



CHIEF ADVANCEMENT OFFICER

ROBIN HOOD

New York, New York

[Robin Hood](#)



The Aspen Leadership Group is proud to partner with The Robin Hood Foundation in the search for a Chief Advancement Officer. The Chief Advancement Officer (CAO) will report directly to the Chief Executive Officer to advise him and the senior team on all matters pertaining to Robin Hood's fundraising strategy and management of advancement operations.

Responsibilities include daily oversight and administration of advancement functions including but not limited to fundraising, major gifts, planned gifts, endowments, prospect research, foundation, corporate, donor relations, events, development operations, and specific campaign efforts. In addition, the Chief Advancement Officer will oversee Robin Hood communications and donor marketing to drive the institutional brand and Robin Hood story.

The Chief Advancement Officer will oversee all fundraising activity and supervise all marketing and communications. The CAO will serve as the principal fundraiser for Robin Hood and will work in collaboration with the Chief Executive Officer and key board members to identify, cultivate, solicit, and steward donors and prospects in accordance with performance targets set by the Chief Executive Officer. The Chief Advancement Officer will also work closely with the Development Committee of the Board of Directors on various fundraising initiatives.

The Chief Advancement Officer will manage a professional team of development, marketing, communications, and support staff to achieve fundraising goals while maintaining and establishing best practices for advancement and setting professional practice standards, policies, and procedures.

ABOUT ROBIN HOOD

Founded in 1988, Robin Hood finds, fuels, and creates the most impactful and scalable solutions lifting families out of poverty in New York City, with models that can work across the country. The largest poverty fighting organization in New York City, Robin Hood partners with top no-profits in New York City and invests in legal services, housing, meals, workforce development training, education programs, and more. Robin Hood tracks every program with rigorous metrics. Because its Board of Directors covers 100% of all administrative costs, every dollar donated goes to organizations helping New Yorkers in need.

While Robin Hood's primary focus is on New York, its impact extends far beyond the borders of the city. Its pioneering, metrics-based approach has become the gold standard for charities around the nation. The programs it funds are often the first of their kind, and serve as demonstration models to identify what works before being replicated in other cities.

REPORTING RELATIONSHIPS

The Chief Advancement Officer will report to the Chief Executive Officer, Wes Moore.

PRINCIPAL OPPORTUNITIES

Building on its 30 years of experience, Robin Hood is expanding its impact with an explicit focus on lifting households sustainably and measurably out of poverty through influencing policy, raising its thought leadership profile, importing and exporting effective ideas and strategies nationally, and building new collaborations with strategic partners. ***As a philanthropic force, Robin Hood is focused on creating change, not charity.*** Its renewed focus on creating sustainable mobility from poverty requires that it leverage its grantmaking with efforts on policy, partnerships, and changing the narrative around poverty. Substantial financial resources are required to advance its mission. As such, the role of the Chief Advancement Officer is critical to the overall operations of Robin Hood as a strategic partner and leader of the organization.

The Chief Advancement Officer will have the opportunity to design, implement, and build a comprehensive advancement and communication strategy to support the expanding mission of Robin Hood.

PRIMARY RESPONSIBILITIES

The Chief Advancement Officer will

- provide direction to senior leadership to establish long- and short-range development goals in conjunction with Robin Hood's strategic plan;
- be an expert on Robin Hood's guiding principles, community partners, strategic direction, and poverty in New York City in order to drive advancement efforts;
- serve as a liaison to Board of Directors and Development Committee on all fundraising matters, as well as their personal giving and solicitation training;
- oversee all facets of the daily operations of Robin Hood's advancement team, ensuring compliance with all relevant laws, regulations, policies, and agreements;
- represent Robin Hood to various external institutional constituents (i.e., corporations, foundations, funding agencies, government agencies, etc.) as appropriate;
- establish revenue plans and implement performance goals, objectives, action plans, and benchmarks for the development programs, utilizing data analytics to drive decision-making;
- implement a continuous improvement philosophy that includes benchmarking programs, peer-based performance metrics, and outcomes that support high performance standards;
- oversee the supervision of staff, which includes work assignments, training, talent development, and enforcement of internal procedures and controls, and problem resolution;
- evaluate performance and make recommendations to the Chief Executive Officer for employment actions;
- motivate a team of employees from diverse backgrounds to achieve peak productivity and performance;
- collaborate with colleagues across the organization to create and oversee new donor opportunities, events, and philanthropic tools;

