



LEADERSHIP PROFILE

**Vice President for Advancement and Philanthropic Services
Community Foundation for Greater Atlanta**

Atlanta, GA

"Inspiring and leading our region toward equity and shared prosperity for all."

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 metro Atlanta region has a history of strong philanthropy and partnership. It also has the third highest concentration of Fortune 500 companies and growing film, music and technology sectors.

The Foundation exists to inspire philanthropy to increase the vitality of the greater Atlanta region and the well-being of all residents. It is focused on tackling the most pressing challenges of the region. Since the appointment of its new CEO Frank Fernandez in August 2020, the Foundation has taken bold steps to highlight, strengthen and operationalize its commitment to equity and to the economic and social mobility of all of its residents.

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The Context

Founded in 1951, the Community Foundation for Greater Atlanta has helped the Atlanta region prosper by consistently connecting the passions of donors with the purpose and needs of nonprofits with resources. Its growth in assets and influence has mirrored that of the region it serves; the Foundation now has assets of some \$1.4 billion and a reputation for impactful, collaborative leadership, locally, regionally and nationally.

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Operationally, there are threats and opportunities to address. Commercial gift funds and public foundations attuned to a specific issue or donor group compete aggressively for donor attention. Philosophically and culturally, the Foundation’s established success with traditional donors does not necessarily translate into relevance with other pockets of wealth, such as leaders of color who own businesses, millennials who have created wealth via innovative channels or technologies, or professionals who have retired to Atlanta after successful careers elsewhere.

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. As the number one city for income inequality in the nation, 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 2020 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 systemically
- Co-investing and engaging with others to leverage assets at scale
- Developing a fundraising campaign built around the Foundation’s 75th anniversary in 2026, with a corresponding shift in focus to building its endowment to provide unrestricted grant resources for the needs of current and future generations.

Under the leadership of CEO Frank Fernandez, the Community Foundation has launched [TogetherATL](#), a blueprint for how the Community Foundation will champion equity and lead boldly in collaboration with community partners, working together to

secure prosperity for all. The strategy has a focus on place and an emphasis on changing systems.

The new Vice President will play a vital role in the success of *TogetherATL* and the broader commitments of the Foundation. A full description of the Foundation, its focus and its people can be found [here](#).

The Mandate

The Vice President for Advancement and Philanthropic Services will provide essential leadership to drive the growth of funds from individuals and institutions; inspiring existing donors, tapping into new and burgeoning sectors of wealth, and connecting regularly with professional financial and estate advisors.

The VP will focus heavily on business development, in particular with individuals and their advisors, sharing the unique value proposition of investments at the Foundation, and the ability of these investments to address some of the most persistent challenges in the Atlanta region through equitable grant-making, convening, and innovative leadership.

The VP and Philanthropy team will increase and steward the assets of the Foundation, matching donor passion with the needs of the region, and providing exceptional donor advisement and service.

Specifically, the VP will:

- Advance the mission by overseeing the development and implementation of philanthropic strategies and initiatives.
- Provide strategic thought leadership to increase the awareness and funds of the Foundation.
- Provide inspiring servant leadership and guidance for the Philanthropy team, holding



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mutual accountability for measurable objectives.

- Compellingly communicate, as a primary spokesperson, the value of an investment with the Community Foundation to a broad array of constituents from existing donors to untapped growth markets including entertainment, sports, media, technology, and leaders of color.
- Establish, in coordination with the CEO, measurable outcomes for donor acquisition, retention and satisfaction.
- Staff the Philanthropy Committee of the Board of Directors.
- Collaborate with the executive team to develop and implement a comprehensive philanthropic strategy aligned with the organization's mission and values to achieve the goals of the Foundation and drive accountability and teamwork including:
 - Partner with Marketing and Communications to develop compelling messaging and stories that define and demonstrate the value of the Community Foundation and inspire and celebrate philanthropy.
 - Partner with Community Impact to deliver high quality options and strategies for donors to consider and develop compelling opportunities for co-investment.
 - Partner with Finance & Accounting to ensure the timely, flawless, and efficient processing of donor transactions and requests that demonstrate the highest level of professionalism and engender confidence and trust among donors.
 - Partner with Human Resources to develop a high-performing people strategy, build a cohesive team culture and retain talent through intentional employee development, coaching and mentoring.



