



SENIOR DIRECTOR OF INSTITUTIONAL PARTNERSHIPS

ByalaSearch LLC is pleased to announce that our firm has been retained by Asphalt Green to identify candidates for the position of Senior Director of Institutional Partnerships.

ABOUT ASPHALT GREEN

Asphalt Green is an iconic 50-year-old not-for-profit New York City institution that provides the transformative gifts of sports, fitness, and play to individuals of all ages, backgrounds, and abilities.

Asphalt Green has trained Olympians and is home to some of New York City's most elite sports programs, in addition to recreational sports, summer camp, and fitness programs. It has taught 100,000 New Yorkers to swim and given away \$40 million worth of free swim lessons to children, and provides more than \$1.2 million in scholarships annually to our youth sports and camps and to senior fitness programs.

Every day, Asphalt Green brings equitable and accessible sports and physical activity-based recess, after-school programs, and no-fee community sports leagues to schools, parks, playgrounds, and underserved communities throughout the five boroughs. It provides active program partnerships with New York City Public Schools, the New York City Parks Department, the New York City Department for the Aging, and numerous nonprofit agencies.

This year, Asphalt Green launched a new strategic plan to expand its impact in service to NYC, and received a \$1.5 million grant to fund Wave Makers, an innovative partnership between the Gray Foundation, New York City Council Members Julie Menin and Shekar Krishnan, and Asphalt Green's Safe Swim NYC initiative. The Wave Makers pilot program provides free, comprehensive swimming lessons for thousands of second graders across New York City, regardless of their socio-economic background,



and will demonstrate the most effective, efficient, outcome-driven pathways to large-scale free swim instruction for children in New York City and beyond.

PRIMARY FUNCTION

Reporting to the Chief Development Officer, the Senior Director of Institutional Partnerships will drive efforts to recruit institutional partners and will be responsible for developing strategies to attract strategic investment by foundations and corporations in Asphalt Green's mission and work.

The Senior Director will bring extensive experience, having managed a strong portfolio of New York-and nationally-based foundation partners. They will lead efforts to engage, cultivate, solicit, and steward a portfolio of corporate and foundation prospects at all major gift-levels (\$50K+), with a focus on securing six and seven-figure grants.

Role and Responsibilities

Strategy

- Identify six and seven-figure grant opportunities for Asphalt Green and prepare compelling proposal ideas that align with foundation priorities and motivate support in Asphalt Green's core mission elements and capital spaces.
- Create and manage a stewardship calendar and associated communications and touchpoints to support successful long-term partnerships with institutional funders.



- Develop strong and collaborative working relationships with members of the organization to best understand Asphalt Green's mission and programs, and effectively articulate this information to donors and the public.
- Create and manage systems for pipeline and forecast data analysis and tracking.
- Suggest potential prospects for the board and volunteer committees.

Leadership

- Serve as a key partner to the Chief Development Officer and executive team toward the development of a comprehensive capital campaign for Asphalt Green.
- In conjunction with the Chief Development Officer and program and executive team members, build a strong prospect pipeline for Asphalt Green.
- Prepare leadership briefings for the executive team and Board members as needed.

Execution

- Cultivate and steward relationships with institutional funders and develop funding opportunities that align with regional and national foundations and their priorities.
- Conduct prospect research to identify new potential foundation and corporate partners for Asphalt Green.
- Write and edit grant proposals, letters of inquiry, concept papers, and reports in appropriate language for donors. Successfully manage the process of preparing and submitting proposals, letters of intent, budgets and reports and meeting all donor/prospect deadlines.
- Work with executive team to write and execute gift agreements and terms for grants.



- Report regular progress against goals, including key donor engagement, solicitation and closed gifts metrics, and moves management progress.
- Organize and prepare for site visits, presentations, and events with foundation donors.
- Prepare timely fundraising progress reports. Comply with all grant terms and reporting as required by donors. Provide necessary follow-up and stewardship.
- Document all development activity related to donor identification, cultivation, solicitation and stewardship using the Salesforce/CRM system.

Training

- Develop training materials to coach program leaders in grant strategy and best practices.
- Model relationship management to support a culture of philanthropy.
- Perform other duties as assigned.

POSITION DESCRIPTION

Ideal Skills and Experience:

- Bachelor's degree, or equivalent, is required.
- 10+ years of relevant development experience (at least 7 years of experience in foundation relations).

- Ability to conceptualize and describe funding needs in a way that is compelling to prospects, donors, and other stakeholders.
- Familiarity with the fundraising continuum, including corporate, foundation and government funding priorities and cycles; experience with capital campaign fundraising.
- Experience in creating project budgets, and tracking outcomes and financial progress throughout the grant cycle.
- Success supporting organizational leadership in donor cultivation and solicitation.
- Passion for Asphalt Green's mission of community building through play for all and the ability to serve as an ambassador for the organization.

Critical Competencies for Success:

- Track record of soliciting institutional gifts in support of a mission and moving those donors along the giving continuum within a matrixed environment. Experience building and sustaining trusted relationships with large corporations and foundations.
- Strong existing relationships and portfolio experience with large public, private, and NYC family foundations, and a proven record of success in grant writing and grants management as well as the confidence to translate this experience into a replicable model.
- Ability to work collaboratively across a fundraising department and institution to build processes and communication to steward institutional donors.
- History of contributing to the creation of a strategy and organization-wide culture of philanthropy.



Metrics for Success:

- Sustain institutional fundraising at the \$1 million to \$2 million level.
- Materially increase foundation support by \$1 million.
- In three years, grow a sustainable institutional fundraising model to \$3 million then \$5 million.

Other Characteristics:

The successful candidate will be passionate about the mission of Asphalt Green and value how fundraising contributes to that mission. The placement will be a seasoned professional, capable of proactively developing and articulating strategies to support institutional partnership and working in a fast-paced environment, maintaining flexibility and a sense of urgency. The ideal candidate will be organized and entrepreneurial, able to work with senior management as well as work within a collaborative team, enabling staff to perform at the highest level to achieve the best possible outcomes. The candidate must possess the maturity, poise, and sophistication to represent Asphalt Green with sensitivity, passion and authority, communicating the organization's mission and activities, while modeling best practices for a team and managing complex relationships with a broad pool of current donors. Relationship management abilities, communication skills, project management experience and a collaborative work style are essential to the Senior Director of Institutional Partnerships.

COMPENSATION

This is a full-time exempt position available immediately, with a salary range of \$150,000 – \$160,000.



WORK ENVIRONMENT

Three days a week, Tuesdays through Thursdays, in office required. Minimum two days at Asphalt Green's Upper East Side campus.

KINDLY SEND NOMINATIONS OR EXPRESSIONS OF INTEREST TO:

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