



THE NEW YORK  
SOCIETY  
FOR THE PREVENTION  
OF CRUELTY  
TO CHILDREN

<https://www.nyspcc.org/>

New York, NY

Open to Hybrid Employment

*Mission: "To respond to the complex needs of abused and neglected children, and those involved in their care, by providing best practice counseling, legal, and educational services. Through research, communications, and training initiatives, we work to expand these programs to prevent abuse and help more children heal."*

## SENIOR DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS

### ABOUT THE OPPORTUNITY



For over 149 years, The New York Society for the Prevention of Cruelty to Children (NYSPCC) remains unwavering in its mission to provide child protection and abuse prevention services.

NYSPCC seeks an entrepreneurial and results-oriented Senior Director of Development and Communications (Senior Director) with a proven track record of expanding brand awareness and diversifying philanthropic support. The successful Director will have the unparalleled opportunity to be an active leader at a transformational organization.

The Senior Director will partner with the President & CEO to guide NYSPCC's overall direction and ensure the maximization of NYSPCC's funding resources. In partnership with the Board of Directors and the President & CEO, the Senior Director will lead, design, and implement a comprehensive development and

communications plan in alignment with NYSPCC's priorities. The Senior Director will play a role in integrating development and communications activities into the fabric of a new strategic plan while articulating the vision and critical path to facilitate the maturation and evolution of NYSPCC's development efforts into a systematic fundraising enterprise.

The Senior Director will lead and coordinate all annual fundraising planning for NYSPCC, meeting a progressive annual target of at least \$4 million through major donors, two annual flagship events, institutional foundation grants, government grants, and individual donor campaigns. Further, the Senior Director will re-energize and coordinate the fundraising efforts of the Young Professionals Committee. The successful candidate will lead the identification, research, qualification, cultivation, solicitation, and stewardship of prospects and donors. They will lead and further enhance a comprehensive development office, including prioritization of fundraising efforts; overseeing major gifts, institutional giving, and government grants; ensure effective coordination of new and renewal proposal writing, grant reporting, donor database management, and acknowledgements; and spearhead the development of new fundraising initiatives.

The Senior Director will lead strategic communications initiatives to drive public awareness, raise the organizational profile, and increase visibility. The candidate will develop targeted marketing and communications fundraising materials, such as branded collateral, targeted donor narratives, social media and broader communications campaigns. The successful candidate will integrate the organization's marketing, public relations, and fundraising efforts to ensure a comprehensive expansion of public awareness and visibility.

The ideal candidate will possess the stature and integrity to gain the trust and confidence of the Board of Directors, President & CEO, senior leadership, staff, and existing and new donors. They will persuasively articulate NYSPCC's mission, history, achievements, and aspirations for the future. The Senior Director will report to the President & CEO, serve as a member of the senior management team, and manage a team of three fundraising professionals: Director of Fundraising Events, Manager of Government Grants, and Senior Program Coordinator.

New York Society for the Prevention of Cruelty to Children has retained [Freeman Philanthropic Services, LLC](#) to assist on this important recruitment.

## THE NYSPCC

For over 149 years, NYSPCC remains unwavering in its mission to provide child and family wellbeing, and abuse prevention services. NYSPCC's caring team of highly-skilled clinicians and staff provide critically needed services to children, families, child welfare professionals, and other concerned community members.

In 2023, NYSPCC served 4,681 children, 346 parents/caregivers, and 5,456 child welfare professionals. These services included therapeutic supervised visitation; trauma-focused counseling; school-based child sexual abuse prevention workshops; crisis debriefing for child welfare staff; and best-practice training.

NYSPCC offers its services at multiple sites and since the pandemic, virtually, including the Agency's main office in Manhattan, NYC public and private schools, and NYC social service agencies. NYSPCC is committed to eliminating linguistic and economic barriers that prevent families from receiving critical assistance. Bilingual staff (English/Spanish) provide no-fee therapeutic services seven days and three evenings per week to accommodate working families and school-aged children.

