



LEADERSHIP PROFILE



Vice President, Community Impact
Community Foundation for Greater Atlanta
Atlanta, GA

“Connecting passion with purpose”

EXECUTIVE SUMMARY

One of the 20 largest community foundations in the country, the [Community Foundation for Greater Atlanta](#) has long been a philanthropic force in the region, well regarded for service to donors and knowledge of the philanthropic landscape throughout the region.

The Foundation appointed its new CEO this past August, selecting Frank Fernandez, a proven community leader with deep roots in place-based philanthropy, nonprofit leadership and systemic community impact. In the months since, the Foundation has taken bold steps to highlight, strengthen and operationalize its commitment to equity of opportunity and to address explicitly the racial challenges facing the region. The mandate for the newly titled Vice President, Community Impact is emblematic of the Foundation’s sharpened focus.



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THE CONTEXT

Founded in 1951, the Community Foundation for Greater Atlanta has helped the Atlanta region prosper by consistently connecting passion with purpose and needs with resources. Its growth in assets and influence has mirrored that of the region it serves; the Foundation now has assets of some \$1.2 billion and a reputation for impactful, collaborative leadership, both locally and nationally.

As the region's fortunes have risen, many area residents have not benefitted proportionately, and disparities of opportunity persist, particularly among urban and rural communities of color. These are important issues, and a city with Atlanta's strengths needs to leverage its capacity to resolve them—a charge the Foundation's Board of Directors and staff have embraced.



Just prior to the recent CEO search, the Foundation's Board affirmed an explicit focus on closing opportunity gaps and fostering equity of opportunity, both at the neighborhood level and regionally. The Board also committed to co-invest and engage with others to leverage assets at scale. The success of such commitments will depend significantly on the nuanced leadership of the new Vice President.

A full description of the Foundation, its focus and its people can be found [here](#).

THE MANDATE

As head of the Community Impact department, the VP will provide essential leadership in driving achievement of the Foundation's equity goals and impact across the Atlanta metro region.

Reporting to the CEO and working in concert with VPs responsible for Capacity, Marketing & Communications, People and Philanthropy, the Community Impact VP and team will be expected to leverage the Foundation's assets—monetary and otherwise—to inspire philanthropy that will increase the region's equity as well as the economic and social mobility of its residents.

More particularly, the VP will be expected to

- Serve as a strategic thought partner for the CEO and the Foundation's senior leadership, complementing traditional philanthropic perspectives and insights with those gained from lived experience
- Develop and cultivate trusted community relationships across the metro region, with special attention to the critical issues of the day and the underserved and underrepresented neighborhoods, missions and populations most affected by them
- Exhibit a credible, visible presence as an active member of the community, serving as a bridge between resources and needs
- Provide inspiring leadership for the Community Impact team, supporting heightened expectations with the managerial heft the role requires
- Drive the team's planning and operations while ensuring alignment with broader strategic goals
- Promote a culture of community engagement throughout the Foundation and into the neighborhoods and communities it serves
- Foster innovative approaches and solutions to the seemingly intractable problems facing too many Atlantans, leading to breakthroughs that advance the well-being of residents and prosperity broadly shared.



In sum, the VP, Community Impact must lead inventive solutions to our region's greatest challenges. Among the VP's accountabilities:

- Ensure that measurable community engagement is a central focus and priority throughout the Foundation
- Spearhead engagement with, support of and accountability to the Foundation's Community Impact Committee, the Board-appointed group with final say over discretionary grants and initiatives
- Initiate timely research on critical community needs and resources, solidify the internal structure to support donors and others with competitive community knowledge, and demonstrate results against measurable objectives
- Champion the Foundation's focus, priorities and partnerships with all relevant stakeholders.

