

# Cinnamon D. Pelly

## SUMMARY

A community-minded, **creative problem solver** with measurable impact in a **diverse array of professional leadership roles, including** banking, operations, media relations, community engagement, education, health, and deep philanthropic **experience**. An **inclusive relationship builder** skilled at guiding executives and community stakeholders to exceed goals. Led senior management teams and community advisory boards across diverse markets in executing thoughtful, high-impact, and sustainable strategies that targeted alleviating poverty, spurring economic growth and workforce development, improving P-16 education, wellness, and the arts. Served as Community Reinvestment Act (CRA) Officer in three states, **volunteer program manager for over 19,000 employees**, Chief Marketing Officer, and Chief Operations Officer. Managed largest territory and charitable grants portfolio of more than \$5.2 million annually for a multinational financial services company; and implemented complex Federal Choice Neighborhoods Grant of over \$29 million working with **Five Federal Departments** with outcomes that exceeded expectations in crime reduction, health disparities, and early childhood education.

## PROFESSIONAL EXPERIENCE

**Urban League of Greater Southwestern Ohio:** Cincinnati, Ohio, July 2020 – Present

### **Chief Operating Officer**

Oversee internal and external operational initiatives, and ensure initiatives are streamlined and prioritized based on the Organization's mission and goals. Provides day-to-day guidance and management over personnel and functional needs to allow the CEO to focus on long-term strategic growth. The role is directly responsible for overseeing marketing and communications, operations and information technology, human resources, government and community relations, advocacy, facilities, special projects, and the African American Leadership Development Program. Provides support and consultation to the President/CEO, is responsible for operational efficiency, and acts as the Organization's public face when needed.

- Assisted in the growth of the Organization budget from \$4.9M to nearly \$13M
- Negotiated 10 year, multimillion-dollar real estate contract for the Center for Social Justice
- Established early partnership with City Health Department resulting in **weekly no cost COVID test sites**, Vaccination Clinics, resulting in **over 600 COVID Vaccines** in underserved and minority communities in Q1 of 2021
- Established a Marketing & Communications Department

**Community Economic Advancement Initiatives:** Cincinnati, Ohio, October 2018 – June 2020

### **Vice President and Chief Operating Officer**

Founded in 2017, CEAI's mission is to provide strategic plans for the Black Community's safety, health, and education. The Organization has several ongoing projects, including a Solar Energy Project, 4 acres of land in Roselawn, a grocery store in Bond Hill, and a housing development strategy. CEAI has also worked with community partners, such as Bon Secours Mercy Health, to open a COVID-19 Testing Site in Bond Hill and The Urban League to provide PPE to residents in Bond Hill & Roselawn neighborhoods.

- **Redeveloped 10,860 SF retail strip** in the heart of Bond Hill Business District
- **Acquisition and remediation of 1.9 acres** of vacant land at a critical intersection; The assemblage of parcels for a future commercial mixed-use project in the Roselawn Neighborhood Business District
- **Established early no-cost weekly COVID test site** in partnership with Mercy Bon Secours in the underserved minority community in Cincinnati's urban core in Q2 2020.

**C&A Consulting, LLC:** Cincinnati, Ohio, January 2018 – Present

### **Consultant: Strategy, Philanthropy, Community & Business Solutions**

C & A consulting specializes in **business and community solutions** that positively impact the triple bottom line. Work experiences include conducting **Diversity, Equity, and Inclusion training** for CEO and Senior Leadership for a children-serving nonprofit in Northern KY, writing fundraising plans for Charter School Operator and helping Churches maximize efforts and train volunteers in fundraising and event planning. Other examples include Gubernatorial and local Political Campaigns and organizing Black Churches to amplify voter turnout, which **resulted in 2018 as the highest turnout since 1994** in a Hamilton County Midterm election.

