

Toni Newman, CFRE
1626 Wilcox Avenue #1271 | Los Angeles, CA 90028
(323) 633-6039 | tonidnewman@aol.com

Chief Equality Officer, Chief Development Officer, Executive Director, Development Director, and Public Relations Expert

Executive Director-level professional experienced in racial equity, development, nonprofit management, budgeting, finance, human resources, staff development, and marketing. I have expertise in managing people and programs to enhance productivity, quality, and bottom-line performance.

Skills and Core Competencies

- Dedicated over 15 years of service to the work industry acquiring a full spectrum of knowledge in management, development, public relations, marketing and more. Display a high level of understanding regarding supervising, leading and customer service that is evident through specific employment venues
- Ability to liaise on a professional level with multiple unilateral agencies
- Team player who can lead from the front while understanding the importance of following. Will adapt to any situation involving teamwork to guarantee work center success
- Technologically inclined. Excellent working knowledge of all Microsoft Office Products as well as numerous customized and other software programs
- Self-motivated and driven as shown in several successful entrepreneur initiatives
- Expert at maintaining and developing aggressive schedules. Can manage numerous schedules and events logs for high profile leaders while ensuring subordinates receive the same service and care
- Raised more than \$35 million in the last decade

Employment History

LYRIC | San Francisco, CA

Oct 2020-Present

Interim Executive Director | President

- LYRIC is a 501(c)3 nonprofit with a budget of \$4.5 million dollars and 30 staff
- LYRIC's mission is to build community and inspire positive social change through education enhancement, career trainings, health promotion, and leadership development with lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQQ) youth, their families, and allies of all races, classes, genders, and abilities
- Responsibilities are full day to day operations, budget, human resources, finance, equity and government contracts (city, state and federal), and union negotiations
- Managed five director-level staff: HR, finance, programs, development, and data reports (HR, Finance, Programs, Development and Data)
- Responsible for raising over \$650K of new funding for the organization
- Represented the leadership team in the union contract with OPIEU-29 (contract is pending approval by staff and the board)
- Reorganized the 5 departments to be streamlined and operational

Transgender Strategy Center | Los Angeles, CA

Mar 2020-Present

Faculty Member

- The Transgender Strategy Center (TSC) faculty offer expertise and guidance to nonprofit organizations and companies seeking to improve their engagement with transgender and gender-nonconforming communities
- Work to improve organizational engagement and business performance through operationalizing a more trans inclusive workplace, promoting trans equity, educating non-trans employees and senior managers, and providing a tailored technical assistance package to bring about the desired changes
- Write grants for foundations, corporations, and institutions for new clients (\$375K of funds raised for small organizations needing funding)
- Developed fundraising and development budgets for small companies with a budget of under \$1 million dollars
- Hired by city governments and tech companies for DEI training

San Francisco LGBT Center | San Francisco, CA

Aug 2020-Dec 2020

Interim Director of Employment Services

- The Interim Director of Employment Services oversees the implementation of employment services under the general direction of the ED. Programs include the LGBTQ Employment Program, the Trans Employment Program (TEP), and a specialized access program serving the Tenderloin and SOMA communities. This position has overall responsibility for the employment services program, including team management, program development, budget management, outreach, external stakeholder relationships, processes and systems for the department, and management of funding contracts and subcontractors.
- Managed a staff of 3 and a budget of \$700,000 of SF City Funding (Mayor's office, Workforce Development and Human Services Agency)
- Wrote grants for the department to private corporations and foundations
- Worked with the CEO and leadership team to work on restorative justice and equity. Devised a new DEI plan for the center

