

# LESLIE M. RICH

LEADER / INNOVATOR / COMMUNITY BUILDER

## SKILLS

- Community Outreach & Engagement
- Asset-based Community Development
- Leadership Development
- Coaching
- Community Mapping
- Project Management
- Budget Projection & Management
- Placemaking
- Event Planning

## EDUCATION

### UNIVERSITY OF CINCINNATI

1998-2002 | Cincinnati, OH  
B.A., History; Department Honors, Model Arab League

### MIAMI UNIVERSITY

1997-1998 | Oxford, OH  
Honors Program

## COMMUNITY ENGAGEMENT

2022-present

### Westwood Community Urban Redevelopment Corporation

Board Member

2022-present

### United Way Black Empowerment Works Grant Program

Grant Reviewer

2021-present

### City of Cincinnati Human Services Advisory Commission

2018-Present

### Hopewood Outdoors

Board Member

Trail Maintenance Task Force Member

## EXPERIENCE

### OWNER/OPERATOR | 2020-PRESENT

*Wondercade Cincinnati, OH*

- Led company from concept to profitable startup within 18 months during COVID
- Created all Finance, HR and Operations policies
- Created 10 living wage jobs for Westwood residents
- Built 25 community partnerships resulting in donations of \$25,000 to Cincinnati non-profits

### SENIOR CITY ACTION STRATEGIST, CINCINNATI | 2021-PRESENT; CITY ACTION STRATEGIST, CINCINNATI | 2020-2021

*ioby Brooklyn, NY*

- Successfully launched new ioby office in Cincinnati, OH in the midst of a pandemic
- Created over 50 new partnerships with key organizations and individuals in the Cincinnati and Northern Kentucky region
- Delivered fundraising training to nearly 900 community members
- Launched campaigns on the ioby platform that have raised nearly \$300,000 to date
- Created short and long term strategies to ensure that all grant deliverables were met in year one of Cincinnati.
- Developed crowdfunding pilot with Girl Scouts of Western Ohio Gold Award Candidates
- Developed and delivered nationwide webinars covering fundraising techniques, volunteer recruitment and recognition and how to thank donors.
- Contributed to work on personas and accessibility org wide
- Race, Equity and Inclusion committee member
- Created framework for organization wide REI work
- Created digital inclusion policy for organization
- Created compensation policy for community volunteers representing ioby

### EXECUTIVE DIRECTOR, CO-FOUNDER | 2019-2022; BOARD CHAIR | 2010-2019

*Westwood Works Cincinnati, OH*

- Guided organization through successful start up, asset and needs assessment, mission development and strategic planning
- Designed *Street to Street* initiative to empower and develop more neighborhood leaders
- Designed and implemented mini-grant program to fund neighborhood projects
- Facilitated monthly community feedback meetings
- Oversaw and executed hiring of first Executive Director in 2015

## COMMUNITY ENGAGEMENT (cont.)

2015-Present

### **Dater Montessori**

Room Parent  
LSDMC, Recording Secretary  
Friends of Dater Montessori,  
Recording Secretary  
Dater after Dark, Event Chair

2015-Present

### **Gamble-Nippert YMCA**

Board Member

2015-Present

### **My Neighbor's Place**

Board Member

2013-2022

### **Westwood Art Show**

Co-Chair

2013-2015

### **Westwood Civic Association**

Board Member; Membership  
Secretary; Outreach Committee

2006-Present

### **Starfire Council**

Volunteer Development  
Committee Member; Volunteer

## TECHNOLOGY KNOWLEDGE

- Proficient in Microsoft Office, Apple iOS & Google Docs applications
- Proficient in CRM platforms Salesforce and Network for Good
- Proficient in project management and communication platforms Basecamp & Slack

*Additional software experience:*

- Prezi, GoToMeeting & Join.me
- Social media platforms including Instagram, Facebook, Pinterest, Twitter, Tumblr & Snapchat

## EXPERIENCE (cont.)

- Created budget management system
- Developed and managed all reporting to funders
- Established risk management systems
- Cultivated and maintained relationships with city officials and local governments
- Designed fund development strategy to move organization from a \$2,000 annual budget to a \$150,000 annual budget in six years

### **COMMUNITY ENGAGEMENT TEAM LEADER | 2008 - 2019**

*Girl Scouts of Western Ohio, Cincinnati Region Cincinnati, OH*

- Developed and implemented integrated plans across functions to increase organizational results
- Prioritized organizational issues and provided staff leadership to achieve the desired outcomes in development and implementation of team plans
- Led the design of community cultivation staff training which strengthened opportunities for networking to address priorities in the community
- Built and Maintained relationships with community partners in underserved and under resourced communities within five counties in Ohio and two counties in Indiana
- Provide service delivery support to over 22,000 girls and 9,000 volunteers annually, through the effective management of the community engagement team staff

– Attracted, recruited, motivated and led a high-performance staff

#### **Key Achievements:**

- Designed council-wide Family Engagement strategy and resources
- 2016-2018 Artswave Employee Campaign Chair; exceeded \$7,000 goal
- Girl Scouts of Western Ohio Succession Planning *Participant 2010-2011; Mentor 2012-2013; Content Development Team 2015*
- 2012 United Way Campaign Chair; exceeded \$35,000 goal
- Girl Scouts of Western Ohio Organizational Redesign Task Force Member

### **EDUCATIONAL OUTREACH MANAGER | 2006-2008**

*Girl Scouts of Western Ohio, Cincinnati Region Cincinnati, OH*

- Oversaw curriculum development, program delivery and evaluation of the In-School Girl Scouting Pilot Project to extend membership to over 4,200 girls in underserved communities
- Provided leadership and coaching to paid staff members responsible for implementing the In-School Girl Scouting Pilot Project
- Managed recruitment & program delivery for day camp opportunities delivered in conjunction with the Youth Services Section of the Cincinnati Police Department serving over 1,300 girls
- Managed budgets & grants totaling \$500,000 and ensured necessary documentation for accurate reporting to grantors
- Created & maintained collaborations with leaders & volunteers from over 30 community organizations, schools and corporation

## EXPERIENCE (cont.)

### **PROGRAM SERVICES SPECIALIST | 2003-2006**

*Girl Scouts of Western Ohio, Cincinnati Region Cincinnati, OH*

- Managed Girl Scouts in Public Housing Project serving 1,000 girls
- Developed Service Learning training for leaders and girls
- Managed existing programs and day camps and developed new programs allowing for over 5,000 girls to learn about diversity, puberty, self-esteem and Girl Scout history
- Served on Alternate Service Delivery Task Force to redesign and streamline the way the organization delivers services to volunteers
- Created new organization-wide training resulting in an increased retention level among adult volunteers
- Built leadership teams and formed troops in 10 public housing complexes throughout Cincinnati, Hamilton and Middletown
- Facilitated monthly community feedback meetings
- Oversaw and executed hiring of first Executive Director in 2015
- Created budget management system
- Developed and managed all reporting to funders
- Established risk management systems
- Cultivated and maintained relationships with city officials and local governments
- Designed fund development strategy to move organization from a \$2,000 annual budget to a \$150,000 annual budget in six years