



**VICE PRESIDENT FOR INDIVIDUAL GIVING**  
**CENTRAL PARK CONSERVANCY**  
**NEW YORK, NEW YORK**



Aspen Leadership Group is proud to partner with the Central Park Conservancy in the search for a Vice President for Individual Giving.

The Vice President for Individual Giving will play a pivotal role in driving revenue growth for the Conservancy's annual giving programs, including the Chairman's Circle, President's Circle, Conservators Program, and General Membership, and work towards the successful conclusion of the Conservancy's historic *FOR ALL Campaign*, including leading the public phase of the campaign. The Vice President will oversee the cultivation, solicitation, and stewardship of a portfolio of 100 major donors and prospects focused on principal gifts at the seven- and eight-figure level and will be responsible for continuously growing and diversifying the organization's supporter base and developing and implementing donor-centered strategies. Leveraging a strong network of contacts and donor relationships within the New York City philanthropic sector, the Vice President will advance fundraising goals through meaningful engagement with donor prospects, dedicating significant time to cultivating and stewarding these key relationships.

Central Park is New York City's 843-acre backyard, an essential space that welcomes over 42 million visitors annually. The City of New York has entrusted the Central Park Conservancy with the complete day-to-day care of this iconic public space, which requires dedicated expertise that has been honed during the conservancy's 40-year history. Over 350 Conservancy employees tend to the park's complex maintenance, restoration, and architectural needs—from horticulture, tree and turf care to trash management, visitor services, and much more—resulting from massive use. As the stewards of the park, the Central Park Conservancy is committed to serving the public's best interests and providing the oversight and expertise necessary to ensure that this world-class greenspace is accessible to all. Funded primarily by individual donations, the conservancy will raise and invest nearly \$100 million into the park's care this year with the sole mission of protecting and improving Central Park in perpetuity. Not only does this allow the NYC Department of Parks and Recreation to allocate nearly its entire budget to other parks, but the Conservancy helps generate more than \$1 billion in annual economic activity and 5,000 local jobs—a true partnership with the city for the people of New York.

The mission of the Central Park Conservancy is to preserve and celebrate Central Park as a sanctuary from the pace and pressures of city life, enhancing the enjoyment and wellbeing of all. Central Park is a masterpiece of landscape architecture created to provide profoundly democratic space and green respite for New York City and all its people and establish New York as one of the great cities of the world. The Conservancy honors its commitment to this iconic public space by applying its deep expertise in urban park management; by partnering with the community and the City of New York; and by marshalling all of the resources necessary for the park's long-term care. The Conservancy's work is funded on the belief that citizen leadership and private philanthropy are key to ensuring that the Park and its essential purpose endure.

The Central Park Conservancy works year-round, rain or shine, to maintain and restore every inch of Central Park—but its efforts go well past the park’s perimeter. Like any living thing, Central Park is constantly changing. The Conservancy is committed to ensuring that this evolution is thoughtful—both considerate of today’s visitors and true to the parks’ original purpose—while tending to all details of the park’s maintenance and restoration. Projects include the restoration of the Bethesda Fountain, which will modernize the mechanical, plumbing, and control systems of one of the most famous landmarks in the park to improve performance, efficiency, and ease of maintenance while maintaining relative simplicity of operation. The Central Park Conservancy is also working to restore several of the Park’s cast-iron bridges. This work includes their decorative features, structural elements to ensure stability and longevity, and decking and railing systems. Other restoration projects include: Harlem Meer Shoreline restoration and boardwalk; restoration of West 85<sup>th</sup> Street playground; Great Hill public restroom and accessibility improvement; restoration of Grand Army Plaza South; Delacorte public restroom and accessibility improvements; restoration of the Conservatory Garden; lawn restorations; North Meadow Center reconstruction; park perimeter restoration; boat landings reconstruction; Dene Slope restoration; restoration of the ravine; restoration of the southwest corner; and more.

