

# BEN MURPHY

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Fairport, New York

*Skilled nonprofit leader focused on sustainable community impact and inclusive growth through operational excellence and innovation. 20+ years of experience and over \$100 million in funding developed.*

## EXPERIENCE

### HILLSIDE FAMILY OF AGENCIES | Rochester, NY (April 2014 - Present)

#### Manager of Public Grants & Program Development

- Responsible for developing new services and securing public funding for one of the largest direct providers of children and family services in the northeast United States. Established in 1836, Hillside serves 13,000 families each year with an employee base of over 2,000 and an annual budget of \$138 million.
- Tasked with leading strategic growth for Hillside's continuum of care, with a focus on emerging trends and best practices in the fields of youth workforce development and education, justice, social finance, child and family services, affordable/supportive housing, economic development/capital projects, public policy, and government affairs.
- Charged with grant writing, project management, implementation, benchmarking, and data analysis for the agency's public grants development strategy at the local, state, and federal levels.
- Responsible for translating research and evidence-based practice into effective program solutions in partnership with the agency's executive team, program leadership, community partners, and public funders.
- Secured \$32.6 million in new program services and capital development for Hillside from a wide array of state and local sources (including multiple New York State Regional Economic Development Councils and the Governor's Upstate Revitalization Initiative), leveraging an additional \$58.7 million in private capital and philanthropic investment while creating 95 new FTE positions for central and western New York.

### ROBERTS WESLEYAN COLLEGE | Rochester, NY (February 2013 – April 2014)

#### Office of Government, Corporate & Foundation Relations Grants & Research Development

- Established grants and research development infrastructure for a private, liberal-arts institution founded in 1866, with a student body of nearly 2,000 and an annual budget of over \$100 million.
- Oversaw grant identification, procurement, and renewal activities for capital, scholarship, and research funding from foundation, government, and corporate sources. Aligned ongoing development efforts with the college's strategic planning activities.
- Coordinated with academic leadership to design a funding conduit for support of faculty research activities and student innovation initiatives.
- Furthered formal government affairs, foundation relations, and corporate engagement efforts in areas of strategic importance to the college in collaboration with institutional leadership.
- Secured \$1.3 million in new capital, scholarship, and research dollars from a variety of federal, state, corporate, and foundation sources. Leveraged an additional \$2.0 million in private capital and philanthropic investment. Increased the institution's YOY grants growth by +450%.

## EDUCATION

### COLUMBIA UNIVERSITY

**M.S. in Nonprofit Management, Present**  
New York City, NY (Part-Time, Online)  
Anticipated Graduation 2021

### ROBERTS WESLEYAN COLLEGE

**B.A. in Communication, 2000**  
Rochester, NY

- Graduated Cum Laude
- Undergraduate thesis presented at ECA Conference (2000)

### PROFESSIONAL DEVELOPMENT (Certificate) 2019:

- Human-Centered Design, Acumen/IDEO

### 2018:

- Social Entrepreneurship, Oxford University
- Evaluating Social Programs, MIT/edX
- Corporate Social Responsibility, Penn/edX
- Public Policy, UC Berkeley/edX

## DEVELOPMENT

**Total Funding: \$113.1 million (M)**

**FTEs Created: 167**

Affordable Housing (113 units): \$54.6M

DIRECT \$3.3 LEVERAGED \$51.3

I/DD Supportive Services: \$20.0M

\$20.0 \$0.0

Workforce Development: \$19.0M

\$14.9 \$4.1

Capital Projects: \$7.1M

\$1.9 \$5.2

Social Enterprise/Microfinance: \$4.4M

Revenue: \$3.5 \$0.9

Refugee & Immigration: \$3.7M

\$1.9 \$1.8

Children & Family: \$1.7M

\$1.6 \$0.1

Reentry/Justice: \$1.6M

\$1.6 \$0.0

Education: \$1.0M

\$1.0 \$0.0

Details: [ThisIsBenMurphy.com/Portfolio](https://thisisbenmurphy.com/Portfolio)

