





## THE ORGANIZATION

It all started by a substitute teacher in a neighborhood described once as “the rotting core of America’s Finest City.” Instead of preaching to gang members about drugs and gangs, Chris Yanov changed the conversation to help inner city youth aspire to and become first generation college students. Today, every year, Reality Changers serves over 1,000 youths from disadvantaged backgrounds in southern California.

### **“Reality Changers succeeds in transforming participants lives.” ICF College Changes Everything**

Reality Changers is a nonprofit organization with a mission to transform lives by providing youth from disadvantaged backgrounds with the academic support, financial assistance, and leadership training to become college graduates and leaders for positive change in their schools, communities, and families. Reality Changers pursues this mission through three core programs:

#### **College Town**

Providing mentoring, tutoring, and leadership opportunities for students grades 8-11.

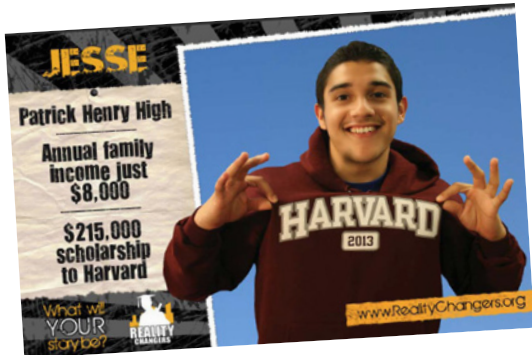
#### **College Apps Academy**

Providing 12th grade students intensive guidance and support in choosing and applying for college and scholarships.

#### **The Alumni Network**

Offering resources and support for College Town and College Apps Academy graduates as they move through college and beyond.

THE IMPACT
2,000+ Students
\$100 Million in Scholarships
29 Gates Scholars
125 Colleges
97% Graduation Rate



With a keen focus on impact, Reality Changers recently engaged a research and consulting firm to conduct an independent evaluation of programs. The results are extraordinary. “Quantitative assessment demonstrates that students who participate in Reality Changers on average achieve grade point averages above 3.0 and improve their grades over time; score higher on the ACT and SAT tests than national and state averages, especially among certain sub-groups; and apply, enroll, and persist in college at rates that surpass national averages for students of similar backgrounds.”

**“Reality Changers is a model - not just for the city,  
not just for the state, but for the nation.”**  
**ARNE DUNCAN**  
**FORMER U.S. SECRETARY OF EDUCATION**

## THE OPPORTUNITY

It’s an exciting time at Reality Changers! Founder Chris Yanov stepped down to make way for new leadership to take the organization to the next level. Reality Changers has prepared well for this transition. It has a fantastic mission, a demonstrated track record of success, a passionate and talented team and an exemplary reputation in the community. Additionally, the Board of Directors are highly committed, experienced, engaged and provide financial support to the organization. With a solid foundation in place, the organization is poised for growth. Reality Changers represents an exciting opportunity for an inspirational and visionary Chief Executive Officer (CEO) to provide strategic and tactical leadership to guide the organization in its next phase of growth. The successful candidate will passionately embrace the mission of the organization.



## CHIEF EXECUTIVE OFFICER

### KEY RESPONSIBILITIES

Reporting to the Board of Directors and building on the successes of the organization, the CEO will provide strategic and tactical leadership inspiring support and advancement for the mission of the organization in the community, with donors, students and families, volunteers, staff members and all other stakeholders. The CEO has overall responsibility for the operating health and well-being of the organization, including strategic planning, fundraising, donor stewardship, community engagement, organizational development and management, fiscal management, marketing and public relations, program planning and management and operations. He/she is responsible for developing and maintaining a “business model” that produces exceptional mission impact and sustained financial health.

#### Fundraising and Donor Stewardship

With a passion for developing new, innovative and sustainable funding sources you will:

- Develop and implement fundraising strategies to grow new donor relationships and financial resources with a focus on sustained organization financial health.
- Lead and implement innovative and comprehensive plans for donor engagement and stewardship activities.
- Create and instill a proactive data driven culture focused on robust analysis of fundraising programs, predictive analytics and benchmarking to drive measurable results.

#### Strategic Leadership

With a track record of success working closely with the Board the CEO will:

- Lead the strategic planning process aligned with the mission and vision of Reality Changers partnering and collaborating with staff, board members and the community. Implement the plan to drive collective and bold impact and address the critical social issues in communities served.
- Communicate a compelling and inspired vision; create measurable milestones and symbols to rally support behind the vision; make the vision sharable by everyone; inspire and motivate all stakeholders.



