

BROOKLYN ORG

<https://brooklyn.org/>

Brooklyn, NY

Open to Hybrid Employment

Mission: *“We are on a mission to spark lasting social change, mobilizing people, capital and expertise for a fair and just Brooklyn.”*

VICE PRESIDENT OF STRATEGIC PARTNERSHIPS

THE OPPORTUNITY



Brooklyn Org was founded in 2009 as Brooklyn Community Foundation, the first and only public foundation dedicated to New York City’s largest borough. Brooklyn is home to a vast community of high-impact, innovative, locally-led not-for-profit organizations. Nevertheless, only 8% of New York City’s philanthropic dollars reach Brooklyn organizations. Since its founding, Brooklyn Org’s mission has been to address this alarming disparity. In 2022 alone, Brooklyn Org distributed a record high \$15.6 million in grants – pushing its lifetime total to over \$100 million in funding to not-for-profit organizations – making Brooklyn Org one of the borough’s largest grantmakers and its largest funder for racial justice.

Brooklyn Org seeks an entrepreneurial and results-oriented Vice President of Strategic Partnerships (Vice President). The Vice President will lead fundraising strategies to develop and grow new individual, corporate,

and foundation prospects, including building a broad base of emerging donors through the Brooklyn Org membership program.

Brooklyn Org has retained [Freeman Philanthropic Services, LLC](#) to assist on this important recruitment.

ABOUT BROOKLYN ORG

Brooklyn Org is a champion for Brooklyn. The organization celebrates Brooklyn’s brilliance and resilience, its incomparable culture and uncompromising grit—and demands more for its communities.

Over [its 15-year history](#), the organization has reimagined the role of philanthropy and provided immeasurable support to communities and nonprofit partners that are leading transformational change for Brooklyn. With a new model for community philanthropy, the organization is bringing together Brooklynites, Brooklyn backers, businesses, and broader believers in equity and justice to make Brooklyn a beacon for the world.

In Fall 2023, the organization announced its evolution to Brooklyn Org as part of its renewed commitment to galvanizing giving to Brooklyn. While maintaining the Foundation’s core mission, vision, and legal structure, Brooklyn Org reinvigorates the community foundation model by bringing together changemakers as diverse and dynamic as Brooklyn itself and serving as a central home for the resources and tools needed to make a difference.

Brooklyn Org is a network of changemakers who believe that Brooklyn can be a beacon of change for the rest of America:

- **Nonprofits:** Brooklyn Org is the advocate for Brooklyn’s nonprofit community. The organization funds over 100 organizations annually working across [every issue](#), while investing in the development of emerging nonprofits and leaders.
- **Donors:** The organization crowdfunds resources from Brooklyn, for Brooklyn, and uses its deep knowledge and experience to co-invest strategically in its communities.
- **Partners:** Brooklyn Org collaborates with Brooklyn believers—businesses, government, foundations, and more—to further the organization’s shared vision for a stronger Brooklyn.
- **Communities:** Brooklyn Org is connected to communities and cultures across Brooklyn—and these long-standing relationships play a key role in informing the organization’s investments.

BROOKLYN ORG’S STRATEGIC PLAN

This plan lays out Brooklyn Org’s vision to build on its successes to date, and strategically expand its work towards creating a fair and just Brooklyn. Brooklyn Org will not waver from its firm commitment to racial justice and participatory grantmaking—the heart of its approach to philanthropy.

Rooted in its vision for a fair and just Brooklyn, [Brooklyn Org’s strategic plan](#) includes two goals that will drive its next chapter of growth and impact.

Goal: Build the capacity and power of organizations that serve Brooklyn

Brooklyn Org’s grantees, donor partners, and staff have encouraged the organization to reimagine its grantmaking approach, creating opportunities for a more diverse range of nonprofits working towards racial justice. The organization’s grantee partners have expressed interest in additional support for bolstering their organizational capacity and attracting new funding sources.

Over the next five years, Brooklyn Org will expand and align our grantmaking with pressing community issues, strengthen its capacity building services, and leverage its civic influence to achieve systemic change for Brooklyn.

