

RODNEY M. GRABOWSKI, MBA, CFRE

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Highly qualified executive manager offering more than 27 years of principal gift fundraising, billion-dollar campaign management, and integrity-driven leadership in higher education and health care. Results focused and proven leader. Characterized as a visionary strategist and tactician both, with strong orientations in development, grateful patient, alumni, operations, finance and marketing.

PROFESSIONAL EXPERIENCE

June 2013 to
January 2017

University of Cincinnati Foundation
Cincinnati, Ohio

University of Cincinnati Foundation, President
University of Cincinnati, Vice President for Advancement (Development and Alumni Relations)
UC Health Foundation, President & Chief Executive Officer – January 2015 to January 2017

Responsibilities:

- Integrated the UC Alumni Association, UC Foundation and UC Health Foundation into one operating entity.
- Lead the University and UC Health's comprehensive development and alumni relations operations including responsibility for 170 personnel and 11 direct reports and a budget of \$25 Million.
- Provided strategic visioning and planning for the University and UC Health's annual and multi-year fundraising efforts. In the planning stages of an 8-year \$1.5 Billion+ campaign.
- Oversaw the development of a strong communications and branding platform that integrated UC, UC Health, UC Foundation and Athletics.
- Defined and developed the UC Foundation's strategic planning effort and the establishment of internal leadership initiatives and the strategies and tactics supporting them.
- Leader, educator, motivator, manager and spokesperson on all aspects of the advancement operation including goal planning, principal gift strategy discussion,
- Guided and supported the advancement work of the President of the University and President/CEO of UC Health.
- Maintained a top portfolio of prospects and traveled extensively domestically and internationally to build the necessary relationships for transformational gifts.
- Established solid working parameters on the appropriate use of HIPAA information in the advancement cycle.
- Formulated a comprehensive Grateful Patient and Family Program.

Bottom-line Results:

- Substantially surpassed base fundraising goals each year. FY2014: \$170M (137% of goal), FY2015: \$166M (123% of goal), FY2016: \$258.9M (173% of goal).
 - ▶ Increase in total fundraising for FY11-13 compared to FY14-16: +65.3% (\$223.4M)
 - ▶ Increase in average total fundraising for FY11-13 compared to FY14-16: +\$74.5M
 - ▶ Increase in outright and planned gifts for FY11-13 compared to FY14-16: +48.7% (\$91.3M)
 - ▶ Increase in average outright and planned gifts for FY11-13 compared to FY14-16: +\$30.4M
- Led a team to develop comprehensive proposals to donors that resulted in multiple 7-figure gifts in 2016 including the largest gift ever for an Innocence Project (\$15 million) and Lindner College of Business building gifts of \$11M, \$5M, and a \$5M gift toward renovating the 5/3 athletic arena.
- Successfully concluded the *Proudly Cincinnati* \$1 Billion campaign surpassing goal by 10% in June 2013.

Other Accomplishments:

- Reestablished credibility of the UC Foundation with internal and external university stakeholders.
- Developed trust with UC Health that resulted in the establishment of a Purchase Service Agreement that incorporated the UC Health Foundation activities into the UC Foundation.
- Developed a comprehensive Advancement model integrating development and alumni efforts for a common purpose. The integrated model resulted in the dissolution of the Alumni Association's 501©3 status and the establishment of an Alumni Engagement Committee within the UC Foundation Board.
- Developed awareness of board transition issues and established a sound nominating process identifying the demographics of the board and potential growth areas.
- Identified governance issues and successfully worked with the board to develop new bylaws for effective board governance.
- Completed Needs Assessment for pending comprehensive campaign.
- Reorganization of the advancement operation to focus on best practice in the industry. UC Foundation has developed into a workplace of choice.
- Transitioned from a traditional Human Resources model to one of best practice-driven talent management model including XLR8 task forces, career pathways, Strengths Finder and succession planning.
- Reconstituted senior leadership team with hiring of 6 new vice presidents within 14 months of start date.
- Developed a new funding model for the UC Foundation.
- Completed a \$5 million software conversion to Blackbaud's CRM, Internet Solutions and Financial Edge.