#### Operational and Organizational Effectiveness

With demonstrated success utilizing lean leadership, the CEO will:

- Develop efficient and effective operational strategies aligned with the goals of the organization.
- Plan and build the competency of the organization’s human capacity through highly effective recruitment, training, engagement and passionate motivation of talent.
- Ensure alignment of individual priorities with overall objectives. Coach team members to success, communicate accountabilities, objectives, measurements of success and review work results on a regular basis.
- Inspire, engage and motivate Reality Changers employees with a visible, high energy, collaborative, transparent and accessible leadership presence.

#### Marketing, Public Relations and Communications

With prior success leading “transformative” and impactful marketing initiatives the CEO will:

- Serve as spokesperson for Reality Changers in the community, with the media and donors focused on core mission delivery, impact and fundraising.
- Cultivate and nurture relationships to increase Reality Changers visibility highlighting impact, regionally as well as nationally.
- Oversee the development of strategic and innovative high value marketing/PR plans aligned with the strategic objectives of the organization.



## CHIEF EXECUTIVE OFFICER

### KEY RESPONSIBILITIES Continued

#### Financial Planning and Management

With deep experience capacity building the CEO will:

- Lead overall planning, budgeting and operational processes to ensure proactive planning and control processes to support the organization's objectives.
- Develop and implement priorities focused on capacity building.
- Inspire a high-performance culture that focuses on excellence in execution and financial accountability.

#### Program Development and Management

With a passion for the organization's mission the CEO will:

- Provide vision and oversight of all programs to ensure adherence and alignment with the vision of the organization, mission fulfillment and continuous improvement.
- Be a visible presence at programs engaging with families, students and volunteers.

### REQUISITE EXPERIENCE AND COMPETENCIES

#### Mission Focused.

A keen passion and commitment to the organization's mission, vision and values.

#### Fundraising.

Exceptionally gifted at selling the dream, appealing to donors with head and heart. Provides effective and thoughtful stewardship to donors utilizing strategies that cultivate and foster donor relationships.

#### Relationship Oriented. Makes Meaningful Connections.

Puts people before process and is astute in cultivating and managing relationships toward a common goal. Encourages good teamwork and collaboration, through fostering positive relationships and effective communication. Exhibits exceptional emotional intelligence.

#### Motivational.

Attracts and inspires others including board members, volunteers and staff. Accepts and embraces diversity of thought and people. Takes personal responsibility for making the team feel fulfilled, productive and motivated.

#### Results Driven.

Dedicated to shared and measurable goals for the organization by creating, resourcing, scaling and leveraging strategies and innovations. Driven self-starter with a high degree of motivation, productivity and energy.

#### Financial Leadership.

Makes big waves with limited resources. Innovative, resourceful and unintimidated by the unique challenges of the nonprofit world.

#### Ability to Listen.

Actively receives input and listens to other viewpoints. Encourages others to speak up, approaches others and asks them to weigh in on big-picture strategies. Curious and open-minded.

#### Sound Judgment.

Decision making includes review of alternatives, deliberation and weighing options to arrive at an effective decision.

#### Persistent and Resilient.

Obstacles do not stand in the way. Applies positive persistence to get the "yes." Utilizes resilient professional habits in the face of adversity. Perseveres through difficult times





## REQUISITE EXPERIENCE AND RESULTS

- 5+ years demonstrable success leading and growing a nonprofit organization with meaningful mission impact and revenues in excess of \$3M.
- Exceptional track record of nonprofit fundraising success enabling sustained organization financial health. Extensive experience with the development of successful funding strategies, new and innovative funding sources and expanding donor bases. Possesses the poise, presence and tenacity to interact personally with major donors, corporations, foundations, government entities and other funding sources.
- Proven ability working closely with a nonprofit Board in all areas of strategic planning, including leading organizations through growth and change while creating excitement and building consensus around a strategic vision.
- Experience working with diverse and multicultural populations. A passionate commitment to diversity, equity and inclusion.
- Demonstrated experience enhancing organizational culture, managing the effective utilization of staff and resources ensuring appropriate recruiting, hiring, on-boarding, on-going training and team motivation.
- Strong financial leadership developing/managing budgets, as well as skills in data analysis and reporting/forecasting of future utilization.
- Exemplary public speaking and presentation skills; ability to passionately and effectively tell the Reality Changers story and inspire others to action.

**"When I talk about solutions that work, the gold standard is...Reality Changers."**

**CINDY MARTIN**

**SAN DIEGO UNIFIED SUPERINTENDENT (2014 – PRESENT)**

## EDUCATION

- An outstanding record of academic achievement, including a Bachelor's Degree. Masters degree preferred.
- Conversationally fluent in Spanish preferred

## CONTACT INFORMATION

Qualified candidates or recommendations for this role may contact:

**Carrie Stone**

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