Goal: Activate and mobilize greater resources for community impact

To build the capacity and power of nonprofits, Brooklyn Org will need to mobilize greater resources for Brooklyn. The organization's donor partners turn to Brooklyn Org to identify impactful community-based organizations that are often overlooked. The organization has solidified a reputation as a trusted resource for those who want to support Brooklyn quickly and effectively. Still, there are many potential Brooklyn champions that are not yet engaged in Brooklyn Org's work.

Over the next five years, the organization will build on its reputation to reach a broader network of donors, develop new strategic partnerships with government and other philanthropic organizations, and consider new approaches to investing assets in ways that align with its values.

LEADERSHIP



Dr. Jocelynn Rainey, President and CEO

Dr. Jocelynn Rainey, Ed.D. is a leader in New York City's nonprofit sector and a seasoned executive with over 25 years of management experience. As President & CEO, Dr. Rainey has led Brooklyn Org's (BKO) bold evolution from Brooklyn Community Foundation to create a more inclusive and accessible model for community philanthropy. BKO has launched a new strategic plan to provide deeper support to nonprofit changemakers and marshal the resources required to end inequity in New York City's largest borough.

Under Dr. Rainey's leadership, Brooklyn Org has surpassed \$100 million in total giving and expanded its sector-leading commitments to racial justice and community engagement. Dr. Rainey has championed a holistic participatory grantmaking approach in which all funding decisions are made in partnership with community members and annual Listening Tours that engage neighborhood residents in conversation to shape BKO's funding and policy priorities.

Before joining BKO, Dr. Rainey served as CEO and President of Getting Out and Staying Out (GOSO), a leading citywide nonprofit serving justice-involved individuals. At GOSO she oversaw programming which has helped more than 10,000 young men access education, achieve emotional well-being, and secure meaningful employment. GOSO's innovative workforce development program, GOSOWorks, has placed hundreds of justice-involved young men in paid internships and permanent jobs in numerous growth industries in the New York metropolitan area.

Previously, Dr. Rainey was Executive Vice President and Chief Administrative Officer for the Brooklyn Navy Yard Development Corporation (BNYDC), leading workforce development, administration, security, and human resource strategies. She established partnerships to connect underserved communities in Brooklyn with career opportunities in the Yard's growing industries, eliminating barriers to employment for disadvantaged populations. During her eight years at BNYDC, Dr. Rainey led a four-fold increase in workforce placements of formerly incarcerated individuals.

Prior to her tenure at BNYDC, Dr. Rainey was the Human Resources Director for specialty food retailer Agata and Valentina. She has also held senior positions at Independent Living Association, Home Depot, and Boar's Head. A graduate of Southern Connecticut State University, Dr. Rainey holds a master's in administration from Metropolitan College and a doctorate in Leadership from St. John Fisher College. She is a member of the New York City Workforce Development Board, and a trustee of the Brooklyn Navy Yard Development Corporation, the Bridge Park Development Corporation, the New York College of Technology Foundation, Southern Connecticut State University Foundation, and the Mark Morris Dance Group.

Dr. Rainey is the recipient of several prestigious honors, including being named to The Network Journal's 25 Influential Black Women in Business list, Schneps Media Inaugural Brooklyn Power List, the Crain's New

York Business Notable Black Leaders and Executives, and City & State New York's Brooklyn and Nonprofit Power list.

Board of Directors

The Board of Directors is comprised of dedicated and engaged leaders committed to Brooklyn Org and its mission, vision, and continued growth. Board members are accomplished professionals, business executives, community leaders, and philanthropists, several of whom serve on the boards of leading corporations, international organizations, and not-for-profits.

For a complete list of the Board of Directors, please visit <https://brooklyn.org/team/>.

IMPORTANT AND REPORTING RELATIONSHIPS

The Vice President will report to the President and CEO and work closely with the Chief Operating and Financial Officer. S/he will serve on the senior management group, which is comprised of the President and CEO, Chief of Staff, Chief Operating and Financial Officer, Vice President of Philanthropic Initiatives, Vice President of Programs, and Vice President of Donor Engagement.