### **Clinical Services**

- Therapeutic Supervised Visitation to children and their families in a safe and supportive setting
- Trauma Recovery Therapy for children who have endured the trauma of child abuse or neglect
- Crisis debriefing for child welfare agency staff following critical incidents and during times of stress, grief, and loss

### **Training Institute**

In 2023, NYSPCC's Training Institute trained 5,301 professionals on preventing child sexual abuse, identifying and reporting suspected cases of child abuse and neglect, best practice models for child protective services, and managing secondary traumatic stress. To date, the Training Institute has trained over 88,000 professionals.

The NYSPCC has developed comprehensive programming which aims to prevent childhood sexual abuse by offering targeted information to children, parents, and school communities. For example, Safe Touches: Personal Safety Training for children ages K through 12<sup>th</sup> grade. The goal of this programming is to spark conversation and to offer safety information and practical strategies for protecting children from sexual abuse.

### **Advocacy**

Since its founding in 1875, NYSPCC has been in the forefront of advocacy efforts for laws and policies that seek a safer and healthier environment for all children. NYSPCC takes an active role, both as an individual agency and in coalition with others, to support legislation that will improve the lives of children and their families. Advocacy efforts focus on the local, state and national levels.

### **Family Support**

NYSPCC is in an exciting growth stage, expanding its vision of Family Support by advancing new prevention services and concrete supports to help ensure the well-being of children, youth, and families in New York City and beyond. This may include housing support and cash assistance. The organization is expanding its office footprint and staff to meet this new growth. The Senior Director will play a critical role in ensuring new funds are mobilized annually to support the expanded vision.

## **LEADERSHIP**



### **Aysha E. Schomburg, President and CEO**

Aysha E. Schomburg is President and CEO for the NYSPCC. Prior to joining the NYSPCC as President and CEO in May 2024, Aysha served the Biden Administration as the Associate Commissioner of the U.S. Children's Bureau within the HHS Administration for Children and Families, where she advised on child welfare. Previously, Aysha served as the Senior Administrator for Program Oversight at New York City's Administration for Children's Services, where she developed operational plans and coordinated COVID-19 guidance with the city's Department of Education and Department of Homeless Services. She also addressed inequities and racism in child welfare. In October 2021, the Aspen Institute named Aysha an Ascend Fellow. She holds a B.A. from the University of Virginia, an M.A. from New York University, and a J.D. from New York Law School.

### **Board of Directors**

The Board of Directors is comprised of dedicated and engaged leaders committed to NYSPCC and its mission, vision, and continued growth. Board members are accomplished professionals, business executives, community leaders, and philanthropists, several of whom serve on the boards of leading corporations, international organizations, and not-for-profits.

For a complete list of the Board of Directors, please see <https://nyspcc.org/about-nyspcc/our-team/>.

