



**CHIEF DEVELOPMENT OFFICER**

**[ASPHALT GREEN](#)**

**New York, New York**



Aspen Leadership Group is proud to partner with Asphalt Green, a 50-year-old New York City institution in the search for its next Chief Development Officer. Asphalt Green's mission is to bring sports and fitness to a broad range of New Yorkers, at all levels of engagement and competitiveness. Its reach extends from young toddlers to the city's seniors, with a full range of fee-paying and free community programs.

The Chief Development Officer will lead fundraising efforts in support of Asphalt Green's mission to provide access to sports and fitness to all New Yorkers. As a key member of senior management, the Chief Development Officer will oversee all fundraising activities including individual giving, events, grants management, corporate sponsorships, capital campaigns, annual development budget and calendar, and reporting.

**HISTORY AND OVERVIEW**

Asphalt Green is a nonprofit sports and fitness organization in New York City that was founded by Dr. George E. Murphy, a professor of pathology at the Cornell University Medical College, and his wife, Annette. In 1972, the couple led an effort to preserve the abandoned Municipal Asphalt Plant (MAP) at York Avenue and 90<sup>th</sup> Street on the Upper East Side (UES) of Manhattan. The Murphys and local residents formed a charitable organization to renovate the plant and create Asphalt Green, a community center that offered sports activities. Due to their efforts, the MAP was declared a city landmark in 1976. Asphalt Green is now a successful, financially independent, public-private partnership. It has important partnerships with the New York City Parks Department and Battery Park City Authority, and it retains full operating authority over its programming and services.

In the mid 1980s, Asphalt Green turned the MAP parking lot into its outdoor regulation-size soccer field, and in the early 1990s, Asphalt Green converted two tennis courts into its Aqua Center, which houses an Olympic-standard swimming pool, a small warm-water teaching pool and a two-story fitness facility. In 2013, Asphalt Green added its second site at Battery Park City (BPC) in lower Manhattan.

Throughout both sites, Asphalt Green promotes fitness and health for New Yorkers of all means, backgrounds, and abilities; and 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. Whether through direct offerings, or in partnership with others, Asphalt Green is committed to the dual on- and off-campus model and looks to be a leading player in the development of high-quality sports and fitness programs and services throughout New York City. Asphalt Green also runs a summer day camp at both sites, which reaches approximately 700 children ages 4 through 13 each summer, with a broad array of activities and sports. Through its hallmark Waterproofing program, it has taught more than 35,000 New York City public school children to swim, for free.

Excellence is a guiding principle of Asphalt Green's programming, and the organization is firmly committed to providing top-notch programs, whether for the community or to its fee-paying members. Pursuant to the long-term license agreement under which Asphalt Green occupies its upper east side main campus, it is committed to providing at least one-third of its services on a nonprofit, no-charge basis. Through annual reports to the City's Parks Department, it measures these results and has consistently exceeded that minimum. At its Battery Park City facility—which includes a second swimming pool, exercise facilities, and small field—it also includes neighborhood schools and other community groups in its activities. Central to Asphalt Green's commitment to greater inclusion and access is its use of need-based scholarships—from summer camp to its competitive teams for committed young athletes. The organization's first Olympic medalist was a scholarship recipient.

### **FINANCIAL CONDITION**

Asphalt Green's annual operating budget includes approximately \$22.5 million in net revenue from both earned sources (memberships and program fees) and unearned revenue (contributions from individual, corporate, foundation, and government supporters), as well as a nominal draw from an endowment. It anticipates that the FYE '23 budget will be indicative of pre-Covid levels in the \$29-\$30 million range. Financially healthy, Asphalt Green has minimal debt and an endowment that contributes to the annual budget and supports significant capital projects on a conservative draw basis. New York City also provides support for certain capital projects—which are pursued according to a long-term capital budget—to both maintain and enhance facilities. Annual fundraising is in the \$4-5 million range and is an area in which it believes more can be done. The Board of Directors and senior management are committed to maintaining Asphalt Green's financial health, and the organization operates according to a carefully planned budget, with regular check-ins to ensure fiscal responsibility.

### **STRATEGIC GROWTH**

Asphalt Green has taken advantage of every opportunity on its existing physical campuses. The organization believes that it must continue to grow and adapt to reach its full potential impact on the community, and to meet the changing ways in which individuals are thinking about work, working out, and building communities.

