



*Smart planning and inspired giving
for a better world.*

Consulting ♦ Training ♦ Strategizing

Helping you help others make a difference.

About

Ginny Bass Carl, JD, CAP, Founder and CEO of Giving Well LLC, is a 5th generation Oklahoman and a licensed attorney in Oklahoma, Texas and Hawaii. She received her law and accounting degrees from OU, but found her niche in the nonprofit world. Inspiring you to do more, be more, and make a difference, Ginny leads with a servant heart and a lawyer brain.

Giving Well, her nonprofit consulting firm, is the culmination of her years working for and serving on the boards of nonprofits combined with her professional training and passion to change the world. Her quest is to help donors have greater impact by ensuring nonprofits balance mission with business. In 2019, she achieved her Chartered Advisor in Philanthropy (CAP) designation.

Most recently she worked as Senior Director of Development and Gift Planning at OMRF. She also served as CFO and In-House Counsel for the Oklahoma Hall of Fame.

Ginny currently serves on the boards for ReMerge (former chair), Leadership Oklahoma (Adult Program Chair Elect), Potts Family Foundation (former Grants Chair and Treasurer), Oklahoma Planned Giving Council (former president) and Trust Company Oklahoma. Formerly she chaired the boards of OKC Estate Planning Council, Sunbeam Family Services and Friends of the Capitol, served on the board of Leadership Oklahoma City (Secretary) and as co-chair of LOYAL classes IX and X.

Sought after as a speaker and trainer statewide, Ginny presents to professional groups on planned giving, philanthropy and board development for continuing education credit, to nonprofits on board governance and fundraising and to leadership classes on nonprofits, grants and fundraising. As a former consultant for the Oklahoma Center for Nonprofits, she trained nonprofit staff and board on the Standards for Excellence governance best practices and facilitated strategic planning and board training retreats.

She is a graduate of Leadership Oklahoma (Class 30) and Leadership Oklahoma City (Class 28). In 2012 and 2017, Ginny was one of the 50 Women Making a Difference in Oklahoma. She has two children, Collin and Rachael, and is married to Peter, owner of The Well of OKC Wine and Spirits.