- oversee and prioritize the identification and development of future revenue streams, allocation of resources, and analysis of current efforts (i.e. DAF, Family Funds, Next Gen mentoring, RH Kids, RH Family Circle, Torrisi Restaurant, Impact First Investments);
- in collaboration with the Chief Operating Officer, develop an annual budget for programs and manage the budget to ensure compliance with Robin Hood's financial standards and practices;
- staff the Chief Executive Officer in preparation for donor and prospect meetings and events;
- manage the Robin Hood marketing and communications leadership and staff to ensure that messaging to donors is appropriate, current and meaningful;
- successfully partner with the finance team to ensure accurate fundraising reporting, pledge collection, and highest level of customer service for our donors; and
- work in partnership with all areas of Robin Hood to guide Robin Hood fundraising, particularly as it relates to special interests of donors.

KEY COLLEAGUES



Wes Moore
Chief Executive Officer

Wes Moore is the Chief Executive Officer of Robin Hood, one of the largest anti-poverty forces in the nation. He is a bestselling author, a combat veteran, and a social entrepreneur.

Moore's first book, "The Other Wes Moore," a perennial *New York Times* bestseller, captured the nation's attention on the fine line between success and failure in our communities and in ourselves. That story has been optioned by executive producer Oprah Winfrey and HBO to be made into a movie. He is also the author of the bestselling books "The Work,"

"Discovering Wes Moore," and "This Way Home."

Moore grew up in Baltimore and the Bronx, where he was raised by a single mom. Despite childhood challenges, he graduated Phi Theta Kappa from Valley Forge Military College in 1998 and Phi Beta Kappa from Johns Hopkins University in 2001. He earned an MLitt in International Relations from Oxford University as a Rhodes Scholar in 2004. Moore then served as a captain and paratrooper with the U.S. Army's 82nd Airborne, including a combat deployment to Afghanistan. He later served as a White House Fellow to Secretary of State Condoleezza Rice.

Before becoming Chief Executive Officer at Robin Hood, Moore was the founder and CEO at BridgeEdU, an innovative tech platform addressing the college completion and job placement crisis. BridgeEdU reinvents freshman year for underserved students. Moore remains Chairman of the Board of Directors at BridgeEdU. He has also worked in finance as an investment banker with Deutsche Bank in London and with Citigroup in New York.

Moore's proudest accomplishments are his two children with his wife, Dawn.



Derek Ferguson
Chief Operating Officer

Derek Ferguson joined Robin Hood as Chief Operating Officer in late 2017. Prior to joining Robin Hood, Ferguson was Chief Operating Officer of Revolt Media & TV. Prior to Revolt, Ferguson was Chief Growth Officer of Combs Enterprises. At Combs Enterprises, which he joined in 1998, he had multiple responsibilities, including serving as Chief Financial Officer and managing all business operations for the company.

Before joining Combs Enterprises, Ferguson was Vice President of Finance and Operations for BMG Special Products, a division of BMG Entertainment. He was previously a manager at Bain and Company, where he provided strategy consulting for consumer products and retail companies. His professional career began in 1985, when he worked at Coopers and Lybrand as an auditor and mergers and acquisitions analyst. While there, he also earned his CPA.

Ferguson is an active member of New York Covenant Church in New Rochelle, where he led the economic justice ministry and is a board member of its development corporation. At New York Covenant, he has launched various businesses, including Cross Trainers Apparel, Covenant Building Services, and Life Music, and oversees a food and clothing initiative (Isaiah's Room) and an annual social justice conference. He is also Chairman of the Board of Capital Preparatory Schools-Harlem.

Ferguson is a 1990 graduate of Harvard Business School and a 1985 graduate of the Wharton School at the University of Pennsylvania. He was born and raised in the Bronx and graduated from Stuyvesant High School.



Jason Cone
Chief Public Policy Officer

Jason Cone is Robin Hood's Chief Public Policy Officer. Prior to joining Robin Hood, he was the Executive Director of Doctors Without Borders/Médecins Sans Frontières (MSF) in the United States. He was appointed Executive Director of the US section of MSF on June 1, 2015. He assumed leadership of MSF-USA following 11 years with the organization, including six-and-a-half as Communications Director.