Under the leadership of a new Executive Director, the Chief Development Officer will be responsible for ensuring that Asphalt Green has the philanthropic organization in place to execute on new strategic growth initiatives that will grow Asphalt Green's financial budget and, more importantly, its impact on the New York Community. There is the opportunity to organize a new development department and appetite from the organization to upgrade technology and tools to best support the team and to invest in the professional development of the team over time.

Over the current fiscal year, which ends June 30, 2022, Asphalt Green is bringing in some \$3 million in government, foundation, and individual giving. This has been accomplished without having the CDO position filled and only a bare minimum of personnel working on development activities, which speaks to the strength of Asphalt Green's existing donor base and several key foundations and City support. Looking ahead, the CDO will be tasked with bringing in new donors as well as cultivating and expanding support from existing donors. We anticipate that the CDO and the Executive Director will partner closely to align the vision of the organization with its development strategy and that they will collaborate on major gifts and donor stewardship. The Board of Directors anticipates undertaking a capital campaign in the near-term future, providing the CDO with an to play a meaningful role in realizing the next chapter of Asphalt Green's success.

## **ASPHALT GREEN'S PROGRAMS AND SERVICES**

Asphalt Green's core programs include *Waterproofing*—the flagship commitment to promoting water safety and deep-water swimming skills for New York City public school children—teaching more than 35,000 children, free of charge; the *Recess Enhancement Program (REP)* addresses barriers to physical activity by reclaiming the most underutilized part of the school day—recess, and providing healthy and safe play at 60 New York City public schools (pre-pandemic), free of charge; and a customized *Senior Wellness* curriculum through which senior citizens build strength and confidence, allowing them to remain active in their communities (pre-pandemic). Asphalt Green partners with schools in low-income neighborhoods that have limited access to organized sports by offering *Community Sports Leagues* at low cost to schools, providing sports opportunities—including free uniforms, professional referees, equipment, and instructional clinics with Asphalt Green coaches.

AGUA is Manhattan's premier competitive swimming team and one of the top teams in the Northeast. Every year, the AGUA Swim Team trains more than 300 children, 6 to 18 years old, from five boroughs of New York City, northern New Jersey, and around the world. In recent years, the AGUA program has produced elite athletes who have gone on to break national records and compete in the Olympics—sending five women and men (fee-paying and on scholarship) to the 2021 Olympic trials. Asphalt Green scholarship swimmer, Lia Neal—now an Asphalt Green board member—is the only African American woman on the 2012 U.S. Olympic swim team to win a bronze medal for Team USA at London in 2012.

Asphalt Green Soccer Club (AGSC), located at the UES campus, is New York City's leading competitive soccer program for athletes ages 6 to 18. AGSC operates over 25 teams and 400+ athletes at the local, regional, and national levels. After committing to striving for excellence in the sport just seven short years ago, the Club is now Asphalt Green's largest competitive program with multiple teams ranking in the top 10 in New York State—along with participating in US Soccer's Elite Development Program and National League circuits across the country. Recent successes include two NYS Cup championships, multiple NY Cosmopolitan Soccer League division championships, and one girl's team defeating the number five team in the country at an elite tournament in Florida.

Across its two campuses, there are approximately 4,000 members who have access to fitness centers and aquatics facilities. Classes and programs serve all ages and abilities. There is a full range of programming in aquatics—from toddler learn-to-swim to the competitive AGUA team, masters swim, triathlon training, and senior water exercise. Equally important are the land-based programs including soccer, basketball, flag football, martial arts, baseball, and tennis.

Asphalt Green's summer day camp has operated as Manhattan's premier day camp since 1988, serving over 700 campers annually. The camp now operates at both the UES and BPC sites offering both swim and land-based sports as well as other traditional camp activities. Scholarships are offered to eligible campers who represent a wide diversity of the NYC population.

Core to the mission of Asphalt Green is to ensure the excellence of both its facilities and programs. Whether on- or off-campus, beginner or Olympic level, Asphalt Green brings its deep expertise, exceptional coaching, and commitment to excellence to all of its free and fee-based offerings.

## **REPORTING RELATIONSHIPS**

The Chief Development Officer will report to the incoming Executive Director and serve on the Executive Director's Senior Executive Team which includes the Chief Administrative Officer, Chief Operating Officer, and Chief Financial Officer. Asphalt Green has approximately 500 full-time and part-time employees.

