About Sara Vetter

Sara Vetter is the Business Development Director of the Soul of Money Institute and is a coach, consultant, workshop leader, keynote speaker and strategist. She is also the Major Gift Fundraiser for the Pachamama Alliance. Sara has had experience in advertising, marketing and sales with several magazines including LA Magazine and the Disney Channel. From there, Sara spent time raising her family and helping her husband build his career as one of the early executives of Microsoft where Sara spent time in the tech world as a friend and colleague of many Silicon Valley luminaries.

She has been working with the Soul of Money Institute for more than seven years and has become a key player in all the initiatives of the institute, working in partnership with Author and Founder Lynne Twist.

Business Leader

Sara has played a leadership role with the Nobel Women's Initiative, working closely with the six Nobel Women Peace Prize Laureates on fundraising, strategy and special delegations. Sara has co-led delegations to Dharamsala, India to see his Holiness the Dalai Lama, the Democratic Republic of Congo to work with Nobel Laureate Leymah Gbowee. She also co-led a coalition to Liberia working closely with Ms. Gbowe and Nobel Laureates Jody Williams, Mairead Maguire and Shirin Ebadi. Sara is also a member of the WPO (Women's Presidents Organization).

Sara's effectiveness in producing results for the Soul of Money Institute and Pachamama Alliance is legendary. For example: It was her initiative and skill that landed Lynne Twist's interview on Oprah's Super Soul Sunday in 2016.

Her role at the Soul of Money Institute is to manage and run the business as well as participate in all of the programs as a leader (co-lead all the programs). Her leadership doubled business revenues from 2016 to 2017 and also significantly expanded revenue for Pachamama Alliance.

Fundraiser, Consultant, Facilitator and Coach

Sara has been coaching, consulting and leading workshops with Lynne Twist for the last five years, including the Fundraising from the Heart Workshop, Wisdom Gatherings, Remarkable Women's Journeys and retreats.

She also leads the following Pachamama Alliance Transformational Educational programs: The Awakening the Dreamer Symposium; The Awakener for Business Leaders; The Annual Pachamama Alliance fundraising events and other key fundraising conferences and gatherings.

As the major gift fundraiser for the Pachamama Alliance, Sara has led and participated in more than 19 delegations and immersion trips to the Amazon Rainforest. She has raised millions of dollars for the Pachamama Alliance and the Nobel Women's Initiative and is a consummate fundraiser.

Keynote Speaker

Sara is also an effective keynote speaker for the Soul of Money Institute and has delivered keynote addresses to many venues including the following:

- The World Muse Conference
- The Women's Leadership Summit
- Conscious Company Conference
- Oregon Community Foundation