

ASPEN • LEADERSHIP • GROUP

OHIO DIRECTOR OF PHILANTHROPY

THE TRUST FOR PUBLIC LAND

Cleveland, Ohio

<http://tpl.org>



The Aspen Leadership Group is proud to partner with The Trust for Public Land in the search for an Ohio Director of Philanthropy.

The Ohio Director of Philanthropy is responsible for the design, coordination, and implementation of all fundraising activities to support The Trust for Public Land's conservation activities in the state. The Ohio Director of Philanthropy works closely with the Division Director of Philanthropy, and leads a philanthropy program that includes establishing annual fund raising goals in support of state-based activities and national programs. This position works closely with the Ohio office project and administrative staff, Divisional project and administrative staff, and The Trust for Public Land's national philanthropy staff, and interacts closely and frequently with donors and Advisory Council volunteers.

The mission of The Trust for Public Land is to create parks and protect land for people, ensuring healthy, livable communities for generations to come. Every park, playground, and public space The Trust for Public Land creates is an open invitation to explore, wonder, discover, and play. The Trust for Public Land is proud to say that it has been connecting communities to the outdoors—and to each other—since 1972. Today, millions of Americans live within a 10-minute walk of a park or natural area The Trust for Public Land helped create, and countless more visit every year.

The Trust for Public Land works with communities nationwide to ensure that development happens for them, not to them. It protects the places people care about and creates close-to-home parks—particularly in and near cities, where 80% of Americans live. It believes that everyone should have the opportunity to connect with nature. The Trust for Public Land helps communities identify the most important land for conservation and creates and carries out a plan to protect it.

The Trust for Public Land helps local governments craft measures and pass legislation that secures funding to create parks and protect land for people. From pocket parks to backcountry escapes, The Trust for Public Land's real estate experts help communities acquire and protect land for the public to enjoy. It engages communities in the process of creating innovative parks that foster a strong sense of place and connection to nature. Its analyses, research, tools, and reports shape conservation policy and help communities make the case for parks and open space.

REPORTING RELATIONSHIPS

The Ohio Director of Philanthropy reports to the Division Director of Philanthropy.

PRINCIPAL OPPORTUNITIES

The Trust for Public Land has helped shape livable communities over the past three decades. Notable examples include helping to establish the Cuyahoga Valley National Park and transforming the former Richfield Coliseum into open space for bird watching and hiking. We recently established the Cleveland Foundation Centennial Trail as part of our Cuyahoga-Lake Link project with Cleveland MetroParks and LANDStudio that resulted in Cleveland winning a TIGER grant for trail connection to Wendy Park and Lake Erie.

The Ohio Director of Philanthropy position will provide the candidate with an opportunity to create a compelling message for donors to support transformational, equity-driven outcomes in our communities. Working with a team of cutting-edge professionals located in cities across the country, this position is poised to make the Parks for People program in Cleveland nationally significant. The position also promotes land protection in rural and growing communities of Ohio as a strategy to support healthy communities for generations to come.

The Ohio Director of Philanthropy will work with local and national staff as well as with local advisory board members to craft, test, and promote the case, “Why The Trust for Public Land, Why Cleveland, Why Now.” This effort aligns with our national implementation of the Parks for People strategic framework that includes a mayor’s challenge to subscribe to our vision of there being a park within a ten-minute walk of every urban resident.

The position is right for someone who feels strongly about parks equity because of the ecological, economic, health, and social impacts for communities, and for someone who is eager to promote a bold vision for Cleveland as a national leader in urban redevelopment through parks.

PRIMARY RESPONSIBILITIES

The Ohio Director of Philanthropy will

- in cooperation with the Division Director of Philanthropy and The Trust for Public Land’s national philanthropy staff, oversee all fundraising activities in the state of Ohio, with a special emphasis on identification, cultivation, solicitation, and management of individual donors and foundations with a giving capacity of more than \$10,000 annually, including scheduling and attending solicitation meetings; creating solicitation letters, proposals, and other materials; managing a portfolio of donors and donor prospects; promoting planned giving; and involving senior management and project staff in cultivation as needed;
- work with Division Director of Philanthropy and Advisory Board chair to sustain existing Advisory Council members, including acting as a liaison with the Board on philanthropy-related activities, and identify and cultivate new Advisory Board members;
- work with project staff to identify and meet program and project operating and capital needs including creating, packaging, and marketing The Trust for Public Land programs and projects to individual and institutional prospects (in collaboration with Institutional Giving team), and developing fundraising materials as needed;

- develop annual philanthropy action plans, revenue and expense budgets, and long-range (3-5 years) fundraising goals;
- manage all donor recognition and donor communications for the Ohio office, coordinating closely with divisional and national marketing departments;
- update and maintain donor tracking records in donor database and generate donor-tracking reports for both individual and institutional donors;
- in coordination with divisional and national philanthropy teams, plan and produce donor-oriented special events;
- maintain a portfolio of approximately 120 donors and prospects, and make at least 120 visits to prospects annually; and
- with the Division Director of Philanthropy's partnership, share responsibility for meeting or exceeding the annual state philanthropy budget.

