

Kimberly Longey

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EXPERIENCE

Managing Director Free Press, Northampton, MA

August 2003 - Present

Oversee Free Press and Free Press Action Fund, two affiliated national, non-partisan, non-profit organizations working to involve the public in media policymaking and to craft policies for a more democratic media system. Guide strategic planning, fundraising, staffing, and project management. Supervise staff of 37 located in Washington, DC and Florence, MA. Liaise with Boards of Directors and advisory groups. Raise and manage annual operating budget of \$6 million. See www.freepress.net for more information. Accomplishments:

- Guide organization through rapid start-up and expansion phase. Facilitate series of strategic planning sessions to create and define mission, values, core program issue areas, brand identity, communications and marketing plans, fundraising and development plans, and staffing and hierarchy structures.
- With development team, raised over \$12 million from a variety of public charities, private foundations and major individual donors, including: Open Society Institute, Surdna Foundation, Wallace Global Fund, Quixote Foundation, Ford Foundation, Overbrook Foundation, Park Foundation, Nathan Cummings Foundation, Tides Foundation.
- Serve as co-chair of National Conference for Media Reform (2003, 2005, 2007, 2008), a convening of over 3,500 academics, activists, legislators, and entertainers engaged in media reform policy and activism.
- Create membership development plan for Free Press Action Fund (a 501(c)(4) public welfare organization) to recruit new members and raise over \$200,000 in contributions ranging from \$5 to \$2,000. Oversee development of membership retention system, including: direct mail, e-commerce and e-activism activities.

Consultant

June 2001 - Present

Provide business development and project management services to progressive non-profit organizations and socially responsible for-profit businesses. Emphasis is on strengthening capacity, refining systems and processes, and training staff. See www.kimberlylongey.org for a description of services. Recent clients:

- *Massachusetts Woodlands Cooperative (MWC)*, an 8-year old forest landowner cooperative that maintains the environment and character of Massachusetts through the protection, enhancement and careful economic development of the region's forests. Since May 2008 I have worked with the board and staff to conduct a business feasibility and sustainability analysis, provided advice during an executive transition, and assisted the board of directors with an organizational restructure and procurement of a variety of services. (retained through May 2008 to date)
- *Massachusetts Association of Community Development Corporations (MACDC)*, a non-profit organization serving as the policy and capacity building arm of over 60CDCs operating throughout Massachusetts. I served as the project coordinator during the formation phase of the Western MA Community Development Collaborative (WMCDC), a cooperative effort of eleven CDCs representing 105 cities and towns in four Counties. I guided the participants through a strategic planning process that culminated in a two-year action plan to build the financial and popular capacity of participating organizations and an agreement to launch a collaborative communications program with shared staffing. I also raised over \$95,000 to support the project. (retained October 2005 through June 2007)
- *Vermont Food Education Every Day (FEED)*, a collaborative project of the Northeast Organic Farming Association of Vermont, Food Works, and Shelburne Farms. Since 2000, the FEED partners have been connecting five components: classroom, community, farms, school gardens, and the cafeteria with a mission to improve children's connection to their health, the food they eat, and their communities. I facilitated an organizational assessment and evaluation process and provided recommendations on operating structures, policies, and procedures. (retained October 2005 through March 2006).

- *Media Education Foundation (MEF)*, a non-profit organization producing educational films that promote critical thinking about media and its effect on civil society. I served as owner's agent to develop, finance, acquire, and renovate an historic firehouse building for reuse as a video production facility, administrative offices and retail space. I also facilitated a simultaneous organizational development and strategic business planning process. (retained October 2002 through December 2003).
- *Franklin County Regional Housing and Redevelopment Authority and Rural Development Inc.*, two affiliated non-profit rural housing and economic development organizations. I have worked in a team approach to secure CDBG, HOME and other public and private grants ranging from \$100,000 to \$1.2 million for a variety of community development projects in rural Franklin County. (periodic work between 2002 and 2006)

Deputy Director Proteus Fund, Amherst, MA
September 1999 - October 2002

Provided administration and finance oversight for a progressive social change public charity that offers strategic grantmaking services to private foundations, individual donors, and affiliated non-profit organizations. Program areas include campaign finance reform, early childhood education, world peace and civil society, community organizing, aggregating political power, and economic justice. Duties included: organization development and business planning; supervision of staff and consultants; fundraising and program development; liaison with board of directors and committees; development and monitoring of a \$600,000 operating budget; oversight of \$6 million in assets and coordination of investment managers; and management of twelve donor advised funds. Accomplishments:

- Guided organization through start-up and expansion phase (100% budget increase and 300% staff increase in 2-year period). Established policies and operating procedures for board and staff. Created process for annual budget and cash flow monitoring and reporting. Researched and implemented employee benefit program and policies. Designed and implemented client service fee schedule.
- Established system for management of donor-advised funds ranging from \$5,000 to \$10 million.
- Guided implementation of plan for organization-wide technology upgrades, including hardware, software, and staff training. Guided substantial revision of organization's website.
- Worked in development team to raise over \$7 million in funding from institutions and individual donors to support administration, research project and grantmaking activities of the *Piper Fund* and the *State Strategies Fund*.

