

# Publicolor

Chief Development Officer  
Publicolor, Inc.  
New York, NY  
<https://www.publicolor.org/>

*Send Nominations or Cover Letter and Resume to:*

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## ***The Opportunity:***

Publicolor, one of New York City's most successful youth development and educational support organizations, is seeking a dynamic development professional to work closely with Founder and President Ruth Lande Shuman and the Publicolor board to expand and enhance its individual giving program.

This is a role for someone who is energized by a highly collaborative and direct service environment and by Publicolor's work with youth, from middle school through college, keeping students in school by using the transformative power of color and design through its unique project-based learning approach.

Publicolor prepares low-income, disengaged students to succeed in school, college, career, and life. Central to its mission is the revitalization of under-resourced schools and community facilities through the power of color and design, the affordable medium of paint, and collaborations that bring together students and their community. Participants in middle and high school learn the marketable skill of commercial painting and acquire strong, transferable work habits as well as a new sense of accomplishment and connection. The students most in need of intervention are invited to join a multi-year continuum of programs that continue through high school with weekly design, career, and life skills workshops, academic tutoring, and work experience at painting sites. Every graduate enrolled in college or an accredited post-secondary program is offered a Publicolor Scholarship to help close the funding gap and secure a path out of poverty.

The challenge for the Chief Development Officer will be to reach out to the larger New York philanthropic community for support, ensuring that Publicolor's strategic vision for program growth over the next 25 years can be achieved.

[Click here](#) to see and hear how Publicolor transforms lives.

## Overview

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Concerned about the rising dropout rate and the effect this would have on our country's future workforce and understanding from her master's studies in Industrial Design that color and good design play an important role in the quality of our daily lives, Ruth Lande Shuman founded Publicolor 25 years ago to engage disaffected students in their education. The organization has consistently used design-based programming to actively ensure educational and socio-economic equity for New York City public school students in middle and high school (ages 12 to 19). Its applied learning model empowers students through design thinking — the

process of exploration, risk-taking, and revision that nurtures each individual's sense of agency through creative problem solving.

Partnering with the lowest performing schools in the most underserved communities of the Bronx, Brooklyn, Manhattan, and Queens, such as Brownsville, East New York, Harlem, Hunts Point, Jamaica, and Mott Haven, Publicolor seeks out those students, starting in the 7<sup>th</sup> grade, who are at the highest risk of not completing school. Its long-term project-based learning model specifically focuses on serving disaffected students who lack a connection with the kinds of resources and experiences that will help them achieve success.

### ***Design Studio***

#### **Combatting learning loss during Covid-19**

This is Publicolor's most recent program created specifically as an antidote to learning loss during COVID-19. This innovative, remote learning curriculum emphasizes design thinking and an applied learning approach. A 5-day, 6-week program for grades 7-12. Its digital learning approach allows students to tap into their innate creativity and develop the self-confidence to create and present original designs that foster social change and impact their school climate.

By creating PSAs (public service announcements) specific to COVID-19 students will develop their voices through identifying and solving design problems within cross-disciplinary environments. The curriculum equips students with the conceptual and practical competencies they need to impact audiences, explore technologies (FIGMA/GRAVIT), develop a strong visual language, redefine problems and identify creative solutions.

### ***Paint Club***

#### **Transforming under-resourced schools**

Publicolor's introductory Paint Club program engages low-income middle and high school students in the revitalization of their own schools. Participants are invited to transform their drab, uninspiring school into a warm and welcoming learning environment over 10 weeks (4 afternoons + full day Saturday each week). Corporate and community volunteers paint alongside students, informally mentoring them on the importance of education and career planning.

## ***COLOR Club (Community of Leaders Organizing Revitalization)***

### **Building a foundation for success**

A 3-day/week, multi-year afterschool program for students in 7th, 8th, and 9th grades, *COLOR Club* offers academic supports, career exposure, and life skills workshops designed to help students plan and prepare for a rewarding future. On Saturdays, students continue to develop their work-readiness and leadership skills as they paint at Paint Club schools and underfunded community facilities.

### ***Next Steps***

#### **Preparing for college and career**

Next Steps, the apprenticeship program for students in 10th, 11th, and 12th grades, follows the 3-day/week *COLOR Club* model in offering academic support and workshops designed to help participants prepare for the transition to college and achieve their career goals.