- Strategic advisor for developing and implementing Corporate Social Responsibility Plans and thoughtful, high impact investments

- Achieving influential Community and Stakeholder Engagement; Community Boards
- Community Partnerships, Public-Private Partnerships, and Building Inclusive Teams
- Campaigning and Community Organizing

**Accelerate Great Schools:** Cincinnati, Ohio, May 2016 – September 2017

**Chief Marketing Officer**

Recruited to assist a new, nonprofit education funder with mitigating lousy press, identifying and developing relationships with key stakeholders in the City and State, and brand lift. Built and executed community engagement and marketing strategy to introduce the new Organization and market the Organization as a resource for support to families and students, public, parochial, and community schools. Designed and executed broad-based community serving that included canvassing over 1,000 residents and using that data to inform our strategy. Organized equitable school visits to high-performing systems in Indiana, California, Illinois, and Ohio, including parents, educators, elected officials, business leaders, and funders.

- **Introduced the new brand and garnered support** for a new education fund, particularly with low-income parents
- **Mitigated opposition to investments** in innovative schools and talent development programs in Cincinnati
- **Authentically Engaged over 1,000 Community Leaders**, Neighbors, and Community Based Organizations that included neighborhood canvassing, focus groups, site visits (locally and nationally)
- **Cultivate and maintain critical relationships & Build Partnerships** with diverse education, business, government, and social services stakeholders to increase brand value, and work with consultants/lobbyists to fuel our government relations strategy

**The Community Builders, Inc.:** Boston, Massachusetts, and Cincinnati, Ohio September 2013 – May 2016

**Director – Cincinnati, Community Life and Choice Neighborhood Implementation Grant** Directed the implementation of the \$29.5 million Choice grant by creating innovative and robust community, public and private partnerships that achieved measurable results for **nearly 300 families living in extreme poverty** such as: partnered with Cincinnati Children’s Hospital, Cincinnati Public Schools, Greater Cincinnati Urban League, and others to increase the number of families with health insurance and reduce the number of children visiting the Emergency Department; Increased the number of employed youth and adults, successfully decreased incidents of gun violence in targeted communities and increased the number of children enrolled in quality, early education preschool programs among other metrics prescribed by **5 Federal Departments** comprising the Choice Neighborhood Initiative: **HUD, DOJ, DOL, HHS, and DOE.**

- Opened Cincinnati Avondale Office, hired staff, and brokered MOUs with vital nonprofit partners
- **Reduced number of ED visits** at Children’s Hospital and **increased health insurance coverage**, and doctors’ appointments from historically highest use addresses
- **Reduced gun violence;** Went more than 220 days without a gun shooting in one of Cincinnati’s neighborhoods
- **Increased preschool enrollment** for children in low and moderate-income earning households
- Led Weekly Choice Partner Meetings (over 16 organizations), Community Advisory Board, and Resident Meetings
- Leveraged over \$40 million in additional investments for Cincinnati neighborhood and **Raised \$3M** in local match
- Brokered first and at the time only educational partnerships with Public School System and Choice Grant

**JP Morgan Chase & Company:** December 2011 – August 2013, Columbus, OH

**Vice President, Global Philanthropy – Five (5) Markets: Central Ohio, Northern Kentucky, West Virginia, Northeast Ohio, and Southwest Ohio** A proven leader, advisor, problem solver, and effective communicator with extensive board management experience. I started my career as a temporary worker and climbed the ranks to become Vice President in the global financial services industry in **8 years**. Managed volunteer and employee giving program in 4 markets in Ohio and West Virginia and successfully invested JPMC Foundation’s charitable grant portfolio over 5.2 million dollars annually in communities in three states.