Central Park is not just a park—it is a major tourist attraction and economic generator, with an immense impact on the fiscal, social, economic, environmental, cultural, physical, and mental health of the city and its residents. The Conservancy is dedicated to caring for this essential greenspace and honored to offer the people of New York a place of respite and renewal throughout the seasons. The Conservancy creates sustainable landscapes—including lawns, woodlands, bodies of water, and more—that provide environmental benefits to all New Yorkers. The year-round care provided by the operations team allows many species to find habitat and nourishment within the park’s 843 acres. Central Park Conservancy also employs a diverse staff responsible for horticulture, trash management, visitor services, and restoration, so that New Yorkers can use the park to benefit both their physical and mental health. Four decades of this work by the Conservancy has made Central Park a top tourist destination, as well as a beloved spot for locals. And the Conservancy’s rescue and restoration of the park and its continued daily maintenance have made New York a more attractive destination, supporting tourism, real estate, and tax revenue. The financial impact is more than \$1 billion in annual economic activity and revenue for New York City.

## **REPORTING RELATIONSHIPS**

The Vice President for Individual Giving will report to the Senior Vice President for Philanthropy & Campaign Director, Abby Healy. The Vice President will contribute to strategic planning and decision-making as a member of the Conservancy’s Senior Leadership team and Philanthropy’s Senior team. The Vice President will provide oversight and strategic direction to a team of seven staff members, including the Individual Giving team of four and the Membership team of three.

## **FROM THE SENIOR VICE PRESIDENT**

*Thank you for your interest in the Vice President for Individual Giving position. This is a very exciting role at the Conservancy. To aid you in your decision-making process, we would like to highlight what makes joining the Central Park Conservancy’s Philanthropy Team such a unique and impactful opportunity.*

*The Central Park Conservancy serves as the guardian of New York City’s beloved 843-acre oasis, welcoming over 42 million visitors annually. For over 40 years, we have been entrusted with the comprehensive care of this iconic public space, ensuring it remains a sanctuary from the hustle and bustle of city life.*

*Our commitment to preserving and enhancing Central Park is fueled by individual donations, with nearly \$100 million invested annually to sustain its beauty and accessibility. By joining our team, you will play a pivotal role in securing the resources necessary to continue this vital mission, fostering a lasting impact on one of the world's most renowned urban greenspaces.*

*Your role as Vice President for Individual Giving will not only involve strategic fundraising but also forging meaningful connections with donors who share our passion for preserving this invaluable public asset. Joining the Central Park Conservancy's Philanthropy team means becoming part of a dynamic community dedicated to safeguarding a living masterpiece for future generations. We invite you to bring your expertise and enthusiasm to our mission, where every contribution plays a crucial role in enriching the lives of millions and preserving Central Park for all to enjoy.*

—Abby Healy, Senior Vice President for Development & Campaign Co-Director

### **THE CENTRAL PARK CONSERVANCY'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

The Central Park Conservancy's work is guided by the belief that Central Park, and all public parks, must be managed and actively protected as an inclusive and democratic space for all. Working closely with its New York City partners, the Conservancy will always strive towards creating and sustaining a sense of belonging for all visitors and advocating for equitable and accessible public use of the park. In service of this belief, the Conservancy is committed to fostering a workforce and organizational culture that is as diverse as Central Park itself and the dynamic city it serves.

### **PRIMARY RESPONSIBILITIES**

The Vice President for Individual Giving will

- lead the development and execution of strategies to meet revenue growth goals for the Conservancy's annual giving programs, including the Chairman's Circle, President's Circle, Conservators Program, and General Membership;
- cultivate, solicit, and steward a portfolio of 100 major donors and prospects, with a focus on securing principal gifts at the seven- and eight-figure level;
- play a key role in closing out the *FOR ALL Campaign* by securing major gifts and leading the public phase of the campaign;
- collaborate with the Conservancy's direct response team to ensure coordinated fundraising efforts across all channels;
- leverage a strong network of contacts and donor relationships within the New York philanthropic sector to advance fundraising goals;
- conduct one-on-one meetings with donor prospects, dedicating a significant amount of time to cultivating and stewarding relationships;
- represent the Conservancy at events, meetings, and conferences to engage with donors and promote fundraising initiatives; and
- ensure compliance with fundraising best practices, ethics, and regulations in all fundraising activities.