Executive Director Hilltown CDC, Chesterfield, MA
April 1997 - September 1999

Primary oversight for all functions of membership based not-for-profit development organization serving ten rural towns. Duties included: grant writing and administration; creation of a regional economic development strategy; creation of affordable housing, public facilities construction project management; supervision of 13 staff; board development and support; primary liaison with town, regional, state and national leaders. Accomplishments:

- Guided organization through major growth phase (450% budget increase, 100% staff increase in two-year period). Facilitated strategic planning; developed five-year business plan; implemented upgrades to office systems, procedures, and technology; revised personnel procedures and established performance evaluation system; and improved board and committee structure.
- Designed and implemented organization's first grass roots fundraising campaign, raising over \$53,000 locally (in contributions of \$5 to \$1,000).
- Secured over \$6 million in grant funding and private financing for a variety of community economic development activities including: housing rehabilitation; housing development; business assistance; business lending; social service programs; and improvements to publicly owned buildings and infrastructure. Funding sources included CDBG, HOME, USDA/Rural Development, CEDAC, Massachusetts Housing Partnership Fund, CEED, United Way, and others.

Business Program Manager Hilltown CDC, Chesterfield, MA
February 1996 - April 1997

Provided all business training, technical assistance, and lending activities for rural not-for-profit development organization. Duties included: grant writing and administration; loan portfolio management; supervision of staff and consultants. Accomplishments:

- Established organization's first satellite office; secured space and set up systems; and conducted marketing and outreach campaigns. Increased access to and use of business program services in the southern Hilltown region.
- Substantially revised loan policy and procedures for the Hilltown Enterprise Fund, one of the nation's first locally capitalized micro-enterprise revolving loan funds. Managed \$250,000 loan portfolio and improved portfolio performance and investor participation.
- Provided business training and long-term technical assistance to over 60 start-up and expanding businesses. Assisted with all aspects of business development including planning, financing, marketing, operations, and legal/tax issues. Secured over \$500,000 in public financing for program operations.

Associate Director Valley CDC, Northampton, MA

March 1991 - February 1996

Responsible for operations and financial functions of not-for-profit, membership based development organization serving four communities in western Massachusetts. Duties included: grant writing and reporting; financial management; project financing and development; construction project management; and supervision of staff. Guided organization through growth phase (300% budget increase and 50% staff increase in five-year period). Accomplishments:

- Assisted 32 families with financing, land acquisition, and construction of their own homes on scattered sites in nine rural Pioneer Valley communities. Program followed a mutual self-help housing program model. Raised over \$530,000 in funding to support program and \$2.6 million in USDA mortgage financing for families.
- Acquired, financed and developed over 60 units of affordable rental housing through seven scattered site projects, including three historic renovations. Secured \$4.3 million in project financing through several public, quasi-public, and private sources.
- Coordinated and updated fiscal policy and procedures, personnel policies, federal indirect cost rate agreement, and insurance management program.

EDUCATION

University of Southern New Hampshire, School of Business, Manchester, New Hampshire
M.S. Community Economic Development, 1995

AFFILIATIONS AND COMMUNITY SERVICE

2006 – present Director, Frances Fund, a private family foundation based in Northampton, MA.
 2006 – present Treasurer, See Forward Fund, a philanthropic social welfare organization based in Northampton MA.
 2001 – 2004 Treasurer and Director, Solidago Foundation, Northampton, MA and San Francisco, CA
 2000 – 2002 Conservation Commission, Town of Plainfield. Served as member from 1988 through 1996, and chair from 2000 to 2001
 1997 – 1999 Board Member, Western Massachusetts Enterprise Fund. Served as treasurer and member of Finance and Executive Committees
 1997 – 1999 Board Member, Massachusetts Association of Community Development Corporations. Served as Co-Chair of Economic Development Committee
 1994 – 1996 Executive Board Member, Massachusetts Rural Development Council
 1993 – 1996 Chair, Cumington and Plainfield Economic Development Partnership Committee
 1993 – 1996 Board Member, Community Trust, Inc., a community based financial institution in Northampton, MA
 1992 – 1996 Selectman, Town of Plainfield. Served as chair of the Board 1993 through 1995
 1986 – 1996 Volunteer Firefighter and Emergency Medical Technician, Town of Plainfield. Treasurer of Volunteer Firefighter's Association 1987 through 1996

REFERENCES

Available upon request