

SAFIYA RAHEEM

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Nonprofit Leader & Culture Champion

EXECUTIVE SUMMARY

Accomplished, mission-focused nonprofit leader with success in capacity building, staff management, strategic partnerships, program development, and budgeting. Advises organizations on critical issues, leads coalitions, and crafts impactful advocacy campaigns. Solves complex problems and executes solutions to boost operational efficiency, exceed KPIs, and fulfill missions. Consistently recognized for delivering results. Experience spans Board relations and reporting. Collaborative, adaptable, interpersonally effective, and well respected across all levels. Committed to social justice.

Areas of Expertise

Multicultural Community Engagement | Marketing & Public Relations | Program & Project Development | Fundraising
DEI Program Development | Cross-Functional Communication & Collaboration | Strategic Planning & Execution
Education & Professional Development | Performance Improvement | Team Building, Management, & Leadership

PROFESSIONAL EXPERIENCE

Teachers & Writers Collaborative, New York, NY

2023–Present

Fundraising and Events Consultant

Advise on government affairs strategy to gain New York City funding and engage elected officials. Support the organization in executing events that engage educators, funders, and the community in its mission.

- Coordinated comprehensive marketing, public relations, and logistics support for various community events.
- Created a strategic plan to acquire government funding through multiple sources and advised on marketing strategies to secure each revenue stream.

LiveOnNY, Queens, NY

2019–2022

Vice President, Community & Government Affairs, 2022

Director, Community & Government Affairs, 2019–2021

Spearheaded community outreach, education, marketing, social media, and public relations campaigns to amplify the organization's mission and promote positive perceptions of organ donation and transplantation. Owned an operations budget of \$700,000+. Managed a team of 13.

- Led interdepartmental and intradepartmental collaboration, which promoted growth, streamlined operations, and ensured consistency across programs and initiatives.
- Optimized work performance by setting clear expectations, leading with empathy, and fostering collaboration.
- Wrote and implemented a wide range of organizational policies that improved efficiency.
- Created the Equity & Inclusion initiative, which drove cultural awareness among LiveOnNY staff; empowered staff to engage diverse communities with dignity and respect.
- Devised strategy to engage multicultural communities hesitant of organ donation, which increased donation rate by 7% in year one.
- Led volunteer engagement initiatives to strengthen community education while growing diversity among the volunteer base by more than 200%.

The Parkside Group, New York, NY

2015–2018

Vice President, Government Affairs

Created and executed government affairs and advocacy strategies for nonprofit clients serving a broad range of at-risk constituencies representing diverse ethnicities, sexual orientations, and gender identities. Managed three direct reports.

- Crafted primary messages, produced marketing literature, and developed presentation materials for the promotion of client advocacy, legislative, and fundraising campaigns.
- Established client brand recognition with government stakeholders by cultivating strong relationships with New York elected officials and government agencies.
- Conceptualized and implemented a government affairs strategy that achieved the legislative and fundraising goals of clients, increasing fundraising by a minimum of 10% annually.
- Designed and executed a standardized system to monitor client goals, quantify achievements, and coordinate additional action plans.

Literacy Inc. (LINC), New York, NY**2012–2015****Director of Community Outreach, 2013–2015**

Built strategic partnerships with stakeholders across public, private, foundation, and government sectors to strengthen impact, fundraise, and expand programs for underserved communities. Managed a team of six.

- Created and managed an evaluation system of community programs to ensure quality and effectiveness.
- Wrote and managed professional development workshop content for community outreach coordinators.
- Improved visibility to funders, Board members, and community stakeholders by crafting and implementing marketing and branding strategies that included newsletters, social media, and outreach campaigns.
- Improved community literacy program efficiency and engagement by 15%, resulting in greater participation.
- Led the execution of critical initiatives while representing Literacy Inc. at professional conferences and forums.

Director of Parent Engagement, 2012–2013

Spearheaded the “LINCing Parents and Teachers to Support Young Readers” initiative to enable parents to strengthen their children’s reading behaviors inside and outside of the classroom, with a focus on immigrant communities.

Owned a budget of ~\$150,000. Managed two direct reports.

- Developed and facilitated bilingual workshops for parents to support learning at home.
- Delivered a series of professional development workshops for teachers on parent support within the school community and at home; fostered a culture of collaboration between parents and teachers.
- Increased at-home reading behaviors among program participants by 19% within the first year.
- Formed a network of community resources to support family literacy in English and Spanish.

New York City Council, New York, NY**2010–2012****Community Liaison to Inez E. Dickens**

Advised community-based organizations on the New York City Council budget process. Managed informative workshops, worked with organizations to measure quality of services, and drafted budget allocation recommendations to the Council Member. Managed two direct reports.

- Delivered policy briefings and next step process recommendations on various issues in healthcare, affordable housing, education, and public safety.
- Served as a representative of the Council Member at events/meetings in NYC, including speaking engagements.

New York City Department of Education, New York, NY**2003–2010****Elementary School Teacher**

Planned and executed experiential learning opportunities for students inside and outside of the classroom, including advocacy projects for the environment, access to education, and mitigation of poverty. Supervised a paraprofessional.

- Improved 95% of students’ reading proficiency—from below grade level to above grade level.
- Presided over faculty meetings and professional development workshops.

EDUCATION**Northwestern University, Evanston, IL**

Leading Racial Equity and Inclusion in Organizations

Four-Week Course Completion, 2021

Bank Street College of Education, New York, NY

Coursework in Teaching Literacy & General Education, 2007–2009

State University of New York, New Paltz, NY

Bachelor of Science, Black Studies, 2002

AWARDS

- 40 Under 40 Rising Stars in New York City Politics, *City & State* magazine, 2017
- Community Partnership Award, Phipps NYC Justice Corps, 2012

MEDIA LINKS**Guest, NYC Health + Hospitals/Kings County, 10/7/2021**

<https://ms-my.facebook.com/KingsCountyHosp/videos/safiya-raheem-director-community-government-affairs-at-liveonny-was-a-special-gu/401025854809290/>