



Joni Hart is an award-winning director of major gifts for the American Cancer Society's South Region. Serving the Fort Worth and West Texas markets, she works with individual investors, foundations and professional advisors to fund specific areas of the American Cancer Society mission, including research grants, patient navigation and global cancer control. She collaborates with lead donors through the North Texas Research Funding Initiative and manages the prestigious Laureate Society of the Tarrant Area.

Joni started her career with the American Cancer Society in 2012 when she joined the Planned Giving Business Unit as Director of Estate and Gift Planning. In that role, she built relationships with estate planning professionals, donors and key volunteers, cultivating and stewarding charitable planning efforts throughout West Texas and documenting as much as \$7.5 million in planned gifts annually. As an ambassador of the Society, Joni is very active in the Fort Worth Community, serving as board president of the Lone Star Council of Charitable Gift Planners and president of the Rotary Club of Western Fort Worth. In addition, she earned her RYT-200 hour certification in 2014 and teaches Baptiste power vinyasa at Indigo Yoga in Fort Worth. In 2017 she was selected to serve as brand ambassador for Athleta, a women's athletic apparel company owned by the GAP family of brands.

Before joining the Society, Joni spent eight years leading The Leukemia & Lymphoma Society in North Texas and Colorado through the Light The Night® Walk campaign, for which she received national recognition. Her primary focus there was cultivating relationships with corporate partners, individual donors and volunteers to create annually one of the largest Light The Night Walks in the nation. Additionally, Joni spent several years as an account manager with m/c/c, a full-service advertising, public relations, social media and SEO marketing agency in Dallas, Texas. She earned a bachelor's degree from Oklahoma State University.

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