CHALLENGES AND OPPORTUNITIES

The Vice President will be expected to contribute broadly to all aspects of the fulfillment of Brooklyn Org's mission and growth. The organization seeks a seasoned fundraising professional with both the capacity and the demonstrated track record to respond effectively to the following key challenges and opportunities:

- Rapidly gain a thorough understanding of the scope and diversity of Brooklyn Org's history, programs, constituents, donors, and special events;
- Establish credibility with the President and CEO, development leadership, program officers, and staff to gain an understanding of the substantive priorities of the current strategic plan and translate those priorities into successful fundraising initiatives;
- Set and achieve ambitious but attainable fundraising goals for new individual donors and corporate prospects with the President & Chief Executive Officer, Chief Operating and Financial Officer, and the senior management group;
- Lead the research, identification, engagement, and cultivation of new individual, corporate, and foundation prospects, completing research profiles and tailored cultivation strategies for each prospect;
- Strategically engage the President and CEO, Vice President of Donor Engagement, and Vice President of Philanthropic Initiatives in public outreach and fundraising activities, providing meaningful engagement opportunities and effective support;
- Manage and implement Brooklyn Org's institutional giving strategy, including research, grant writing, reporting, underwriting, and management of corporate partnerships;
- Collaborate with marketing to establish the membership program and develop strategy and implementation goals;
- Represent Brooklyn Org at donor meetings and events, articulating the organization's unique value to the borough, community engagement practices, strategies, and successes;
- Ensure the growth of Brooklyn Org's donor base through list acquisition, direct marketing strategies, and broad-based fundraising campaigns;

- Manage fundraising revenue reporting and reconciliation with Finance team;
- Develop budget projections based on historical and market assessments;
- Ensure documentation of all development activity related to donor identification, cultivation, solicitation, and stewardship in Salesforce/CRM platform;
- Direct and coordinate the work of relevant consultants and vendors; and
- Oversee growth, maintenance, and enhancement of the organization's development database in collaboration with the Vice President of Donor Engagement and Vice President of Philanthropic Initiatives.

IDEAL QUALITIES

The successful candidate will be an effective and entrepreneurial leader with the ability to actualize the relationship between the development program and the organization's mission and goals. The ideal candidate will possess the following attributes and experience:

- Passion, commitment, and understanding of Brooklyn Org's mission and values, with a deep commitment to racial equity, justice, and Brooklyn communities;
- Proven track record of providing strategic direction, leadership, and operational management of fundraising initiatives, resulting in marked improvement and growth;
- Demonstrated ability to provide supportive leadership and effective management;
- Demonstrated ability and skill to enhance the infrastructure of Brooklyn Org's prospect and grant writing programs, with knowledge of prospect research methods and tools;
- Collaborative and enthusiastic leader with the ability to adapt to changing priorities, refine strategies after feedback, and multi-task to meet deadlines;
- Genuine team player with the ability to build long-term, collaborative relationships based on good judgment, collaboration, mutual trust and confidence, integrity, and discretion;
- Excellent communication (writing, speaking, presentation and listening) skills and keen attention to detail, with the ability to effectively communicate with key internal and external constituencies.
- Affirmative, positive, and motivational style, combined with a strong, results-oriented work ethic;
- Grace, poise, confidence, and history of meticulous follow-through in staffing top leadership;
- Experience with Salesforce preferred; and
- Bachelor's degree required; master's degree, CFRE, or CAP certification highly desired.

DIVERSITY

Brooklyn Org is an Equal Opportunity Employer. In alignment with its Racial Justice Lens, the Organization is committed to maintaining a staff that diversifies philanthropy, including lifting up the leadership of people from communities historically underrepresented in the field and those directly affected by structural racism,

centering them in decision-making. Additionally, the Organization does not base any hiring decisions on an applicant's history of involvement in the criminal justice system.

COMPENSATION AND BENEFITS

The compensation and benefits package will be competitive and commensurate with the successful candidate's background and experience. The compensation range for this position is \$120,000 to \$130,000. For extraordinary candidates, Brooklyn Org may consider higher compensation.

CONFIDENTIAL INQUIRIES AND HOW TO APPLY

Brooklyn Org has retained Freeman Philanthropic Services, LLC (FPS) to assist in this executive recruitment. FPS is a national leader in recruitment for the nonprofit sector and related concerns and brings a proven track record of recruiting top talent to diverse institutions.

Please send all confidential inquiries, applications, and nominations directly to FPS via email at BrooklynOrg@glfreeman.com.

All applications must include (1) an up-to-date resume (2) a letter of intent (addressed to FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity is the logical and desired next step in his/her career, and (3) a list of references. Additional materials and information will be requested during the search and interview process.