

DEBORAH E. STERN

EXECUTIVE SUMMARY

- Strategic, results-oriented, entrepreneurial philanthropic and social enterprise executive with 25+ year track record growing not-for-profit, philanthropic, and impact-focused business organizations.
- Architect and developer of many philanthropic, impact investment, and business development strategies, operating across sectors (environmental, social, gender-lens, health, education, cross-sector): creating big picture to detailed blueprints including funding and fundraising plans; conducting quantitative and qualitative research, analysis, reports, presentations; enrolling and managing catalytic leadership and resources.
- Seasoned development and non-profit management professional within organizations. Track record developing and managing major philanthropic gifts of up to \$25M; developing campaigns of up to \$100M across range of issues; developing new business contracts for social enterprises of \$100K+. Proven capacity to grow and manage volunteer leadership and staff; develop strategy; identify, initiate, develop and steward relationships with philanthropists, impact investors, family office/advisors, C-Suite corporate and foundation executives; and build strategic alliance partnerships
- Senior-level consultant to philanthropists and non-profit organizations regarding strategy, fundraising management, capital campaign planning and execution, strategic planning, board development. Extensive fundraising project management, direct client work. Provide stabilizing and motivational force, often in times of transition.
- Trusted advisor and empowering coach to new and experienced social impact leaders – CEOs, volunteer leaders, philanthropists, and investors to grass roots social entrepreneurs and colleagues
- Convenor, moderator and speaker on panels, conferences related to Investing to Achieve the SDGs, CSR Management and Data Management, and related topics
- Natural affinity to designing systemic approaches to solving complex problems
- Inspired leader for achieving a socially and environmentally sustainable, peaceful world

PROFESSIONAL EXPERIENCE

2003 – Present

2020 Strategies, LLC

NYC & San Francisco Bay Area

Principal & CEO

Social Impact consulting and venture development firm dedicated to accelerating the Sustainable World Transition. Strategic Fundraising, Business Development, Organization Consultant; Developer of Philanthropic and Multi-stakeholder Initiatives and Campaigns, engaging leadership from foundations, corporations, NGOs and public agencies; Entrepreneurial strategies for accelerating sustainability movements and markets.

Sample projects:

- **Women Initiative Foundation.** Strategic advisor and development consultant for French-based philanthropy, developing program in the US focused on advancing women in business.
- **Candlewood Timber Group, LLC.** Impact Investing Strategy and Fundraising for sustainable forestry company, Argentina-based project with NY-based principals.

- **Namati.** Strategic Development Consultant for international grassroots legal advocacy organization, Schwab Social Entrepreneur awardee; lead backers include Open Society Fund. Assist management to scope next stage fundraising strategy emphasizing major gifts.
- **Tennaxia, Inc.** Senior Advisor to European CSR/Sustainability Data Management and Reporting Company for business development in U.S. Market. Tennaxia serves global companies with a cost effective, efficient, and adaptable software and consulting solution, thus helping to grow CSR/Sustainability market. Grasp UVP and position company as a thought and industry leader, including the design and execution of special research projects. Built pipeline of prospective clients. Created partnership with Sustainable Accounting Standards Board (SASB), Sustainable Brands, Columbia University Program in Sustainability Management graduates, special marketing initiatives (e.g. webinars, seminars featuring Tennaxia and client case studies), new relationships. Advise on marketing and communications, and serve as moderator for webinars, convenings.
- **The 2020 Fund** (hosted at New Venture Fund/Arabella Philanthropic Advisors – As Business Development Lead and Social Entrepreneur, built donor advised philanthropic platform and initiatives to accelerate the Sustainable World Transition. Leveraged by 25X initial seed gifts directly secured from two private philanthropists to raise \$750K+ and active thought partnership from leading philanthropies, corporations and NGOs in North America and Europe, including The Rockefeller Brothers Fund, The King Baudouin Foundation, The International Development and Research Centre, The Rockefeller Foundation, The Charles Steward Mott Foundation, Dow Canada, Business for Social Responsibility, International Planned Parenthood Federation, and others.
 - Co-created/managed innovative 2-year multi-stakeholder global research project w/ 1,000 NGO, Business and Government stakeholder participants from 67 global network organizations; 6 global donors (mix of individual, leading global foundations, fortune 100 corp); personally gained financial and participatory commitment of organization's CEOs and senior executives, and organized briefing on results to UN Secretary General's top advisors with private donors.
 - Designed and led project with President, Rockefeller Brothers Fund, consulting over 30 sustainability movement/thought leaders, and organizing focus group/field learning session for Foundation's President and Board Chair.
 - Led Concept Design, R&D, and Development Pathway for Campaign 2020 (C2020), a collective impact enterprise and platform to amass, align and strategically focus capital (philanthropic and commercial) and commitment required to reach measurable goals for a thriving, sustainable world future by 2020 and beyond.
 - Provided grant writing, fiscal administration support to Emergent Universe Oratorio by Sam Guarnaccia, a new music and visual arts work to inspire citizen commitment for a sustainable world; premiered September 15, 2013 in Shelburne VT to audience of over 1,000 people.
- **Alliance for Climate Education** – developed Strategic Finance Pathway; advised Executive Director and Board Chair
- **New America Foundation**, US Grand Strategy for Sustainability Initiative. Formative organization development and fund raising strategy, with start-up implementation, for new campaign enterprise. Project ended due to untimely death of key principal.
- **Ford Foundation/New Directions CBRI** – initiated relationship and contract with Foundation to deliver Strategic Fund Raising and Capacity Building Coaching to a community land trust/affordable housing initiatives on Long Island, NY
- **Long Island Community Foundation** – designed initiative to achieve region's affordable housing and sustainable communities objectives, involving local business and philanthropic leadership.
- **First Peoples Worldwide** -- Development lead to build Indigenous Peoples Climate Action Fund (IPCAF) to utilize traditional Indigenous Knowledge for mitigating causes and impacts of Climate Change. Led introduction and strategic engagement with major foundations and corporations.