As Executive Director, he served as the chief spokesperson, government liaison, and fundraiser for the organization in the US. He led MSF's engagement with the US government in the wake of the bombing of an MSF hospital in Afghanistan and during the global refugee crisis, as well as spearheaded campaigns to increase access to vaccines against pneumonia, a leading killer of children under five. As Communications Director, he oversaw emergency and advocacy communications campaigns on issues ranging from the West African Ebola outbreak and Haiti earthquake and cholera epidemic, to global childhood malnutrition and HIV/AIDS. He also has conducted risk assessments and political analyses in El Salvador, South Sudan, Gaza and the West Bank, Mexico, and Myanmar.

In 2016, Cone was recognized by the *Chronicle of Philanthropy* as one of the top young non-profit leaders in the US in the publication's "40 Under 40" list. That same year, *PR Week* listed him among the Top 50 "Health Influencers" and on its "Power List." He was nominated for a "News & Documentary" Emmy as executive producer of "Starved for Attention," an eight-part documentary series on child malnutrition, in 2012.

Prior to working at MSF, Cone worked as a writer for the Center for Reproductive Rights, an international women's reproductive rights organization. Before joining the Center, he was a correspondent and editor at the Earth Time, covering the United Nations, World Bank, and other international institutions.

Cone graduated from Franklin & Marshall College with a BA in biology and government. He also attended the Transnational NGO Leadership Institute at Syracuse University's Maxwell School of Citizenship & Public Affairs.



Sarah Oltmans
Head of Mobility Outcomes

Sarah Oltmans joined Robin Hood as an Associate, Program Officer in the Job Training and Economic Security portfolio in 2007. Prior to joining Robin Hood, Oltmans spent a year at the Institute of International Education, where she was responsible for managing grants awarded to European Fulbright students for graduate study in the U.S.

Oltmans completed her master's degree in 2006 in public administration from the University of Washington in Seattle. As part of her master's program, Oltmans spent two years in rural South Africa as a Peace Corps volunteer providing organizational-development assistance for two local nongovernmental organizations. Oltmans received her B.A. in history (magna cum laude) from Seattle Pacific University while playing on the university's nationally ranked NCAA Division II volleyball team.

Oltmans formerly served as Robin Hood's Managing Director, Health and was the lead on Robin Hood's Poverty Tracker.



Stephanie Royal
Managing Director, Human Capital

Stephanie Royal is an experienced professional with experience in the education, business, and non-profit sectors. Royal is regarded as a dynamic leader, possessing excellent interpersonal, organizational, and administrative skills. She has been recognized nationally for her work related to diversity, equity, and social justice in her roles as an instructional designer, facilitator, and presenter. She has experience in diversity best practice in hiring, training, and retention of human capital as well as organizational development, change management, and quality control. Prior to Robin Hood, she worked for the City

University of New York and for Governor Cuomo, leading initiatives in workforce development and support for NYC's student population.

Prior to that experience, Royal completed a remarkable career in education, serving as a teacher, school administrator, adjunct professor, and education reform activist. She developed curriculum and provided instruction utilizing progressive approach and differentiated instructional methods. She is an advocate for the disadvantaged and underrepresented, and established a foundation to improve academic outcomes for ESL and economically disadvantaged children. Royal founded a nonprofit community-based organization dedicated to eliminating the minority academic achievement gap. Her work garnered statewide recognition in New Jersey in honor of outstanding service to the community.

Royal is proud a graduate of the University of Virginia and holds a doctorate in executive leadership and organizational design from St. John Fisher College. She also completed the Global Social Initiative at Georgetown University's McDonough School of Business.



Samantha Tweedy
Chief Partnership & Impact Officer

Samantha Tweedy joined Robin Hood as Chief Partnership and Impact Officer in October 2018.

Before joining Robin Hood, Tweedy was the founding Chief Advancement Officer for Uncommon Schools – a nonprofit organization of public charter schools preparing 18,000 students from low-income communities to graduate from college. She oversaw external relations, community engagement, marketing and communications, and development and served

as a member of the Executive Team.

Born and raised in Brooklyn, Tweedy returned home to found Excellence Girls Charter School of Bedford Stuyvesant that was honored with a National Blue-Ribbon Award for reversing racial and economic achievement gaps and its female empowerment curriculum. She also served as Head of School at Excellence Boys Charter School, an all-boys K-8 school also in Bedford Stuyvesant.

Previously, Tweedy was an Associate at Simpson Thacher & Bartlett LLP where she focused on school finance reform impact litigation.

