA in Nonprofit Administration from the University of Southern California. When he isn't working with clients or advancing his education, Steve can be found at an Association of Fundraising Professionals board meeting, an Economic Club of Grand Rapids luncheon, networking with the Partnership for Philanthropic Planning, or with the West Michigan Planned Giving Group.