November 2007
to May 2013

University of South Florida (Foundation)

Tampa, Florida

Senior Associate Vice President for University Advancement & Campaign Director – February 2009 to Present

Interim CEO & Vice President – September 2008 to February 2009

Associate Vice President for Central Development & Campaign Director – November 2007 to September 2008

Responsibilities:

- Lead the University's Advancement operation including responsibility for 75 personnel and 14 direct reports. Departments include: Principal & Leadership Gifts, Annual Giving, Corporate Giving, Foundation Giving, Gift Planning, Academic Initiatives, Constituent Units including the Colleges of: Arts & Sciences, Business, Behavioral and Community Sciences, Education, Engineering, Marine Science, The Arts, Honors, Libraries, Public Broadcasting, Student Affairs the Alumni Association, and Regional Campuses and Institutions.
- Coordinated the development efforts between the USF Foundation and the two regional institutions: USF St Petersburg and USF Sarasota/Manatee.
- Provided strategic vision, planning and implementation of the University's \$600 million *USF: Unstoppable* campaign.
- Responsible for pledges and outright gifts of \$85,000,000+ annually.
- Managed a portfolio with a primary focus on Foundation Board Members and \$1 million+ prospects.
- Provided strategic leadership to the University's Principal and Leadership Gift efforts including implementation of strategic plans for all \$1 million+ prospects.

Accomplishments:

- Fiscal Year 2012 fundraising results: \$81.8 million. Second best in the University's history.
- Fiscal Year 2011 fundraising results: \$111.6 million, a university record. Previous record was surpassed by over \$30 million.
- Campaign results to date: \$574.6 million against a goal of \$600 million. In planning stages of a \$1 billion campaign extension.

- Engage in regular solicitation efforts and have secured numerous seven figure gifts including a recent \$6,000,000 and \$1,400,000 gifts.
- Developed a comprehensive advancement team including: fundraising, communications, research, proposal writers, events and alumni relations.
- Completed a comprehensive review of USF's prospect database (660,000+). With Information Technology, successfully analyzed and computed gift charts for the units on campus.
- Orchestrated a comprehensive campaign goal establishment process that aligned prospect base with projects across the USF System.
- Successfully completed a communications analysis and branded the *USF: Unstoppable* campaign – the largest fundraising and outreach effort in the University's history.
- Successfully publicly launched the *Unstoppable* campaign in October 2009 with pledges and gifts totaling over \$316 million with an anticipated completion date of June 30, 2013.
- Reorganized operations of the Foundation Board to be more nimble and effective through careful planning and strategic implementation.
- Instituted a prospect management process with an integrated matrix management system for development officers with a focus on Return on Investment
- Supervised and directed the USF Foundation during an important period of transition.

May 2002 to
November 2007

University of North Florida
Jacksonville, Florida

Associate Vice President for Development & Campaign Director – July 2004 to November 2007
Director of Constituent Programs and Planned Giving – May 2002 to July 2004

Responsibilities:

- Lead the University's development operations successfully raising between \$15 million and \$20 million annually in cash and pledges. Since 2002, average increase of \$5 million annually.
- Provided strategic planning, coaching, and supervision to the University's 17 development officers and Advancement Services Department of eight. Expanded the development staff from six to 17 over a five-year period.
- Created and implemented a comprehensive planned giving program stewarding 300 planned giving donors to the University.

Accomplishments:

- Oversaw all prospect management and strategy development processes.
- Guided and supported the UNF Foundation Advancement Committee. Exceeded Foundation Board Drive goal on an annual basis.
- Facilitated the Feasibility Study indicating consideration of a \$125 million comprehensive campaign.
- Managed the development staff to complete previous comprehensive campaign of \$65 million ending June 2003 and resulting in achieving 160% of goal six months early.
- Created a comprehensive orientation plan focusing on a results-oriented development plan for directors of development.

May 1999 to
May 2002

Jacksonville University
Jacksonville, Florida

Executive Director of Development – May 1999 to May 2002

Responsibilities:

- Supervised an alumni relations and development staff of 13 for a comprehensive private university enrolling 2,200 students in four colleges.
- Directed all aspects of the development operation including major and special gifts, planned giving, corporate and foundation giving, and annual giving fundraising.
- Managed portfolio of over 150 major gift prospects.

Accomplishments:

- Completed University's *Beyond Excellence Campaign* exceeding goal of \$58.2 million.
- Redefined university fundraising and its policies.
- Developed and led the fundraising efforts. Raised \$2.4 million unrestricted dollars for fiscal year 2000-2001. Total gifts received for 2000-2001 totaled \$10.9 million representing a 100% increase over the previous year.
- Initiated revision of Alumni Board of Governors to a board of national representation.
- Participated in the strategic planning initiative for the University.
- Established and monitored comprehensive peer review, tracking, and solicitation program.