THE RELATIONSHIPS

The VP reports to	CEO, Community Foundation for Greater Atlanta
And leads a current staff of eight (not including two open positions)	<ul style="list-style-type: none"> • Two Program Officers • Grants Manager • Public Policy Specialist • Three Program Associates • Community Assistant
While stewarding relationships with	<ul style="list-style-type: none"> • VP, Capacity & Chief Financial Officer • VP, Marketing & Communications • VP, People (appointment pending) • VP, Philanthropy • Board-appointed Community Impact Committee • Individual leaders from across the region, whether they represent specific constituencies, neighborhoods, organizations and issues as well as those with a more holistic mandate • The Foundation's donors, stakeholders and program partners, both current and potential

THE CANDIDATE

Candidates to become VP, Community Impact must have the experience and reputation as a proven community leader excited to help harness the region's resources in tackling some of the area's most pressing challenges.

The VP could come from a variety of contexts, including philanthropy, operating nonprofits, the private sector, public service and more. The most appealing contenders will embody a compelling combination of the following traits and experiences:

- Successful executive leadership and management in relevant community-based contexts
- A community perspective and knowledge of the nonprofit ecosystem informed by both lived experience and professional engagement; if that experience has not been gained through significant time in the greater Atlanta area, then a candidate's ability to embrace (and be embraced by) our region must be unambiguous
- A clear commitment to equity of opportunity, supported by a record of impact in areas relevant to the Foundation's evolving strategy

- The proven ability to lead others in a constructive and inclusive manner while building sustainable collaborative relationships
- A superior record of people development; someone experienced in leading, building and guiding a strong team of committed contributors; a player/coach who leads by example
- Experience with complex cross-sector initiatives requiring broad buy-in; the demonstrated facility to work seamlessly with a multiplicity of place-based stakeholders and partners
- The propensity to translate innovative ideas into action; a practical visionary with a penchant for implementation and measurable impact, but also someone with full regard for process and data
- An inviting spirit of creativity and resourcefulness; a facile learner who can absorb information quickly
- The professional acumen to interact with staff, Board members, philanthropists and members of the media, but also the natural ability to



connect comfortably regardless of an individual's circumstance or background

- Exceptional communication and influencing skills; the facility to convey complex information in ways that are accessible to varying audiences; comfort being a Foundation spokesperson, as occasion warrants, whether in person or on camera
- The creativity to see opportunities for partnership, collaboration or investment that otherwise might go untapped, coupled with the resourcefulness to help capitalize on such opportunities
- Broad experience with the details and challenges of nonprofit management
- Genuine respect for diversity, equity and inclusion; someone mobilized to seize opportunities to advance opportunity—not as an add-on, but as a central component of organizational and community vitality.

THE LOCATION

The Community Foundation for Greater Atlanta serves a region that is home to over six million people,¹ the world's busiest airport, one of the country's best movie production and music scenes and a vibrant entrepreneurial culture. Atlanta pulses with civil rights history, incubates a strong tech sector and likes to create best practices rather than merely adopt them.

¹ Detailed US Census Bureau estimates [here](#)

Atlanta is home to sixteen *Fortune 500* companies,² numerous world-class nonprofits, highly respected and historically significant colleges and universities,³ a commitment to the arts, multiple professional sports teams, abundant outdoor recreational amenities and an urban tree canopy that covers nearly 48% of the city, the highest percentage in the nation.⁴

The most notable part of the region is its people. The Atlanta area is full of colorful, vibrant neighborhoods that are ever-changing. The region welcomes immigrants and refugees and is inhabited by people who embrace southern hospitality and a spirit of generosity.



The Foundation's 23-county service area

An extensive profile of the region's people, institutions and influence is available [here](#).



² Full list [here](#)

³ Metro Atlanta has 54 two-and four-year colleges and universities, including [Emory](#), [Georgia Tech](#) and the [Atlanta University Center Consortium](#), the world's oldest and largest association of HBCUs, including [Clark Atlanta](#), [Morehouse College](#), [Morehouse School of Medicine](#) and [Spelman College](#).

⁴ Per Tree Canopy study [here](#)

For potential consideration or to suggest a prospect,
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