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- Lead Fundraising and Donor Engagement:
 - Lead fundraising efforts by identifying and cultivating prospective donors, maintaining relationships with existing donors, and overseeing donor stewardship initiatives to enhance donor engagement and retention.
 - Follow up on annual programming of donor events and ensure opportunities are available for funders to become engaged with the Foundation.
 - Develop and steward planned giving, and a planned giving society that provides the Foundation with endowed funds for specific and general purposes.
 - Provide innovative philanthropic instruments that increase opportunities for donors to meaningfully contribute to causes that increase equity and shared prosperity for all, while simultaneously deftly demonstrating how this work propels their philanthropic passions.

- Guide Partnership Development:
 - Establish and nurture strategic partnerships with like-minded organizations, foundations, and government entities to leverage resources and expand the organization’s philanthropic reach.

- Establish Program Evaluation:
 - Develop and implement mechanisms to assess the effectiveness of philanthropic initiatives, tracking key performance indicators and outcomes to inform future decision-making.



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The Relationships

<p>The VP reports to</p>	<p>CEO, Community Foundation for Greater Atlanta</p>
<p>And leads a current staff of eight</p>	<p>Direct reports</p> <ul style="list-style-type: none"> • Director of Donor Relations • Director of Donor Engagement • Director and Philanthropic Counsel • Operations Manager
<p>While stewarding relationships with</p>	<ul style="list-style-type: none"> • VP, Capacity & Chief Financial Officer • VP, Community Impact • VP, Marketing & Communications • VP, People • Chief of Staff • Community Foundation for Greater Atlanta Board of Directors • Community Foundation for Greater Atlanta Philanthropy Committee • The Foundation’s donors, stakeholders partners, both current and potential • Professional advisors

The Candidate

The Vice President for Advancement and Philanthropic Services will be an inspiring leader with experience developing business and growing resources, and the aptitude and desire to speak with and solicit investment from a wide range of stakeholders. The Vice President will also be an experienced manager with demonstrated experience leading, growing and developing a high performing team.

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

- A successful track record of growing funds for a business, or leading stewardship and development for a foundation, large nonprofit or a public agency.
- A strong track record in building and leading a team and supporting a collaborative, values-based culture.
- The experience of inspiring others to action and the professional acumen to share a compelling value proposition with individuals and institutional leaders.
- The natural ability to connect comfortably regardless of an individual's circumstance or background.
- Knowledge of metro Atlanta's philanthropic and nonprofit community with a successful track record of developing and cultivating relationships with individuals, professional advisors, family foundations and financial institutions.
- Experience with and in the community foundation sector is preferred.
- Exceptional communication and influencing skills; the facility to convey complex information in ways that are accessible to varying audiences; comfortable being a Foundation spokesperson; ability to develop trusted relationships quickly.
- A clear commitment to equity of opportunity, and a genuine embrace of diversity, equity and inclusion evidenced by past work.
- A fast learner who can absorb and translate information quickly; excellent research, writing and editing skills.
- 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.



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- Metric driven with full regard for process and data.
- A commitment to collaboration and continuous improvement.
- Broad experience with the details and challenges of nonprofit management.

The Location

The Community Foundation for Greater Atlanta serves a region that is home to over six million people, 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.

Atlanta is home to sixteen *Fortune 500* companies, numerous world-class nonprofits, highly respected and historically significant colleges and universities, 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.

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.

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

For potential consideration or to suggest a prospect, please email CFGAtlanta@BoardWalkConsulting.com or call **Crystal Stephens** or **Michelle Hall** at 404-BoardWalk (404-262-7392).