October 1995 to
April 1999

Alfred University
Alfred, New York

Senior Development Officer – November 1997 to April 1999

Associate Director, Annual Giving and Alumni Relations – October 1995 to November 1997

Responsibilities:

- Integral member of University campaign management team. Assisted in planning and coordinating the \$70 million *New Millennium Campaign*.
- Supervised Director of Prospect Research, Events Coordinator, and Director of Advancement Services.
- Developed and implemented divisional calendar; including coordinating mailing efforts for a comprehensive fundraising operation.
- Designed and implemented Parents Fund and Reunion Giving fundraising strategies toward annual goal of \$225,000.
- Identified, cultivated, and solicited 50 major (\$1,000+) donors for the University.
- Personally visited annually over 100 prospects for fundraising efforts.

Accomplishments:

- Developed prospect tracking system for the comprehensive campaign.
- Organized and developed comprehensive research plans, including hiring of full- and part-time prospect researchers.
- Successfully planned extensive campaign kick-off events across the country.
- Facilitated a comprehensive Reunion Giving program that experienced a 100% increase in dollars and donors over the previous year.
- Recruited and supported 35 alumni volunteers for Reunion Giving Program -- highest number in University history.
- Managed Parents Weekend and Alumni Reunion Weekend events with over 1,800 in attendance.

February 1990
to October 1995

Five Rivers Council, Boy Scouts of America
Bath, New York

Senior District Executive - June 1993 to October 1995

District Executive – February 1990 to June 1993

Responsibilities:

- Cultivated, recruited, trained, and inspired 600 volunteers.
- Developed a Strategic Plan for the Boy Scout Council with the Executive Board.

Major Accomplishments:

- Recruited and trained Camp Gorton staff of 50 for two summers. Effectively managed a budget of \$125,000 exceeding net goals each year.
- Recruited and coordinated volunteer staff for Indian Waters District Operations. Achieved operational goals and Quality District status with limited supervision from 1991 to 1994.
- Effectively organized and implemented annual fundraising campaigns exceeding goals from 1991 to 1994 through recruitment of community business leaders.

EDUCATION

University of North Florida

Jacksonville, Florida

Master of Business Administration, International Business, 2007

Syracuse University

Syracuse, New York

Bachelor of Arts, International Relations, 1989

MEMBERSHIPS

- AFP – Association of Fundraising Professionals, Cincinnati Chapter
- CASE – Council for Advancement and Support of Education; CASE 50, CASE IRF Committee
- BSA – Boy Scouts of America
- Vineyard Community Church

VOLUNTEER SERVICE & ACCOMPLISHMENTS

- Leadership Cincinnati – *Class of 2015*
- Leadership Tampa – *Class of 2013*
- Certified Fund Raising Executive (CFRE) – *1992 to current*
- Boy Scouts of America – *Eagle Scout 1981*
- Boy Scouts of America – Dan Beard Council Board Member and Scoutmaster – *2015 to current*
- Boy Scouts of America - Gulf Ridge Council Board Member and Troop Committee Chair
- Association of Fundraising Professionals (AFP) – Florida Caucus, *Chair 2007 to 2008*
- AFP, First Coast Chapter – *President 2003; Board Member 2000 to 2007*
- Rotary Club of New Tampa, *Member, September 2011 to May 2013*
- Rotary Club of South Jacksonville, *Board Member 2006 to 2007*
- Isle of Faith Methodist Church, *Campaign Leadership Division Chair 2002; Board Member 2003-2004*

EDUCATIONAL EXPERIENCES & CONFERENCE PRESENTATIONS

- CASE District V Conference – “Merging Alumni with Development” – *Presenter, December 2016*
- Association of Governing Boards (AGB) – Foundation Leadership Forum – *Presenter, January 2016*
- CASE District III Conference – “*Communications and Marketing for a Successful Campaign*” – *Presenter, February 2013*
- Boy Scouts of America, *Wood Badge Leadership Course, October 2011*
- AFP Planet Philanthropy Conference – “*Campaigns: To Do or Not to Do*” & “*Steps to Keep Your Campaign Alive*” - *Presenter, June 2011*
- Center for Creative Leadership, *Leadership Development Program, November 2010*
- AFP Planet Philanthropy Conference – *Track Dean, June 2010*
- AFP Planet Philanthropy Conference – *Planning Committee, June 2008*
- AFP Planet Philanthropy Conference – *Committee Member and Presenter, Sept 2004*
- AFP First Coast Chapter – “*Successful Gift Negotiations*” – *Facilitator, October 2003*
- AFP First Coast Chapter – “*Basics of Fundraising Conference*” – *Presenter, Feb ‘02/’03*
- AFP First Coast Chapter – “*Advanced Fundraising Conference*” - *Chair, October 2001*
- AFP First Coast Chapter – “*Basics Fundraising Conference*” – *Presenter, February 2002*