## LEADERSHIP

### **Abby Healy**

#### **Senior Vice President for Development & Campaign Co-Director**

Abigail "Abby" Healy is a seasoned fundraising professional committed to advancing the missions of nonprofit organizations. With a career spanning nearly two decades at the Central Park Conservancy, Abby has ascended from her early role as a Development Officer at Rockefeller University to her current position as Senior Vice President for Philanthropy. She is deeply committed to leveraging strategic fundraising initiatives to preserve and enhance Central Park, one of New York City's most cherished landmarks. At the helm of the Conservancy's philanthropic efforts, Abby orchestrates comprehensive strategies that encompass major giving, individual giving, stewardship, special events, membership, and philanthropy operations. Her leadership has been instrumental in cultivating a culture of philanthropy that not only sustains but also enriches the park's historical and environmental legacy. Under her stewardship, philanthropic support from individual donors, foundations, and corporate partners, has grown and thrived, helping ensure that Central Park remains a vibrant urban oasis for New Yorkers and beyond.

Abby's strong leadership skills are underscored by her ability to build, inspire, and empower large teams, fostering an environment committed to strong results. She has a proven track record of leading large teams of development professionals, nurturing talent, and fostering collaboration to achieve ambitious fundraising goals. Her strategic vision has helped the Conservancy to continuously reach its fundraising goals and enabling it to engage in transformative projects for Central Park.

An alumna of Colby College, Abby's degree in English has equipped her with a keen ability to articulate the Conservancy's mission and impact, effectively engaging stakeholders and fostering enduring relationships. Her advocacy for Central Park extends beyond her professional responsibilities, embodying a personal commitment to preserving the park's cultural heritage.

Abby's leadership, strategic approach, expertise, and passion for Central Park continue to shape the future of this iconic institution.

## PREFERRED COMPETENCIES AND QUALIFICATIONS

The Central Park Conservancy seeks a Vice President for Individual Giving with

- a commitment to the mission of the Central Park Conservancy— to preserve and celebrate Central Park as a sanctuary from urban life;
- experience securing major gifts with significant instructional impact for nonprofit organizations;
- a deep understanding of the New York City philanthropic sector, including knowledge of key donors, foundations, and influencers;
- experience as an engaged leader with an ability to guide, motivate, and inspire an experienced team of fundraising professionals;
- excellent verbal, interpersonal, written, and leadership skills, including an ability to effectively communicate and build relationships with diverse stakeholders;
- an ability to manage complex fundraising initiatives and meet ambitious revenue goals;
- experience successfully managing donor relationships;
- strong organizational skills and an ability to prioritize tasks and meet deadlines in a fast-paced environment; and
- a passion for preserving and enhancing green spaces in urban environments.

A bachelor's degree or an equivalent combination of education and experience is preferred for this position as is at least 10 years of experience in fundraising, with a focus on individual giving and major gifts. The Central Park Conservancy will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to the Conservancy, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

#### **SALARY AND BENEFITS**

The salary range for this position is \$220,000 to \$244,000 annually based on experience. The Central Park Conservancy offers a comprehensive package of benefits including medical, dental, and vision insurance; 403(b) retirement plan; commuter benefits; short- and long-term disability; paid family leave; flexible spending accounts; a generous holiday, sick leave, and vacation policy; as well as programs to assist employees and their dependents to access mental health and wellness, childcare, and adult care support.

#### **LOCATION**

This position is in New York City.

#### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the Central Park Conservancy as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit: [Vice President for Individual Giving, Central Park Conservancy](#).

To nominate a candidate, please contact Steven Wallace, [stevenwallace@aspenleadershipgroup.com](mailto:stevenwallace@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*