

ROZELLA KENNEDY

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SUMMARY

Strategic development, communications, and strategy executive with a strong track record of driving revenue growth along with sustainable stakeholder and donor engagement for mission-driven organizations. Proven success in cultivating major gifts, capital campaigns, and annual giving through innovative strategies aligned with organizational goals. Skilled in building high-performance teams, leveraging data insights, and fostering cross-functional collaboration to promote philanthropy, inclusion, and impact. Passionate about advancing social causes through aligned funding, stakeholder stewardship, and community partnerships.

COMPETENCIES

- Leadership development
- Stakeholder relations
- DEI+ thought leadership
- Strategy and planning
- Resource mobilization (fundraising)
- Organizational management
- ESG design and measurement
- International-award-winning author
- French fluency, strong Spanish

STRATEGY & LEADERSHIP

Founder & Principal Consultant, Coach, and Facilitator - Brave Sis Project, December 2019-Present

- Author of the 2024 Nautilus-award-winning book *Our Brave Foremothers: Celebrating 100 Black, Brown, Asian, and Indigenous Women who Changed the Course of History* (Workman/Hachette, 2023)
- Developed a ten-stage self-paced online course on Teachable: *Allies, Advocates, Co-Conspirators, Friends, Sisters: A Playbook for Leading, Learning, and Liberation*
- Over 80 individual enrollees, along with 20 project design and curriculum development appointments focused on engagement and fund development strategy, equity coaching sessions, team building, leadership, power-shifting, and implicit bias provided to Fortune 100 companies, foundations, universities, community leaders, and social impact innovators across sectors in 2023-24
- Pro-bono executive management, strategic advisement, communications and content development, and partnerships design provided to five Global South-based social impact causes and organizations and consortia in 2024

Director of Impact & Equity - Camber Collective - San Francisco and Seattle, Oct 2021-July 2024

- Created and curated 40+ internal and ten external events, resources, and curricula for understanding belonging and mattering as key internal operationalizers and external impact (client relations, win rate, equitable outcomes, systems change)
- Developed and led cross-functional impact: MLE, impact story; supported B-Labs/B-Corp measurement and recertification process
- Identified and secured partnerships with collaborators and stakeholders: locally, regionally, in the US, EU, and Global South
- Developed firm's internal and external equity theory of impact (culture, policies, and processes) supporting client delivery and sectoral influence. Content was developed, shared, refined, and deployed through asynchronous and online group learning (canva, zoom, teams)

Director of Impact, and subsequently Director of Philanthropic Partnerships - Elemental Exclerator (climate tech accelerator) - Bay Area & Hawaii - 2020-2021

- Supporting and expanding CEO portfolio, produced 18 partnerships, events and webinars for corporate, community, local foundation stakeholders
- Monthly internal fundraising content creation in conjunction with marketing team
- Board Member stewardship and assistance running special projects
- Salesforce customizations and other operational systems implementations assisted in reaching annual budget goal of \$15M

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FUNDRAISING & PARTNERSHIPS

Director of Marketing & Development - California Shakespeare Theater - Berkeley and Orinda, CA, 2019-2020

- Led seven-person team overseeing annual and legacy campaigns, grants, events, marketing, and ticket sales: two galas, and 23 patron events; additional and ongoing patron and donor relations strategy and execution
- Met \$4.3M income goal through grantsmanship, ticket sales, donor relations, and gala
- Communications oversight of five seasonal programs (two years), monthly donor and marketing newsletter, media relations, and foundation narratives
- Developed and deployed approximately 20 board training materials in advocacy, fundraising and capital campaigns

Chief Philanthropy Officer - Women's Foundation of California - Oakland, CA, 2018-2019

- Managing team of three, met HNW donor goal of 30% and led team towards meeting total \$12M budget
- Special projects, events, and HNW stakeholder relations; corporate partnerships, conference educational materials, foundation relations, legacy and annual campaign planning

Director of Marketing & Development - Earth Island Institute (conservation/environmental fiscal sponsor), Berkeley, CA, 2016-2018

- In partnership with the CEO, met annual campaign, major donor, and special events goal of \$12M
- Created and ran annual campaigns and special events, corporate and major donor relations

Philanthropic Relations Officer - CuriOdyssey (wildlife museum) - San Mateo, CA - 2015-2016

- Design annual campaign, special events, major gifts and UHNW relations, foundations, seven-figure capital campaign asks
- Special events production including capital campaign community kickoff
- Board stewardship and training

PRIOR APPOINTMENTS

San Francisco Contemporary Music Players - Executive Director - San Francisco, CA (2012-2015)

- Executed all aspects of non-profit organizational management (strategy, programming, marketing, board development, fiscal controls, union contract negotiation, compliance, etc.). Produced over 12 public events per year, from salons and concerts to festivals; reversed three-year deficit in first year

American Indian Science & Engineering Society - Business Development Mgr - Albuquerque (2010 - 2012)

- Business relations, events management, cross-sector leadership, diversity workforce hiring partnerships; met sales goals among Fortune 100 corporations, educational, and federal government partners; brand and engagement strategy: print and digital collateral, SEO, media buys, tradeshow promotions

Santa Fe Accompli - Owner (2000-2012)

- Consulting in organizational development, fundraising, communications, strategy, and stakeholder relationship-building for SMBs, nonprofits, and government and community agencies. Social impact sectors included food security and hunger (as NM State Hunger Coordinator) and community development in Santa Fe and Taos Counties
- Established three start-up cultural organizations: – **Santa Fe New Music** (Co-founder and administrative director) – **Creative Santa Fe** – **New Mexico Centennial of Statehood**

EDUCATION

Universite de Paris, Sorbonne (Masters in French Literature); Tufts University, Medford, MA (BA honors, French and English literature); Brearley School, New York, NY (high school diploma)

CURRENT VOLUNTEERISM

Opportunity Collaboration - Global Advisory Council member, JEDI+ Lead - Convening transnational partnerships and activations around trust-based philanthropy, power shifting, participatory grantmaking, and inclusion and cultural relativism in social impact for the leading global unconference focused on poverty alleviation