## **CATHOLIC FAMILY CENTER | Rochester, NY** *(September 2000 – January 2013)*

### **Director of Workforce Development, Refugee & Reentry Services**

- Provided leadership within an organization founded in 1917, serving over 30,000 individuals a year through an employee and volunteer base of 400+ and an annual budget of \$27 million.
- Joined Catholic Family Center as Transportation Supervisor in 2000, progressing to the role of Director in 2006. Directly responsible for a multi-site team of 70 diverse staff delivering \$3.7 million in services to 3,000+ individuals annually. Co-chaired four Board sub-committees.
- Served on the agency's Leadership Team managing the organization's operating budget, strategy implementation, accreditation, quality improvement, internal policy development, compliance, community outreach, and government relations efforts.
- Responsible for executive leadership of: workforce development, transportation, interpreting and translation, refugee resettlement/health and immigration, financial education and microfinance, social entrepreneurship, and adult/adolescent prisoner reentry services (including co-chairing the region's Adult and Adolescent Reentry Task Forces with Monroe County Probation).
- Managed outcomes-based contracts and sub-contracts for multiple service areas, including related research and grant writing, competitive funding procurement and renewal, budget development, contract negotiation, operational implementation, performance metrics and reporting, quality improvement, and compliance.
- Oversaw the strategic realignment of \$1.6 million in multiple service areas, including merger & acquisition activities and turnaround management for troubled program areas. Redeveloped Healthy Sisters' Soup & Bean Works from a grant-funded program to a self-funded social enterprise with annual sales of \$150,000 through 100+ retailers.
- Secured, implemented, and directed \$15.8 million in new program funding from a wide array of federal, state, corporate, and foundation sources, leveraging an additional \$2.7 million in private philanthropy.

## **ROBERTS WESLEYAN COLLEGE / ROCHESTER CITY SCHOOL DISTRICT**

### **Co-Founder/Leader - Tutoring Program | Rochester, NY** *(1997-2001)*

- Co-designed, launched, and managed after school tutoring program pairing college students with Rochester City School District elementary classrooms. Now operating as **RWC Project Escal8**.
- Recognized by the City of Rochester in 2000 for community impact.

## **COMMUNITY**

### **THE CHARLES FINNEY SCHOOL | Penfield, NY** *(2011-2017)*

#### **Board of Directors, Marketing Chair**

- Led the school through rebranding, brand alignment, marketing strategy development, community engagement, and capital campaign messaging resulting in sustained YOY annual enrollment growth of 5-10%.
- Served on the Board Chairman's Advisory Council from 2009-2011 prior to joining the BOD.

### **TRAILSROC! | Rochester, NY** *(2011-2017)*

#### **Co-Founder, Board of Directors**

- Co-Founded TrailsROC!, a conservation nonprofit promoting outdoor recreation and sustainable trail usage within the Finger Lakes region of New York State.

## **CONSULTING**

### **PRO BONO | Various** *(October 2018 – Present)*

- Working with **Kiva Rochester** on funding sustainability and development strategy.
- Worked with **Wine To Water** (NGO) on promotion of corporate social responsibility and United Nations Sustainable Development Goals alignment.
- Advised the **Youth Financial Empowerment Coalition** on strategy refinement and public policy positioning.

### **CONTENT & BRANDING | Various** *(2006-2014)*

- Wrote over 100 articles for publications including: Scholastic Parent & Child, Gatehouse Media, Parenting Media Association, and Roberts Today.
- Served as Online Editor-In-Chief *(2009-2010)* for global action sports publication Be-Mag.com with monthly reach of 250,000+ readers on 6 continents. Led content development strategy for global website re-launch, including all aspects of social media integration, content optimization, and editorial framework implementation.
- Co-Founded online men's magazine TheFatherLife.com *(2006-2010)* with an average global monthly reach of 15,000+. Worked with major brands such as Toyota, Hanes, Major League Baseball, Dove, NFL, Chobani, Reebok, and Disney.

## **INTERESTS**

Family, Reading, Stock Trading, Mountain Climbing, Trail Running, and Bourbon

### **TECH ROCHESTER | Rochester, NY** *(2009-2010)*

#### **Board of Directors, Director of Marketing**

- Led Tech Rochester (formerly 'Digital Rochester') through its digital rebranding process, including: website rebuild, social media engagement, email utilization strategy, and online events management.

### **HEART & SOUL COMMUNITY | Rochester, NY** *(2001-2004)*

#### **Church Leadership Board, Co-Chair**

### **BIG BROTHERS BIG SISTERS | Rochester, NY** *(1997-2004)*

#### **Big Brother (Volunteer Mentor)**

- Recognized in 1999 as 'Big Brother of the Year'.