### ***Summer Design Studio***

#### **Creating an antidote to summer learning loss**

Summer Design Studio (SDS) offers an innovative and highly effective work/study model embedded with math and literacy skills for 5 full days a week over 7 weeks. Classes are held at Pratt Institute in Brooklyn and taught by Publicolor staff members. SDS also offers participants crucial summer employment, as afternoons are dedicated to painting under-resourced but vital community facilities such as early childhood centers, health clinics, homeless shelters, and playgrounds.

### ***Fresh Coat***

#### **Semi-professional painting crew**

Advanced painting students are invited to join Fresh Coat, a semi-professional painting crew made up of seasoned apprentices selected for their demonstrated leadership and work-readiness skills. Working at many of Publicolor's community sites, they are paid hourly wages, a first step towards gaining a sense of financial independence.

### ***Scholarships***

#### **Making college possible**

Graduating high school seniors are paired with mentors and awarded a gap scholarship for up to 5 years to support their success in college or a post-secondary accreditation program, helping bridge the funding gap between the financial aid Publicolor helps them secure and the full cost of college.

Publicolor's impact over the past 25 years include:

- Revitalizing 22% of NYC public school buildings.
- Changing the lives of 24,000 students, empowering them to stay in school and achieve in life.
- Affecting over 1.2 million students, teachers, and parents experience the physical transformation of their schools.



- Impacting over 3 million low-income New York City residents through color-filled community revitalizations.

## ***Publicolor's Values***

- We see all children as walking potential, and it is our job is to help them realize it.
- **Integrity** – Our word is our bond.
- **Commitment** – We're on a mission to ensure that the next generation is well-educated and well-mentored, so they are prepared to be productive in the workplace and in the communities in which they live.
- **Community** – In addition to our team being our students' second family, each Publicolor student makes a commitment to achieve up to 300 hours of community service each year.
- **Hard Work** – We expect every student and staff member to work fast, intelligently, and with focus 100% of the time.

## **The Role - Chief Development Officer**

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Publicolor seeks a strategic and high-energy development professional to work closely with the Founder and President, the SVP/CFO, [staff](#), and [board](#) to develop a comprehensive fundraising plan with a focus on individual giving plan to increase revenue for the organization. With a current approximate budget of \$4 million and with 30 full and part-time staff, Publicolor is seeking to grow its programs and revenues so that it can serve a broader group of students.

The Chief Development Officer will bring direct experience and demonstrated success in raising individual gifts, a passion for educational equity, and possess an interest in art and design and how the visual arts can make a difference in people's lives. Candidates must have direct experience working with New York City donors, particularly high net worth individuals. The ideal candidate will have the desire to work in a highly collaborative environment and be comfortable in an organization that directly serves a population of students ages 14 to 24.

## ***Responsibilities***

Work closely and collaboratively with Founder/President, Senior Vice President for Finance, and the board to develop and implement a strategic plan to enhance and increase individual giving and high-level volunteer participation.

Manage a staff of four that includes Director of Institutional Giving, Director of Government Relations, Writer, and Database Manager. Provide leadership in all Publicolor's fundraising and inspire staff accountability to ensure department operates efficiently.

Responsible for the identification, cultivation, solicitation, and stewardship of key prospects through face-to-face visits, site visits, events, and other means. This includes, but not limited to, annual giving, peer to peer giving, digital/online campaigns, planned/legacy and major individual giving.

Work closely with the Senior Vice President for Finance to plan and prepare the development fundraising budget to maximize resources using best practices in the field. Establish performance measures, monitor results, and evaluate the efficacy of the fund development program.

Assures sound fiscal operation of development function including timely, accurate and comprehensive reporting on philanthropic contributions.

Ensure excellence in all development communications including the writing, review, editing, and production of online and printed materials related to individual giving.

Establish and maintain positive relationships with all Publicolor staff to ensure collaborative relationships between individual giving and all aspects of Publicolor's operations.

Manage and oversee donor database and prospect research, including actively working to increase the acquisition of donors, wealth screening, and segmenting information to advance individual giving.

Work with leadership to develop a strategic funding plan to broaden Publicolor's outreach to a national audience.