KEY COLLEAGUES



Sally Sand
Division Director of Philanthropy

Sally Sand is responsible for the East Division Philanthropy Department. Prior to joining The Trust for Public Land in 2000, she served as program officer for the Minnesota State Arts Board's Arts in Education Program and outreach director for the Playwrights' Center, a nationally-acclaimed artist service organization. Volunteer service includes board secretary of Springboard for the Arts (Saint Paul, MN). She holds a BA degree in art history from Knox College (Galesburg, IL).



Jeff Danter
Senior Vice President and Division Director

Dr. Danter comes to The Trust for Public Land most recently from The Nature Conservancy (TNC), where he was the Florida State Director from 2007 to 2011, leading one of the biggest offices in one of the world's largest conservation organizations. Previously, he had been TNC's Alabama Director from 2002 to 2007. He received his PhD in Ecological Management Communications from the Ohio State University. Earlier, he had received his Master's degree in Business Administration from the Ohio State University, and received a Bachelor of Science in Chemical Engineering from the same university.



Matt Schmidt
Ohio Program Manager

Matt Schmidt is responsible for the Parks for People program implementation, currently active in Cleveland, Akron, and Sandusky. In that role, he is finding ways to retain open spaces in neighborhoods, whether that means parks, gardens, or something else. Schmidt grew up in the Chautauqua region of New York and worked for City Architecture as a city planner and urban designer. He lives in Ohio City. He has worked on projects in the Gordon Square Arts District on Cleveland's West Side and the Garden Valley Estates housing complex. Now he's focused on the walking and biking trail in the Flats that will connect the Towpath Trail, which begins in Tuscarawas County, to Wendy Park at the Whiskey Island lakefront. He's also working with the Northeast Ohio Regional Sewer District to create green spaces that help tame storm water runoff. "What I enjoy the most about what I do is working with communities and neighborhoods and really getting to know a place," he said. "Throughout my career everything has really been working in urban neighborhoods, talking to

residents and business owners and the different institutions, understanding a place and then helping come up with ideas for development or parks or programs to sustain it in the future.”



Holly Elwell
Climate-Smart Cities Director

Holly Elwell manages the project pipeline and implementation of TPL’s climate adaptation and mitigation work. In this role, she is responsible for developing and managing science-based partnerships with academic institutions and consulting firms; coordinating the implementation of GIS web-based decision support tools with internal and external partners; and partnering with field staff to identify and develop projects.

Prior to joining TPL, she was an Oak Ridge Institute for Science and Education Fellow with the U.S. EPA Office of Water, and was also an Environmental Planner with the Horsely Witten Group, Inc., a full-service environmental science and engineering firm. Elwell has a MA in Urban and Environmental Policy and Planning from Tufts University and a BA in Environmental Studies: Community and International Development from the University of Vermont.



Shaun O'Rourke
Director of Green Infrastructure

Shaun O'Rourke has in depth experience using landscape as infrastructure. He co-chairs an Urban Resilience Grant at the Urban Land Institute, was appointed to the City of Boston Climate Adaptation and Preparedness Committee, and serves on the Urban Land Institute—Boston’s Sustainability Committee and Sea Level Rise Committee. Prior to joining TPL, O'Rourke was the Director of Sustainable Design and a Faculty member in the School of Landscape Architecture, both at Boston Architectural College. In this role, he was responsible for all administration, program development, and curriculum planning for the undergraduate, graduate, and continuing education programs in sustainable design; managing over 80 onsite, online, and low-residency course offerings per academic year; developing and administering an annual budget exceeding \$500,000; and developing and implementing annual marketing/branding strategy for print, online, and social media. He was previously an Ecological Designer for AECOM and a USDA Forest Service Technical Assistant in New York. O'Rourke holds a Master of Landscape Architecture degree from the SUNY College of Environmental Science and Forestry, and a Bachelor of Science degree in Recreation Management from the University of Vermont’s Rubenstein School of Natural Resources.



Dave Vasarhelyi
Ohio Director of Land Protection

Dave Vasarhelyi joined The Trust for Public Land in 2005 after seventeen years as a ranger with the National Park Service. He also founded and served seven years as a volunteer director of a Cleveland-area land trust and watershed stewardship organization, the West Creek Preservation Committee. His successful effort in utilizing an array of public and private funding sources for land protection have led to the establishment of Cleveland MetroParks West Creek Reservation serving the inner-ring suburbs of Cleveland. Mr. Vasarhelyi is a graduate of the University of Wyoming.

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Ohio Director of Philanthropy will have

- demonstrated experience with volunteer boards;
- demonstrated experience using Window-based philanthropic database programs;
- excellent oral and written communication skills, along with organizational skills and attention to detail;
- experience in writing grant proposals or other fundraising materials;
- availability for significant travel (up to 30- 50%);
- knowledge of and experience with Ohio philanthropic communities; and
- strong interest in and commitment to land conservation.

A minimum of six years of fundraising experience, including direct major gift solicitations, is required for this position as is a bachelor's degree. A master's degree is preferred.

SALARY & BENEFITS

The Trust for Public Land offers a competitive and comprehensive benefits package.

LOCATION

This position is located in Cleveland, Ohio.

APPLICATION DEADLINE

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, please contact Anne Johnson: annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.

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