May 2014 – May 2016

Pro Mujer, Inc.

Director, Major Gifts

Pro Mujer (*For Women* in Spanish) is a \$70M social enterprise serving low-income women across Latin America with relevant and transformational resources, including financial services (e.g. microfinance), health care, and education.

- Built new major gifts fundraising program, focused on individual and family philanthropists supporting Pro Mujer with gifts of \$10K+; targeting those with capacity for \$100K+ gifts.
- Increased philanthropic revenues by 28% and 15% in 2014-15. Stabilized and grew donor base and gift sizes.
- Developed \$2M impact investment from a family office, serving as lead relationship manager working collaboratively with Pro Mujer Investment Manager.
- Partnered with Board Chair on recruitment of a new Board member, with a 2X (min) increased philanthropic leadership commitment
- Engaged volunteer leaders on the Board and Development Committee in fundraising at unprecedented levels with measured results
- Recruited and managed professional major gifts team of four; installed best practices; upgraded database use and donor research capacity.
- Developed cultivation, stewardship, solicitation cycle of activities; Created fund raising case, all solicitation and stewardship materials; Created donor gatherings; Supported Gala fundraiser; Undertook successful matching gift campaign
- Impact investing fund development: created initial presentation documents and began early conversations for impact investing fund, in collaboration with Board Chair and Investment Manager
- Introduced concept for comprehensive campaign with briefing materials to CEO
- With CDO, strengthened the organization's culture of philanthropy among Board and Staff; initiated a philanthropic leadership development initiative with key Board members. Scoped, sourced, and helped guide the engagement of external consultants to support initiative.
- Note: This position at 80% time commitment

2003 – 2007 (60% Time)

CPower /ConsumerPowerline, Inc. (now, division of **Constellation Energy**)

New York, NY

Business Development Lead

Early stage firm at vanguard of the Demand Response Energy Efficiency Industry.

Created and implemented business development/sales strategy; enrolled C-suite leaders in cross-sector stakeholder and corporate social responsibility initiatives and events. Successfully achieved distinguished market and brand positioning, secured multiple \$100K+ institutional sales and key influencer relationships. Firm purchased by Constellation Energy.

1991 - 2003

Payne Forrester & Assoc. (now division of **The Alford Group**)

NYC & Farmington

A consulting firm supporting nonprofits on management, fundraising, and search founded by William Payne and Robert Forrester.

Senior Vice President (2001 – 2003); Senior Consultant (1994 – 2000); Associate (1991 – 1994)

- Worked closely with philanthropists, non-profit management and board leaders on design and development of complex, challenging projects, and impactful major gift fundraising
- Lead Development Officer and project manager for strategic major gift fundraising initiatives with goals up to \$100 million.
- Applied proven capital campaign strategies to build traditional and non-traditional constituency/donor/customer engagement programs, campaigns or start-up organizations, e.g.:
 - **South Africa Free Elections Fund:** Built philanthropic campaign for transformative social mission to support voter education for first democratic elections in 1994, at request of Nelson Mandela. Raised \$7.5 million from corporations, individuals, and foundations within 10 months, working closely with influential Board of CEOs, civic leaders, and celebrities. Engaged 300 donors, including 16 gifts of \$100K-\$1M; 53 gifts of \$50K+; 95 gifts of \$10K+. Funds directed to 53 vital voter readiness projects.
 - **Local Initiative Support Corporation (LISC):** Affordable housing/community development organization. Created private philanthropic campaign from scratch, becoming a model for national organization; built relationship with local lead philanthropist and designed/led \$3M fundraising campaign (3X prior results).
 - **UN Foundation:** Managed the foundation's inaugural Polio Eradication Campaign; serving as major gifts director for the lead commitments from Bill and Melinda Gates Foundation and UN Foundation, totaling \$50M