The 25 members of Asphalt Green's Board of Directors represent a wide breadth of experience. The Board includes both formal and ad-hoc committees that engage with senior staff on a wide range of issues, providing for open and direct interaction under the leadership of the Executive Director and the Board Co-chairs.

## LEADERSHIP AND KEY COLLEAGUES

### **Caroline Hribar**

#### **Co-chair, Board of Directors**

Caroline Hribar joined the Asphalt Green Board in 2012 and was one of the founding employees of Bionic, a collective of entrepreneurs, investors, and makers who help large enterprises build new growth—recently sold to Accenture. She previously served as Director of Marketing and Communications at Asphalt Green and was a strategy consultant and early-stage startup executive. Caroline noted, “Asphalt Green has been part of my family’s life for many years. I am passionate about the transformative power of sports and fitness, and I look forward to building on our success in the communities we serve and exploring new opportunities for growth and impact.” Caroline holds a Master of Business Administration from Columbia University and a Bachelor of Arts from Dartmouth College. At Dartmouth, she is a member of the current Campaign Executive Committee which has successfully led a \$3B capital campaign. She was a founder of the Centennial Circle—a groundbreaking women’s leadership giving initiative and built on the success of the Circle to complete two additional nationally-recognized women’s leadership giving and participation initiatives.

### **Barrie R. Zesiger**

#### **Co-chair, Board of Directors**

Barrie Zesiger joined the Board in 1994. She and her husband, Al, were the founding donors of Asphalt Green’s AquaCenter. “Asphalt Green is home for Al and me,” Barrie said. “We couldn’t be prouder and more excited about its future.” The Zesigers are the Founders and Managing Directors at Zesiger Capital Group, a money management firm focused, before its closure in 2015, on investing in emerging technologies and markets. For the past two decades, Barrie has been, and remained actively involved with, MIT—serving its Corporation Board as a lifetime member. Previously, Barrie was an environmental lawyer. Barrie received her Juris Doctor and Bachelor of Arts degrees from Stanford University. Her community service includes past membership on the Boards of the San Francisco Symphony, San Francisco Museum of Modern Art, and the Sierra Club Legal Defense Fund.

### **Marcus Farny**

#### **Chief Operating Officer**

As Chief Operating Officer of Asphalt Green, Marcus Farny manages and directs all business practices and operations including finance, facilities, security, and information technology. Marcus has been an integral part of many award-winning management teams and has worked closely with national and international technology companies—including Microsoft, Apple, Amazon, Google, AT&T, Verizon, Time Warner Cable/Comcast, and TomTom. For 12 Years, prior to joining Asphalt Green, he served as the COO of TransMedia Corporation, a private technology company. Marcus has a Bachelor of Arts in performance from Berklee College of Music, is a veteran triathlete, and certified USA Cycling coach. A longtime member and sponsored athlete of the Asphalt Green Triathlon Club, he has completed two Ironman and multiple half-Ironman races.

### **Pedro Raicovich**

#### **Chief Administrative Officer**

As Chief Administrative Officer, Pedro Raicovich is responsible for tracking the organization’s financial growth and development of new business opportunities. In addition to overseeing membership, fitness,

sports, and rentals, Pedro is the point person for the ongoing management of and improvements to company standards and policies. With a diverse sports background, Pedro holds nationally accredited licenses from US Soccer, USA Football, and USA Basketball. He has a Bachelor of Science in community health from Hunter College and is CPR and AED certified through the American Red Cross. Growing up, Pedro played club soccer, basketball, and baseball. As a track and field athlete, he competed in regional and national competitions and was a county champion in the long jump and 400-and 800-meter races.

#### **Dean Somer**

##### **Chief Financial Officer**

As Chief Financial Officer at Asphalt Green, Dean Somer oversees the accounting, billing, payroll, and purchasing departments. Dean has over 25 years of finance experience in the biotechnology, telecommunications, and energy industries. Prior to joining Asphalt Green, he was the corporate controller at Teliris Inc., a videoconferencing technology company, where he managed domestic and international financial operations. Dean is from Peekskill, New York, and has a Bachelor of Arts in accounting from Baruch College.