- **Managed JPMC’s largest domestic Corporate Philanthropy budget and territory**
- Led Contributions Committee Board Meetings comprised of the market president and senior leadership in 4 markets in 3 states; Five Direct Reports

- Executed “Community Renaissance,” a **place-based, collective impact investment strategy**; Including but not limited to: Place Matters – Cincinnati/N. Kentucky, Weinland Park – Columbus, Ohio, Fairfax Neighborhood–Cleveland, Ohio and University Park Neighborhood – Akron, Ohio
- Community Reinvestment Act (CRA) Officer for Ohio and West Virginia; Created and Led Firm’s Ohio and West Virginia Community Advisory Board (CAB) to meet and exceed CRA targets in investments, lending, and services

**JP Morgan Chase & Company:** July 2006 – December 2011, Mason, OH

**Global Philanthropy Vice President – Northern Kentucky, West Virginia, Northeast & Southwest Ohio**

- Managed Corporate Philanthropy budget over \$2.5M and led CRA Compliance
- Implemented Visibility Strategy that increased recognition for Firm and engaged community & elected officials
- **Crisis Media** - Responded to Branch Robberies and protests related to the Housing Crisis, environment, and others
- Managed Firm’s **response and aid to Major Disaster** at Upper Big Branch Mine in Raleigh County, West Virginia
- **Leveraged over \$244 million in additional investments** for Cleveland, Ohio Neighborhoods

**JP Morgan Chase & Company:** January 2006 – July 2006, Columbus, OH

**Community Relations Vice President – West Virginia & Northeast & Southwest Ohio**

- Managed Corporate Philanthropy budget of \$2.5M and led CRA Compliance
- Member of Firm’s **Global Philanthropy Advisory Council**; nationwide council to develop an investment strategy
- Consensus Building and Change management with senior leadership across multiple markets around the Firm’s new place-based, Philanthropic Investment Strategy and data-driven approach to grantmaking
- Managed Firm’s **media response and philanthropic aid to Major Coal Disaster** at Sago Mine in Upshur County, West Virginia

**JP Morgan Chase & Company:** January 2005 – December 2005, Columbus, OH

**Community Relations, Market Manager for Northeast & Southwest Ohio**

- Managed Corporate Philanthropy budget of \$2.05M and CRA Compliance
- Grant administration; performed due diligence, site visits, record keeping, and grant performance evaluation
- Spokesperson and Represented the Firm at community events
- Sponsorships, Event Planning, working with the Private Bank for High net worth Clients and other Special Events

**Bank One:** April 2003 – January 2005, Columbus, OH

**Regional Media Relations & Community Relations**

- Prepare & disseminate **press releases statewide**
- Volunteer Program Manager for over 19,000 employees; Developed a standardized approach to employee volunteer program reporting and performance measurement
- Administered Philanthropic Grants Process and **Coordinated Employee Giving Campaigns** with UNCF, Operation Feed, and the United Way

**Bank One:** June 1999 – April 2003, Columbus, OH

**Human Resources; International & Japanese Division; Mezzanine & Private Equity**

- Supported three regional vice presidents; Provided Meticulous attention to detail and Excellent Customer Service
- **Handled Domestic and International wire transfers** for local and global clients
- Conducted Market Research and Prepared all business presentations for new business development

**National City Bank:** January – June 1999, Columbus, OH

**Executive Relocation Assistance Manager**

- Relocated more than a dozen Bank executives and families, Managed Bonuses and Benefits for New Hires, Internal Promotions & Transfers

- Strategic Business Partner for Operations leaders, leading the HR efforts in all aspects of relocation, and administered Corporate Human Relations Policies

**Columbus City Schools:** May 1998 – January 1999, Columbus, OH

**Substitute Teacher**

Instructed elementary and middle school students in 8 urban Columbus City Schools with an emphasis on STEM subjects Science and Math and History.

- Math, Science, Health and Social Studies Educator for Columbus City School students

**Nia Youth and Family Academy:** May 1998 – June 1999, Columbus, OH

**Teacher**

- Taught youth Kiswahili and provided homework help based on the principles of Self-Determination, Faith, Purpose, Creativity, Collective Work and Responsibility, Cooperative Economics, and Unity

**EDUCATION**

COVID-19 Contact Tracing Certificate	<b>The Johns Hopkins University</b>	
Leadership and Women of Color Program	<b>Spelman College</b>	Atlanta, GA
Master of Science	<b>Franklin University</b>	Columbus, OH
Bachelor of Arts	<b>The Ohio State University</b>	Columbus, OH
Honors Health Careers Opportunity Program	<b>Ohio University</b>	Athens, OH