Tweedy holds a J.D. from Yale Law School and received her B.A. from Duke University. She was selected as an Aspen Pihara NextGen Fellow and sits on the Board of Change Summer, a nonprofit that provides public school students with the summer camp experience of their dreams.



Larry Robbins
Chair, Board of Directors

Larry Robbins is the Founder, Portfolio Manager, and CEO of Glenview Capital Management, a \$7.3 billion hedge fund in its 13th year of operation. Glenview is focused on delivering attractive absolute returns through an intense focus on deep fundamental research and individual security selection. Headquartered in New York City with a research office in London, Glenview has 75 employees, including 36 investment professionals.

Prior to founding Glenview, Robbins spent six years as an analyst and partner at Omega Advisors on their US equity long/short team. He joined Omega after three years at Gleacher & Company, a merger and advisory boutique in New York.

Robbins graduated with honors from the Wharton School and Moore School of the University of Pennsylvania in 1992, where he received his Bachelor of Science in Economics and Engineering, with majors in accounting, finance, marketing, and systems engineering. Robbins became a Certified Public Accountant in 1991 in his then home state of Illinois.

Outside of Glenview, Robbins is an active supporter of education reform both in New York City and on the national level. He serves as Chairman of the Board for KIPP New York and the Relay Graduate School of Education. He is a Board Member of Teach for America (New York). Robbins is the Wall Street and Financial Services Division Chair of the UJA.

PREFERRED QUALIFICATIONS

Robin Hood seeks a Chief Advancement Officer with

- a passion and commitment to Robin Hood's mission;
- an understanding of charitable giving legal guidelines, specifically as it relates to advancement activities;
- demonstrated marketing and communications experience;
- a demonstrated ability to secure individual and major gifts and meet objectives;
- prior supervisory experience and strong leadership skills;
- an ability to inspire and motivate others;
- excellent oral and written communications skills;
- strong interpersonal skills;
- an ability to influence and compel individuals to action to achieve objectives, both internally and externally;
- a high level of emotional intelligence and the ability to make donors feel valued while attending to their needs;
- an ability to excel within a dynamic team setting;
- an ability to thrive under pressure and to "pick up the ball and run with it;"
- an ability to work with stakeholders at all levels of the organization;
- a sense of humor and an ability to be a skillful listener; and
- proficiency with Microsoft Office Suite; Salesforce experience preferred.

A bachelor's degree is required for this position. Twelve years of experience in nonprofit fundraising experience is preferred, as is a master's degree in nonprofit management or a related field.

DIVERSITY, EQUITY, AND INCLUSION

Robin Hood is committed to promoting diversity, equity, inclusion, and representation in all aspects of its work. As New York City's largest poverty-fighting organization, Robin Hood believes that building a diverse team is fundamental to its ability to effectively serve and strengthen organizations serving the most vulnerable communities in the city, and to influence the policies that affect them.

Robin Hood believes in the potential that diversity creates – deep and responsive relationships with its community partners; the ability to solve complex problems efficiently and effectively; and, most importantly, the ability of its diverse staff to work to its full capacity.

Robin Hood builds diversity, inclusion, and equity practices into all aspects of its work. Its practices, values, traditions, and beliefs are embedded in the inclusive culture that it creates. Operationally, its formal and informal structures support a work environment that advances the professional development of staff at all levels, allows for innovation, and grounds its work as poverty fighters.

In its workplace, *diversity equals representation*. Robin Hood seeks to attract and retain a staff that reflects the communities that it serves. Racial and ethnic diversity matter to it, as does diversity among other cultural identifiers (ability, educational background, generation, gender, gender expression religion, immigration status, military status, sexual orientation, socioeconomic status).

Diversity within Robin Hood's staff is enhanced by its efforts at meaningful inclusion. It ensures that team members are empowered to make decisions, offer actionable feedback, and share credit for team success. Further, Robin Hood seeks to develop its talent professionally and has created an intentional

focus on mentorship and sponsorship, particularly of junior staff. its goal is to encourage long term talent retention and engagement, while fostering a culture of innovation.

SALARY & BENEFITS

Robin Hood offers a highly competitive and comprehensive salary and package of employee benefits.

LOCATION

This position is located in New York City.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Chief Advancement Officer, Robin Hood.](#)

To nominate a candidate, please contact Don Hasseltine:

[donhasseltine@aspenleadershipgroup.com.](mailto:donhasseltine@aspenleadershipgroup.com)

All inquiries will be held in confidence.