## ***Qualifications***

Seven to ten years of direct experience in philanthropic fundraising, specific and proven success with individual major giving required, ability to thrive on setting and scaling ambitious fundraising goals through collaboration in strategic and creative decision making with senior leadership.

Comprehensive knowledge of all areas of nonprofit development, including major gifts, individual, planned, and annual giving, special events, donor acquisition, on-line and digital, and peer to peer fundraising.

Deep knowledge of the philanthropic landscape in New York, particularly high net worth individuals in the financial services sector. Experience managing and growing a nonprofit, philanthropic board is highly desired.

Excellent written, verbal, editing, and people skills. Must be able to speak and write credibly and convincingly about Publicolor's programs, and possess the ability to articulate the organization's mission, programs, and its uniqueness in a creative, compelling, and effective manner. Passion is a plus.

A sincere and genuine interest in how Publicolor's design-based programs can work to advance economic, educational, and social equity.

Preferred experience in using DonorPerfect, Microsoft Office, wealth screening software, and data segmentation. Demonstrated experience optimizing databases to meet fundraising goals.

Friendly and collegial people skills, comfortable and willing to work collaboratively across the organization.

Ability to exercise good judgment and demonstrate an understanding of ethics related to development activities, and to handle confidential and privileged information with discretion.



## Founder, Ruth Lande Shuman

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A dynamic and passionate innovator, Ruth Lande Shuman is an award-winning industrial designer deeply committed to using design to address two of the root causes of poverty: the under-education of our youth and their lack of job preparedness. Ms. Shuman received her B.A. in 1964 from the University of Pennsylvania and completed her M.S. in Industrial Design at Pratt Institute in 1989 with a thesis on “Modular Forms, Patterns, and Systems in Nature,” where she also completed a six-month post-graduate study on the psychological effects of color.

In 1996, Ruth Lande Shuman founded the not-for-profit organization Publicolor to use color, collaboration, design, and the discipline of the commercial painting to engage at-risk students in their education, targeting the most underserved communities, most underperforming schools and most seriously disadvantaged middle and high school students.

Ms. Shuman has been deeply committed to community-based work for over 30 years, most notably as a founding trustee of the Big Apple Circus, where she served as an active board member for 17 years. She is a former trustee of the Rowena Reed Kostellow Fund at Pratt Institute, the Women’s Council at the University of Pennsylvania, the Mayor’s Voluntary Action Center, and The Kitchen, a preeminent presenter of contemporary performing arts. She was a member of the Union Free School Board of the Wiltwyck School, Ossining, NY. Ms. Shuman also served as the Mayor’s representative to the board of the Museum of Art & Design in New York City. Prior to founding Publicolor, Ms. Shuman assisted renowned designer, Gaetano Pesce, on projects in Japan and France. She also coordinated a large design exhibition and the accompanying award-winning Abrams book, “Mondo Materialis” for Steelcase Design Partnership. The exhibition traveled to major museums in the United States.



## Development/Advancement Overview

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With approximately \$4 million in annual revenues, Publicolor enjoys the support of the leaders in the architecture, design, art world, major national and international corporations, and government agencies. See this link for a complete list of [support](#).

The organization has earned the highest level of recognition by Guidestar, the [Guidestar Platinum Seal of Transparency](#).



Publicolor is also growing its Alumni Association to continue the community atmosphere among students after they have moved on from the program. The Association helps alumni find professional opportunities through internships and job leads while also helping them in developing career skills such as interviewing and networking. Alumni are encouraged to continue their involvement in Publicolor and are invited to volunteer as mentors and tutors, attend events, and to stay connected with each other through Social Media and alumni functions.

## COVID-19 19 Response

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Throughout the COVID-19 crisis Publicolor has been a safe refuge and second family to program participants. Publicolor staff members have provided over 250 students with daily homework and emotional support. Many of the students' families struggle with food insecurity and Publicolor has helped with twice weekly food delivery. As a result of this support, 100% of the students graduated high school and will go on to college this year.

### ***Background Checks:***

Prior to submitting your resume for this position, please read it over for accuracy. Lindauer does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

**To learn more, call  
Carmel Napolitano, Vice President  
617-262-1102 X236  
or send nominations or cover letter and resume to  
[cnapolitano@lindauerglobal.com](mailto:cnapolitano@lindauerglobal.com)  
All inquiries will be held in confidence.**



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