**SKILLS**

- **Notary Public**
- Ability to multitask with projects, data analysis, and coordination with the executive leadership team
- High-level strategic thinking, planning, and business development
- Problem-solver, Strategic Advisor
- Public Speaking
- Collaboration and Consensus Building
- Diversity, Equity & Inclusion
- Collective Impact
- High Impact Philanthropy and Sponsorships
- Federal Grant Management
- Public-Private Partnerships
- Ability to envision and convey the Organization’s strategic future to the staff, clients, volunteers, and donors
- Strong conceptual, analytical, change management, and organizational skills
- Creativity & Innovation
- Leadership
- Board Management
- Community Reinvestment Act (CRA) Regulation and Compliance
- High Impact Community Engagement
- Volunteer Recruitment and Management
- Public and Media Relations, Brand Management

**BOARD SERVICE**

- Current, Trustee, 4C for Children, 2020, Cincinnati, Ohio
- Current, Member, Public Policy Cabinet, United Way of Greater Cincinnati
- Current, Secretary, E. Kathleen Cooke Foundation, Cincinnati, Ohio
- Past, Council Member, **Economic Inclusion Advisory Council (EIAC)**, Hamilton County, OH, 2020
- Past, Trustee, Philanthropy Ohio 2010 - 2020; **Diversity, Equity & Inclusion Committee, Chair**; 2013 Philanthropy Forward Conference Chair; Education Advisory & Governance Committee, 2018, Columbus, OH
- Past, Trustee, **The Center for Closing the Health Gap**, Cincinnati, Ohio
- **Founding Board Member**, Avondale Comprehensive Development Corporation, Cincinnati, Ohio, Vice Chair
- Past, Trustee, Greater Cincinnati and Northern Kentucky **Social Innovation Fund**, Cincinnati, Ohio

- Past, Trustee, Strive Together, Cincinnati, Ohio, Executive, Teaching and Sustainability Committee Member
- Past, Trustee, Local Initiatives Support Corporation, Greater Cincinnati & N. Kentucky, Executive Advisory Committee & Loan Review Committee
- Past, **Founding Board Member** & Executive Committee Member, Community Building Partnership of Stark County, Canton, Ohio
- Past, Advisory Committee Member, **Community Needs Neighborhood Study** sponsored by United Black Fund, University Hospital and Cleveland Clinic, Cleveland, Ohio
- Past, Trustee, **Girls, Inc.**, Columbus, Ohio
- Former Commissioner, Create Columbus Commission, City of Columbus, Columbus, Ohio
- Past, Member, Financial Stability Impact Council & **Women's Leadership Council**, United Way of Central Ohio, Columbus, Ohio