- **Additional clients included, e.g.:** Central Park Conservancy, Jewish Museum of Berlin, National Trust for Historic Preservation, Fountain House, Calvary Hospital, Hospital of Special Surgery, A Better Chance, CT Center for Science and Exploration, Kwazulu Natal Nature Conservation Service
- Responsible for new business development and client services management
- Conducted and presented over 20 management audits, capital campaign planning & action projects, strategic fundraising and capacity building plans for organizational transition or growth

Earlier:

- **WNYC Foundation**, NYC. Director of Development
- **92nd Street Y**, NYC. Director of Development (Acting); Assistant Director of Development
- **Local Development Corp. of East New York**, Brooklyn, NY. Economic Development Specialist
- **Ms. Foundation for Women**, NYC. Women’s Economic Development Project Consultant; created white papers, evaluation/learning plan
- **Levi Strauss Foundation and Community Affairs Department**, San Francisco. Special Project Consultant to the Executive Vice President, Ira Hirschfield; Preceded by Summer MBA Intern; MBA Thesis- a new system for evaluating corporation’s philanthropy to local United Ways

EDUCATION & SKILLS

University of California, Berkeley
MBA, Haas School of Business

Berkeley, CA

Co-Founded Women in Leadership Conference/Assn

Beloit College
BA, cum laude

Beloit, WI

Post Graduate Training in Organizational Consultation, Leadership, and Coaching, William Alanson White Institute, New York, NY; Enwaken Coaches Training; Certificate in Arts Management, UC Berkeley Extension; extensive leadership and personal development training

BOARD AND VOLUNTEER SERVICE

Hazon - Teva Learning Alliance, leading Jewish Environment Education program– Council Member **Ethical Markets** and EthicMark, World Business Academy - Advisory Board Member, (created by Hazel Henderson)

Haas School of Business, NYC Alumni Chapter – Create and moderate program series on **Business and Social Impact**

JCC of Manhattan – Volunteer for community service projects

CONTINUE FOR ADDENDUM W ADDITIONAL SAMPLE PROJECTS

ADDENDUM: ADDITIONAL SAMPLE PROJECTS

Payne Forrester & Associates

- **Local Initiative Support Corporation (LISC)**, New York/Richmond – Created new paradigm for fund raising with national leader in community development; tripled revenues.
- **Central Park Conservancy**, New York – Interim Dir., Foundation/Corporate Development; Created Environmental Education initiative funded w/ \$1M Luce Foundation gift.
- **South Africa Free Elections Fund** – Built new paradigm philanthropic campaign for transformative social mission -- support voter education for first democratic elections in 1994, at request of Nelson Mandela. Raised \$7.5 million from corporations, individuals, and foundations within 10 months, working closely with influential CEOs, civic leaders, and celebrities.
- **United Nations Foundation**, New York -- Polio Eradication Campaign with Rotary International and World Health Organization. Designed campaign; chief development officer for lead gifts from Bill and Melinda Gates Foundation and U.N. Foundation totalling \$50M.
- **Group Psychotherapy Foundation** – Design and develop first ever Strategic fund-raising campaign, including annual and special purpose funds; coached CEO and Board of Directors through completion of \$1.25 million goal. Created new culture of philanthropy within organization's membership and leadership. (2003-2006)
- **Fountain House Inc.**, New York -- Strategy and implementation consulting to \$22 million capacity-building program/capital campaign for innovative community-based mental health agency.
- **Calvary Hospital**, Bronx New York – Provided contract senior development officer role, crafting and implementing campaign and major gift strategies.
- **A Better Chance**, New York, NY; lead development officer for organization's first \$1M (later expanded to \$10M) gift, working closely with board solicitor and celebrity donor's lead advisor
- **Jane Stern Dorado Community Library**, Dorado, Puerto Rico
- **Hebrew Home & Hospital**, West Hartford, CT;
- **Jewish Museum Berlin**, Berlin, Germany;
- **CT Center for Science and Exploration**, Hartford, CT;
- **The Hospital for Special Surgery**, New York, NY
- **Kwazulu Natal Nature Conservation Service**, South Africa
- **The Maritime Aquarium in South Norwalk**, Norwalk, CT,
- **The National Trust for Historic Preservation**, New York, NY; Boston MA
- **Memorial du Juif Inconnu**, Paris, France; New York, NY
- **The Boys and Girls Club**, Northern Westchester County

Independent

- **The Lakota Fund**, Pine Ridge Reservation, South Dakota – Supported development of micro/small enterprise development strategy in poorest county in US; advised ED on organization capacity building
- **The Ms. Foundation for Women**, New York – supported development of Women's Economic Development Programs, including innovative evaluation design