St. James Infirmary | San Francisco, CA

Mar 2018-Feb 2020

Executive Director and Development Director

- Managed and provided leadership with respect to clinic management, strategic planning, financial management, and expansion analysis for the new location
- Oversaw Health Clinic operations to generate measurable returns to benefit St. James Infirmary the community, clinical staff, and patients
- Drove clinic growth through the execution of business strategies focusing on project planning patient satisfaction and safety, operational process efficiency, and workforce
- Provided network and outreach with community partners and local businesses to drive LEAN methods awareness and growth of St. James Infirmary Health Clinics and services
- Directed contracts, grants, policy, and credentialing departments
- Wrote all grant requests (awarded a \$2.5 million dollar grant from the city of San Francisco for 2 years)
- Reviewed and negotiated all city, state and federal contracts
- Managed employees across several disciplines and helped them to accomplish KPIs and further their daily and monthly goals
- Increased budget by \$1.1 million dollars for the total budget of \$2.5 million annually
- Opened a new clinic and new offices for St. James Infirmary and raised \$200K to cover moving costs and expansion of new offices and clinic

Maitri Compassionate Care | San Francisco, CA

Jul 2015-Mar 2018

Development Director

- Maitri is an HIV / AIDS hospital serving marginalized individuals with advanced AIDS. Worked

- with the CEO to develop fundraising, development, and event budgets.
- Responsible for grant writing and all reports associated with the grants
- Worked with celebrity donors to produce annual gala with 500 guests
- Raised \$1 million dollars annually from private events, fundraising events, foundations, and corporations
- Held 3 major annual fundraising events with celebrity guests that raised \$600K dollars of profit
- Established and maintained all donor relations and database with over 6,000 donors. Wrote quarterly newsletter raising \$150K from individual donors annually
- Media spokesperson
- Managed and monitored all social media accounts (Twitter, Facebook and website)

T.H.E. (To Help Everyone) Health & Wellness Centers | Los Angeles, CA **Feb 2014-Jun 2015**

Interim Director of Development and Communications

- T.H.E. is Federally Qualified Health Center with 7 clinics in south Los Angeles
- Wrote Grants for total award of \$16.5 million dollars.
- Administration Liaison between CEO and Outreach staff of 10
- Handle legislative outreach activities at the state level
- Managed the company's website and updates
- Company's public representative in the media
- Represented the clinic as a Federal Qualified Health Center on the mayor's commission
- In charge of the Covered California program-10 counselors and enrolling over 500 individuals weekly
- Managed all outreach activity within the South LA community
- Supervised staff counselors for 7 health clinics offering healthcare coverage
- Developed a marketing plan to increase branding of the 7 healthcare clinics
- Responsible for grand opening of 3 new healthcare clinics in south Los Angeles
- Work with VP of administration services for staff assignments
- Reported to VP for outreach activity and mobile unit assignments with medical team and lead physician

Equality California (EQCA) | Los Angeles, CA **Jan 2012-Feb 2014**

Certified Enrollment Counselor, Fundraiser, Legislative Assistant

- Grassroots fundraiser and I were responsible for raising \$500 dollars a day. I raised a total of \$155,000 from individuals in public forums.
- Recruited volunteers (average of 10 per week)
- Campaigned for new legislation via phone to request donor support and contributions
- Contacted constituents regarding legislative info for new assembly bills
- Made public fundraising appearances across Los Angeles
- Responsible for daily intake reports
- Worked with the Program Manager for Outreach Programs
- Processed daily donations (cash and credit cards)

CEO, SPI Productions LLC | Los Angeles, CA **2003-present**

Chief of Marketing, Officer/CEO

- Co-author teleplay and screenplay, *Heart of a Woman*
- Author of autobiography, *I Rise – The Transformation of Toni Newman published in 2011*
- Talent and funding acquisitions (\$650k raised so far)
- Acquired top film director (Keith Holland) and funding for movie project
- Produced *Heart of a Woman* short film that appeared in five film festivals

Wake Technical Community College, Raleigh, NC

1994-2000

Instructional Supervisor/Assistant to Dean of Evening Programs

- Supervised two evening satellite programs with total enrollment of over 500 students in evening programs
- Recruited and hired 25 part-time instructors
- Approved course curriculum for evening programs

Coastal Carolina Community College | Jacksonville, NC

1990-1994

Admissions Representative/Assistant to Director of Off-Campus Programs

- Recruited students through Career High School Days
- Advised prospective students on academic curriculum

Education/Achievements

Bachelor of Arts – Sociology

Recipient of several local and national scholarships

Wake Forest University, Winston-Salem, NC