#### SPEAKER AND CONFERENCE PRESENTER

- Corporate Philanthropy Representative, Common Core Convening, hosted by GE Foundation, Orlando, Florida
- Speaker, City of Cleveland Storefront Renovation Awards, hosted by Development Department, Cleveland, Ohio
- Presenter, **Funding and Sustainability Panel for Strive Together Network National Convening**, Portland, Oregon
- Presenter, Corporate Philanthropy for New Professionals, hosted by Ohio Grantmakers Forum, Columbus, Ohio
- Presenter, Funding and Sustainability Panel for Strive Together Network for visitors from Germany, Michigan, and Ohio, Knowledge Works Foundation, Cincinnati, Ohio
- Presenter, "Working with Corporate Funders" hosted by JPMorgan Chase Foundation, Youngstown, Ohio
- Presenter, "Working with Corporate Funders" at Officer Essentials Training, hosted by Sigma Gamma Rho Sorority, Incorporated, Cary, North Carolina
- Presenter and Panelist, **Collective Impact Funding and Sustainability for National Funders hosted by Living Cities and Strive Together at the Ford Foundation**, New York, New York, 2012
- Presenter, "Community Engagement" Training, hosted by The Center for Closing the Health, Cincinnati, Ohio
- Presenter, "**Undergraduate Recruitment, Risk Management, and Retention**," Association of Fraternity Advisors, St. Louis, Missouri, 2011
- Presenter, Public-Private Partnerships at Housing and Urban Development (HUD) Choice Neighborhoods Conference with Cincinnati Public Schools, "**The Role of Schools in Neighborhood Revitalization**" facilitated by Jane Hodgdon, Department of Education, Arlington, VA, 2014
- Speaker, Impact Community Action Agency's 50<sup>th</sup> Workforce Graduation Program, Columbus, Ohio
- United Way Worldwide Community Leaders Conference, Guest of United Way of Greater Cincinnati, National Harbor, MD, 2014
- **Project REAP (Real Estate Associate Program)**, Inaugural Program Graduate, Columbus, Ohio 2014
- Rapid Cycle Improvement Collaborative, Cincinnati Children's Hospital Medical Center, Cincinnati, Ohio, 2014
- ImpactU Improvement Science Leadership Inaugural Program Participant with Cincinnati Children's Hospital Medical Center and Strive Partnership, Cincinnati, OH 2015
- **Panelist, "Opportunity in America: Race, Income & Housing Equity"** with Charles Hamilton Institute on Race and Justice at **Harvard University**, The Community Builders, Inc., and Klein Hornig, Boston, MA, December 2015
- Community Engagement and Communications Working Group, Education Cities, Indianapolis, Indiana
- **Reclaiming Safety** Community Participatory Leadership Research Project, University of Cincinnati, 2019 - 2021
- **Collaborative for Transdisciplinary Justice Transformation** Working Group, University of Cincinnati, 2022

#### PUBLICATIONS

- Johnson, Lauren, and Pelly, Cinnamon and Ruhland, Ebony and Bess, Simone and Dariotis, Jacinda K. and Moore, Janet, **Reclaiming Safety: Participatory Research, Community Perspectives, and Possibilities for Transformation** (June 30, 2021.) **Stanford Journal of Civil Rights and Civil Liberties**, Forthcoming, Available at SSRN: <https://ssrn.com/abstract=3877542> or <http://dx.doi.org/10.2139/ssrn.3877542>

#### AFFILIATIONS & MEMBERSHIP

- African American Leadership Academy, Class IV, Columbus, Ohio, 2008
- Leadership Columbus, 2009
- African American Leadership Development Program, Class 18, Cincinnati, Ohio, 2012
- Junior League, Member; Nominations Committee, 2021, Kids in the Kitchen co-chair, **Refugee Connect Committee**
- The Links, Incorporated, **Central Area Communications Committee**, and Local Technology and Social Media, Chair, Current; Past, NextGen Committee and Local Chapter Treasurer, Dayton, Ohio
- Sigma Gamma Rho Sorority, Incorporated, Life Member and Social Action Committee, Chair, Current; Past, International Nominating Chair and **Central Region Vice Director**
- **NAACP, Cincinnati Branch, Treasurer, Current;** Assistant Treasurer, 2019-2021, Cincinnati, Ohio
- The Ohio State University Alumni Society, Life Member

#### AWARDS & RECOGNITION

- Corporate Partner of the Year, Fairfax Renaissance Development Corporation, Cleveland, Ohio
- **Bridge Builder Award**, Cincinnati Hamilton County Community Action Agency, Cincinnati, Ohio
- “African Americans to Watch Emerging Leaders” Profile in The Cincinnati Enquirer, Cincinnati, Ohio
- **Community Builder Award;** Community Building Partnership of Stark County, Canton, Ohio
- Award from the Association of Fundraising Professionals, Ohio Chapter, Yellow Springs, Ohio
- 40 Under 40 Award, Kaleidoscope Magazine, Cleveland, Ohio
- Outstanding Community Support; Parity, Incorporated, Dayton, Ohio
- Corporate Caring Award, Columbus Business First, Columbus, Ohio
- Avondale Leaders Recognition; Avondale Comprehensive Development Corporation, Cincinnati, Ohio
- Forty Under 40 Award, Cincinnati Business Courier, Cincinnati, Ohio