### **FROM THE CO-CHAIRS, BOARD OF DIRECTORS**

*Asphalt Green has been successful over the past 25 years in building its first-class Manhattan facilities and developing its myriad of programs for a large variety of users. The Board of Directors includes a variety of interests and is an active, engaged Board with deep understanding of and respect for the importance of strong development strategy. The dedicated staff includes a diverse population and a mix of those who have been at the organization for both the long and short term. Led by our Senior Team, our staff has done incredible work to maintain Asphalt Green through the pandemic, and we are so pleased to see our programs and services restored. And our donor base includes both long-time, passionate donors as well as significant untapped potential, especially among major donors.*

*This is an important moment in the trajectory of Asphalt Green's history. Asphalt Green was built on a bold vision of excellence in sports and fitness—now is the time to set our next ambitious vision to capitalize on the strong reputation that Asphalt Green has built with donors, city officials, and users alike. We recognize that defining and realizing that next chapter will require a strong partnership between the Board, the Executive Director, and the Chief Development Officer. Starting with a solid base of governmental and philanthropic funding, the CDO will have the opportunity to grow their team and shape the philanthropic strategy of the organization, with support from the organization to invest in technology, tools, and professional development. The CDO's partnership with the incoming Executive Director and with the Board will be essential. We both have long histories at Asphalt Green and are proud to lead the organization, along with our Executive Director and Senior Team, into this next phase of Asphalt Green's growth as a non-profit with a special niche in New York City.*

—Caroline Hribar and Barrie R. Zesiger, Co-chairs, Board of Directors

### **PRIMARY RESPONSIBILITIES**

The Chief Development Officer will

- build and lead a team with a focus on creating and implementing a comprehensive fundraising plan in support of organizational goals;
- identify and communicate with current and prospective donors to increase and maximize giving year over year;
- lead all fundraising aspects of the signature annual event as well as smaller donor events throughout the year;

- manage and build the portfolio of family and corporate foundations including maintaining the grants calendar and identifying and cultivating new foundations and avenues of support;
- support the Executive Director in efforts to raise capital for specific large projects;
- ensure an accurate and up-to-date donor management system;
- evaluate the effectiveness of all fundraising efforts;
- develop the annual report with the Marketing Department and oversee all correspondence with donors;
- work closely with the Executive Director to engage the Board of Directors in their individual fundraising and giving activities;
- set strategy to determine future steps on launching a planned giving program, a junior board, and other initiatives;
- collaborate with the Marketing Department on communications related to fundraising including content for social media, website, print materials, events, and press outreach;
- interface across the organization with a special emphasis on the Community Programs Department and competitive sports teams to identify special funding needs and opportunities while building a pipeline of donors among parents of participants in Asphalt Green programs; and
- manage, motivate, and evaluate staff while creating a collaborative, healthy, and productive work environment based on respect, teamwork, and clear expectations.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Asphalt Green seeks a Chief Development Officer with

- a commitment to the mission of Asphalt Green—to provide access to sports and fitness opportunities for all New Yorkers and to foster a love for physical activity in underserved areas;
- fundraising experience including a hands-on approach to building a best-in-class development plan and team;
- a track record of forging successful donor relationships;
- knowledge of individual giving principles and best practices;
- success in prospecting and cultivating new donors and closing major gifts;
- success in achieving an annual budget of at least \$2 million;
- an ability to manage staff with donor-centric, data-driven development experience;
- working knowledge of CRM strategies and platforms needed to ensure donor loyalty and retention and an ability to use data to inform fundraising strategies;
- strong strategic thinking skills and an ability to see the “big picture” and take an idea from conception to implementation through collaboration with peers and partners;
- exceptional written and oral communication and relationship building skills; and
- an ability to inspire, influence, and educate a wide range of stakeholders.

A bachelor's degree is required for this position as is at least seven years of relevant experience in roles with increasing levels of responsibility.

### **SALARY AND BENEFITS**

Asphalt Green offers a competitive salary and comprehensive benefits package. It also encourages its team to take advantage of Asphalt Green’s expertise and its facilities. Current and past executive team members include elite and beginner triathletes, marathon runners, martial arts enthusiasts, and Masters swimmers.

## LOCATION

This position is located in New York City. Asphalt Green has locations on the Upper East Side and Battery Park City in lower Manhattan.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Asphalt Green as well as the responsibilities and qualifications stated in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit: [Chief Development Officer, Asphalt Green](#).

To nominate a candidate, please contact Patrick Key, [patrickkey@aspenleadershipgroup.com](mailto:patrickkey@aspenleadershipgroup.com) or Jeanette Rivera-Watts, [jeanetterw@aspenleadershipgroup.com](mailto:jeanetterw@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*