

# H. Aldervan Daly, CFRE

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## Experience

**Rising Ground**, New York, NY

September 2019 – July 2023

Executive Vice President Institutional Advancement

Rising Ground, formerly Leake & Watts, is one of the largest Human Services organizations in New York City and Westchester

- Managed a staff of 6, including Individual Giving, Major Gifts, Special Events, Corporate Volunteerism, Foundation Giving, Corporate Support, Advocacy, and Government Contracts
- Restructured all Individual Giving
- Built out a fundraising department designed to increase funding by 30% over ten years.
- Oversaw all media and branding
- Created a 190<sup>th</sup> Anniversary Celebration supporting all aspects of fundraising and marketing
- Handled the Board Recruitment process from vetting to nomination by the Board Governance Committee. Leading to eight new members being added to the Board

**Police Athletic League**, New York, NY

December 2015 – September 2019

**Director of Advancement**

*PAL is a century-old organization that serves over 30,000 youth each year throughout New York City.*

- Worked with Executive Director on Board Giving
- Oversaw a staff of 5 fundraising and marketing specialists
- Lead Major Donors program in conjunction with Executive Director
- Managed all individual giving, including Renewal, Acquisition, and Planned Giving
- Handled corporate giving reaching 50 funders each year
- Managed Social Media presence for PAL and its 26 Centers
- Oversaw PAL's Volunteer program that works with over 500 volunteers a year
- Managed all Marketing and Branding operations, including the creation of a PAL Parent Notification Mobile Application
- Created the PAL Contemporaries, a young professional group

**Older Adults Technology Services (OATS)**, New York, NY

March 2015 – October 2015

**Director of Development**

*Older Adults Technology Services works to harness the power of technology to change the way people age.*

- Work with Founder and Board Development Committee to bring Board giving into line with 2015 Strategic Plan.
- Create a corporate sponsorship package to garner OATS programmatic areas' support.
- Designed and managed OATS first major fundraising event.

**City Families**, New York, NY

2012 – 2015

**Chief Operating Officer / Co-Founder**

*City Families works as a coach for those interested in adopting a child through the New York child welfare system*

- Supervised creation of Cityfamilies.org, including board recruitment, fundraising plan
- Raised \$450k during organization operation
- Designed and launched an interactive website with a monthly growth of 250 members
- Created Social Media platforms, including Twitter, Facebook, and RSS feeds

**The Center for Employment Opportunities, New York, NY** 2009 –2012**Director of Development**

- Reported to CEO and Board Development Committee Chair
- Raised and/or managed 4 million in individual and foundation support
- Managed new Board Member recruitment process, adding three new members
- Managed the increase of Board Member required gifts from \$350 to \$5,000 per year
- Expanded foundation support with the assistance of a grants administrator
- Managed foundation solicitation and reporting including two Social Innovation Fund proposals realizing over 10 million dollars in support
- Created a sustainable technology system to manage prospects and donors

**The New York Foundling, New York, NY** 2004 – 2009**Associate Director of Development**

- Reported to Development Director and CEO
- Established a direct mail acquisition program reaching 250,000 homes, increasing donors by 75% over four years.
- Increased annual giving from \$30,000 by an average of 40% in FY06, FY07, FY08, FY09
- Handled all aspects of a golf outing each year averaging \$50,000 and multiple small events, liaison on all Department events
- Launched the organization's first online donor cultivation. Grew the donor base of 1,500 emails to over 3,500 in year one through the use of email and social media
- Oversaw all database operations and training in Raiser's Edge and NetCommunity
- Assisted in day-to-day operations, including reconciliations with accounting and preparation of year-end reports
- Managed two development associates

**Various Consulting Clients** 2000 – 2004**The Partnership for New York City, New York, NY** 1998 – 2000**Director of Partnership Relations**

- Handled recruitment, retention and billing (\$4,650,000) of Corporate CEOs from companies with headquarters in New York City
- Oversaw Partnership's annual gala of corporate leaders raising over \$500,000
- Revitalized the New York Chamber of Commerce with new member recruitment program including the creation of the Vanguard Award to recognize an outstanding new company
- Supervised five direct report employees working in Database Development, Event Marketing, Membership Management and Client Recruitment

**ArtsConnection, Inc., New York, NY** 1996 – 1998**Director of Individual Giving**

- Increased individual giving by 75%
- Maintaining the original expense budget increased individual giving 300% in two years
- Increased Board participation in and ownership of Annual Appeal results

## Teaching

**NYU George H. Heyman, Jr. Center for Philanthropy and Fundraising**

Adjunct Professor "Integrating Multiple Data Channels in Fundraising, "Technology and Fundraising", Quantity and Quality a Perspective on Metrics"

Guest Lecturer at numerous conferences and symposiums

## Education

NYU Planned Giving  
Virginia Tech  
Rhodes College

Continuing Education  
MFA Arts Administration Development/Marketing  
BA International Relations

New York, NY  
Blacksburg, VA  
Memphis, TN