# FISCAL YEAR 2023 AND 2022 BALANCE SHEET (JAN – DEC)

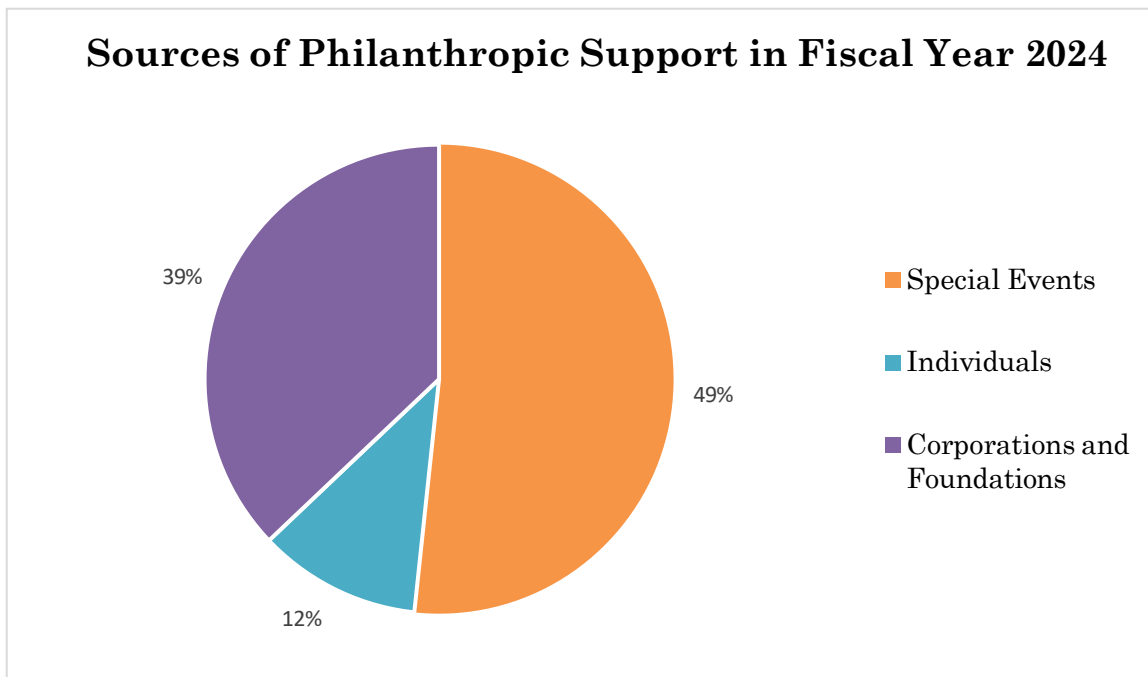
	2023	2022
<b>Assets</b>		
Cash and cash equivalents	\$ 332,814	\$ 865,136
Investments, at fair value	32,261,188	33,092,145
Accrued investment income	7,067	20,453
Contributions receivable	263,177	255,747
Government contracts receivable	120,632	19,108
Other receivables	5,000	17,913
Prepaid expenses	50,336	41,553
Beneficial interest in charitable trusts	2,456,055	2,313,954
Property and equipment, net	785,757	965,392
Right-of-use asset – operating lease, net	4,873,969	5,515,128
Historical archives	251,706	251,706
<b>Total assets</b>	<b>\$ 41,407,701</b>	<b>\$ 43,358,235</b>
<b>Liabilities and Net Assets</b>		
<b>Liabilities</b>		
Accounts payable and accrued expenses	\$ 344,526	\$ 239,100
Accrued pension benefits	544,968	494,474
Operating lease liability, net	5,189,945	5,786,940
Total liabilities	6,079,439	6,520,514
<b>Net assets</b>		
Without donor restrictions	31,298,430	32,750,119
With donor restrictions		
Purpose restrictions	90,129	290,000
Endowment	1,483,648	1,483,648
Beneficial interest in charitable trusts	2,456,055	2,313,954
Total net assets with donor restrictions	4,029,832	4,087,602
Total net assets	35,328,262	36,837,721
<b>Total liabilities and net assets</b>	<b>\$ 41,407,701</b>	<b>\$ 43,358,235</b>

## IMPORTANT AND REPORTING RELATIONSHIPS

The Senior Director will report to the President & CEO, serve on the senior management team, and work closely with the Development Committee and members of the Board of Directors on diverse fundraising initiatives. They will motivate, mentor, and lead a team of three development professionals: Director of Fundraising Events, Manager of Government Grants, and Senior Program Coordinator.

## FINANCIAL OVERVIEW

NYSPCC is poised for continued success and philanthropic revenue growth. In fiscal year 2024, NYSPCC anticipates raising \$2,100,000 from its private fundraising and philanthropic efforts. Below is the NYSPCC's anticipated revenue from these sources for fiscal year 2024 separated by sources of support:



In addition, NYSPCC is projected to receive another \$520,000 in government grants in FY2024, bringing total current revenue generated by the development team to an estimated \$2.6 million this year.

## CHALLENGES AND OPPORTUNITIES

The Senior Director will be expected to contribute broadly to all aspects of the fulfillment of NYSPCC's mission and growth. The organization seeks an experienced fundraising and communications professional with both the capacity and demonstrated track record in mobilizing six- and seven-figure grants and gifts to respond effectively to the following key opportunities and responsibilities:

- Rapidly gain a thorough understanding of the scope and diversity of NYSPCC's history, programs, constituents, donors, and special events;
- Establish credibility with the President & CEO, the Board of Directors, program officers, and staff to gain an understanding of the substantive priorities of the new strategic plan and translate those priorities into successful fundraising and marketing initiatives;

