



KENYA ROBERTS *CFRE*

Executive Nonprofit Leadership | Philanthropy · Organizational Growth · Strategic Leadership



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E-portfolio



LinkedIn

PROFESSIONAL SUMMARY

Executive nonprofit leader with 20+ years of experience helping mission-driven organizations grow through strategic leadership, philanthropy, and organizational effectiveness. Recognized for building high-performing teams and fundraising programs, advising executive leaders and boards, and creating the systems, partnerships, and leadership capacity that drive long-term impact. Known for strengthening organizations by aligning people, strategy, and philanthropy to create sustainable growth and lasting mission impact.

CORE COMPETENCIES

- Executive Leadership
- Organizational Effectiveness
- Strategic Planning
- Board Governance & Engagement
- Team Leadership & Talent Development
- Financial Oversight
- Revenue Diversification
- Philanthropic Partnerships
- Revenue Diversification
- Endowment & Campaign Strategy
- Major & Planned Giving
- CRM & Fundraising Technology

PROFESSIONAL EXPERIENCE

FOUNDER & PRINCIPAL

2024 – Present

Marcano Thyme Collective | Remote

- Advise CEOs, executive teams, and boards on organizational growth, fundraising strategy, governance, and revenue diversification.
- Coach nonprofit executives to strengthen leadership effectiveness, navigate change, and build resilient, high-performing teams.
- Partner with organizations to align strategy, people, and philanthropy, creating sustainable growth and long-term organizational impact.

EXECUTIVE FOR DEVELOPMENT MANAGEMENT

2017 – October 2025

United Women in Faith National | Remote

- Led Endowment Campaign strategy scaling assets from \$1M to \$54M and designed a Planned Giving program generating \$5M in its first year.
- Led major gift and planned giving efforts, achieving \$40M in total revenue; cultivated top 50 donor relationships, increasing portfolio gifts by 30% in three years.
- Improved peer-to-peer fundraising by \$1M and managed the organization's largest giving day (\$500K+ annually).
- Grew annual fundraising from \$7M to \$10M while boosting board participation and giving by 90%.
- Provided executive leadership for national fundraising strategy, budget planning, and cross-functional initiatives, with direct responsibility across the Northeast and West.
- Recruited, coached, and developed a national network of more than 100 volunteer fundraising leaders, strengthening leadership capacity and creating sustainable fundraising practices across multiple regions.

DEVELOPMENT OPERATIONS MANAGER

2016 – 2017

United Women in Faith | New York, NY

- Managed a 100+ volunteer network while supervising all development operations.
- Designed and launched online fundraising platform and donor acknowledgment processes, streamlining stewardship.
- Selected and implemented a new CRM system, improving donor data management and reporting.
- Built foundational infrastructure including nonprofit case for support and innovative donor pipelines.

- Implemented annual fundraising strategies and managed departmental fundraising budget.
- Co-managed an annual event that raised \$2M while overseeing donor stewardship and reporting.
- Coordinated project management responsibilities for annual campaigns and financial operations.

- Directed executive administration for the General Secretary's office and managed staff support.
- Coordinated global fundraising committee meetings (130+ participants) in Hungary and Mozambique.
- Oversaw international donor events while mentoring administrative assistants.

- Oversaw corporate giving programs, increasing grantmaking from \$2.7M to \$3.2M.
- Directed staff giving program and led 200+ volunteer fundraising team.
- Managed grants compliance and reporting while conducting nonprofit site visits.

EDUCATION & CERTIFICATIONS

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| ● AFP Certified Faculty Trainer
Association of Fundraising Professionals · 2025 | ● Fundraising Management Certification
Lilly Family School of Philanthropy |
| ● Certified Fund-Raising Executive (CFRE)
CFRE International · 2024 | ● Project Management Professional (PMP)
Project Management Institute |
| ● Executive Leadership Certification
National Society of Leadership and Success · 2024 | ● Women & Philanthropy Certification
Lilly Family School of Philanthropy |
| ● Blackbaud Certified
Blackbaud University | ● B.A., Psychology
Southern New Hampshire University |

BOARD LEADERSHIP & PROFESSIONAL SERVICE

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| Board Member — Fabulous Female Fundraisers
May 2025 – Present | Mentor — AFP Greater Atlanta Diversity
2026 |
| Board Member — Reflections of Trinity
2024 – Present | Mentor — Fabulous Female Fundraisers
2025 – Present |
| Mentor — AFP Global / Blackbaud Emerging Leaders
2025 | Central Georgia Chapter Women's Division Leader
Soka Gakkai International (SGI) · 2024–Present |

TECHNICAL SKILLS

Raiser's Edge NXT · Blackbaud · Bloomerang · Salesforce · HubSpot · WealthEngine · Financial Edge · Microsoft Office · Adobe Acrobat · Basecamp

VOLUNTEER WORK

- Volunteer Fundraiser
- Memorial Sloan Kettering| *NewYork,NY*
- 2013 – 2019
- Raised \$5.4M through individual, corporate, and foundation gifts to support pediatric cancer research.
 - Cultivated donor relationships, secured grants/sponsorships, and designed impactful fundraising events.