

# Leadership Journeys

**Brittani Greve, Major Gifts Manager**  
**Great Hearts Arizona**

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Brittani Greve's journey at Great Hearts is one defined by mission, growth, and heart. Drawn to the organization by its "profound sense of purpose," Brittani found a compelling contrast to her previous experience in public education: "At Great Hearts, there was a clear emphasis on cultivating lifelong learners and critical thinkers." She began as an aide and reading interventionist, later becoming a Kindergarten teacher. After a brief pause to care for her children, she returned during COVID to support students online across Arizona and Texas.

Her transition into development work felt like a natural next step, one that blended her perspective as both an educator and a parent, and she joined the Arete team as the Family Giving Officer. "I felt uniquely positioned to speak with families about the importance and the honor of supporting our teachers and students. Watching a family light up when they realize the difference their generosity can make—that never gets old," she reflects. What began as an intimidating step into fundraising grew into a deep passion, ultimately leading to her promotion as Major Gifts Officer and now Major Gifts Manager, where she oversees the team of Major Gift Officers.



Brittani credits much of her professional growth to the mentorship of leaders Genevieve Peterson and Brenna Norris, who taught her how to "blend data and mission in a way that impacts our communities." She finds joy in building meaningful relationships with donor families, while acknowledging the challenge of not being able to personally connect with every one. Managing a wide portfolio while maintaining personal connections has required her to "lead with both heart and focus."

Her current goal is to more intentionally practice the "let them" theory—releasing control, setting boundaries, and trusting others. As she puts it, "True leadership isn't about convincing or controlling—it's about modeling consistency, showing up authentically, and allowing others the space to come alongside you. This year, I'm working on releasing the need to carry it all. Practically, this has looked like being more disciplined with boundaries and learning to delegate and trust others more fully. I've already seen how it allows me to show up with more clarity, presence, and purpose in every conversation."