- Partner with the President & CEO and the Board of Directors to create a comprehensive development and communications operating plan to dramatically increase and diversify philanthropic giving, integrating development and marketing activities into the fabric of the existing strategic plan and support the Board to meet fundraising expectations;
- Design and implement fundraising and communications strategies that enable continuous annual generation of at least \$4 million by FY2027 from private sources, institutional and government grants, and special events and expand the public image necessary to achieve NYSPCC's strategic goals;
- Build a robust philanthropy program and expand the prospect base to enable growth beyond the initial revenue target;
- Diversify income sources and further build a comprehensive development team, including major gifts, foundation and corporate giving, annual giving, government grants, special events, and communications;
- Create an infrastructure and environment that supports the development team in achieving their revenue goals;
- Oversee and manage NYSPCC's marketing and communications team, including creation of the annual report, newsletter, brochures, and website content;
- Secure operational and program income through face-to-face solicitation, grant writing, direct marketing, social media, and special events;
- Seamlessly establish relationships and foster communications with the NYSPCC Board of Directors, leadership, and staff;
- Serve as a member of NYSPCC's Senior Management Team; and
- Establish processes that will ensure greater staff accountability, best practices, clearly defined goals, and objectives, and methods with which to measure success.

## IDEAL QUALITIES

The successful candidate will be an effective and entrepreneurial leader with the ability to actualize the relationship between the development and marketing programs and the organization's mission and goals. The ideal candidate will possess the following attributes and experience:

- Passion, commitment, and understanding of NYSPCC's mission and values;
- Proven track record of providing strategic direction, leadership, and operational management of fundraising initiatives, resulting in marked improvement and growth;
- Demonstrated ability to provide supportive leadership and effective management;
- Business acumen and fundraising capability to take NYSPCC to the next progressive level of development expertise;
- Proven track record of leveraging major six- and seven-figure gifts and grants, including the ability to effectively research, identify, qualify, cultivate, solicit, and steward major gift prospects and donors;
- Demonstrated ability and skill to build and enhance the infrastructure of NYSPCC's development department;



- Strategic vision and detailed organizational attention to further build a comprehensive development program, including social media and knowledge of new trends, including online fundraising;
- Excellent communication (writing, speaking, presentation and listening) skills and keen attention to detail, with the ability to effectively communicate with key internal and external constituencies with cultural competence and humility;
- Affirmative, positive, and motivational style, combined with a strong, results-oriented work ethic;
- Grace, poise, confidence, and history of meticulous follow-through in staffing top leadership;
- Experience with DonorPerfect preferred; and
- Bachelor's degree required; master's degree strongly preferred.

## DIVERSITY



New York Society for the Prevention of Cruelty to Children is an Equal Opportunity Employer that promotes diversity in its employment practices. Employment decisions are made without regard to an applicant's actual or perceived race, color, religion, creed, sex/gender (including gender identity, pregnancy, childbirth, and related medical conditions), sexual orientation, national origin, ancestry, ethnicity, age, disability, alienage or citizenship status, marital status, arrest or conviction record (consistent with the provisions of New York State's Corrections Law), partnership status, familial status, military status, status as a victim of domestic violence, stalking or sex offense, veteran

status, genetic predisposition or carrier status, or any other characteristic protected by applicable law.

## COMPENSATION AND BENEFITS

The compensation and benefits package will be competitive and commensurate with the successful candidate's background and experience. The compensation range for this position is \$170,000 to \$185,000.

## CONFIDENTIAL INQUIRIES AND HOW TO APPLY

The New York Society for the Prevention of Cruelty to Children has retained Freeman Philanthropic Services, LLC (FPS) to assist in this executive recruitment. FPS is a national leader in recruitment for the nonprofit sector and related concerns and brings a proven track record of recruiting top talent to diverse institutions.

Please send all confidential inquiries, applications, and nominations directly to FPS via email at [NYSPCC@glfreeman.com](mailto:NYSPCC@glfreeman.com).

All applications must include (1) an up-to-date resume (2) a letter of intent (addressed to FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity is the logical and desired next step in his/her career, and (3) a list of references. Additional materials and information will be requested during the search and interview process.