

H2 GROWTH STRATEGIES LLC

PLANNING, DEVELOPMENT & GOVERNANCE FOR CORPORATIONS, FOUNDATIONS & NONPROFITS

H2Growth Strategies LLC advises executive staff and board members to improve performance, build leadership, and increase revenues for sustainable growth and impact. Working with mission-driven clients, H2Growth leverages its expertise and talents to create a more enlightened world. Services include strategic and succession planning, board development, leadership and CSR training, executive coaching, fundraising and advocacy.

H2Growth brings together strategic advisors with exceptional track records: Linda C. Hartley (MBA, Stern-NYU) of Hartley Consulting Inc. and Vivien Hoexter (MBA, Wharton-UPENN) of Hoexter Executive Consulting. Our network of specialists have helped over 100 nonprofits—from start-ups to major institutions—raise over **\$1.5 billion.**

Our approach combines 35 years of experience in management, development and marketing with the principles of Appreciative Inquiry, an assets-based methodology that recognizes:

- ▶ Organizations grow in the direction in which they focus their attention.
- ▶ People support what they help to create.
- ▶ Higher levels of innovation come from a strengths-based approach to planning and development.
- ▶ The perspective from which a project is framed significantly affects the outcome.

We focus on what is working for the most direct, effective path to advance and support your strategic agenda.

SELECTED CLIENTS

Abraham House
American Ballet Theater
American Geriatrics Society
American Technion Society
Bard College
BBYO
Bethel Woods Center for the Arts
Brady Center to
Prevent Gun Violence
Bronx Museum of the Arts
Catskill Arts Society
College of New Rochelle
Common Cause
Community Foundation of
Orange and Sullivan
Community Mainstreaming Associates
EngenderHealth
Foundation for Health in Aging
Fund for the City of New York-
Composers Now
El Museo del Barrio
Gillen Brewer School
Hawthorne Foundation
Initiative for Heritage
Conservation, Greece
International Women's
Health Coalition
Intersections International
Leake and Watts Services
Legal Services NYC
Manhattan School of Music
Mental Health Association
of New York City
Ms. Foundation for Women
The Naomi Foundation
National Urban League
New School
92nd Street Y
Pardes Institute
Per Scholas
Publicolor
Samsung Group
Royal Dutch Shell
St. Bartholomew's Church
Theater for a New Audience
Workmen's Circle
United States Pony Clubs
Urban Justice Center-
Safety Net Project
Westpac Bank, Australia
Woodstock Public Library
YMCA of Greater New York
Young Judaea
The ZAC Foundation
Zahn Innovation Center
at City College

SERVICES

With its network of specialists, H2Growth offers comprehensive counsel and services in the U.S. and abroad to build leadership, improve performance, and increase impact. H2Growth commits fully to each client's mission, providing innovative strategies and tools to address complex challenges and achieve bottom-line results.



SPECIALISTS

- ▶ Paula Barbag: Organizational Development, Talent Acquisition, Interim Support
- ▶ Neil Pharaoh: Corporate Sponsorship & Social Responsibility, Government Advocacy & Campaigning
- ▶ Susan Ulin: Event Advising & Donor Stewardship
- ▶ Kim Alderman: Prospect Research, Studies, Fundraising
- ▶ Abigail Grimshaw: Online Marketing & Design
- ▶ Susan J. Vitucci: Communications, Proposals, Publications, Events



LINDA C. HARTLEY
MBA, Principal

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“Linda guided us in creating and recruiting our first nonprofit board, increasing our funding by 30% in the first 18 months of our working together.”

~ Darlene Fedun, CEO
Bethel Woods Center for the Arts

Prior to co-founding H2 Growth Strategies LLC, Hartley was for 15 years President of Hartley Consulting, Inc., offering nonprofits the development and management tools to build leadership, increase support, and generate lasting social impact. With eight associates Hartley successfully led four capital campaigns at once—in New York City, Westchester and the Catskills—with a combined goal totaling \$100 million. Overall, she helped raise over \$800 million for more than 50 nonprofits, ranging from major institutions to start-ups.

Hartley’s approach is informed by an MBA in management from New York University and more than 35 years experience in meeting fundraising goals, advising and developing board leadership, directing capital campaigns, and planning/managing development programs. She combines creative problem solving with strategic board development, planning and fundraising to achieve bottom-line results.

Hartley was Vice President for External Affairs at The Cooper Union for the Advancement of Science and Art, responsible for raising \$7-8 million annually, recruiting and restructuring a staff of 30 and developing plans for a \$200 million capital campaign. As Associate Vice President of Bard College she helped plan and implement a \$134 million capital campaign, reconstituted the College’s planned giving program, built an advisory board and established the first professional development operation for Bard Graduate Center, increasing its annual giving from \$375,000 to \$1.2 million in the first 20 months. Previously, she led development, campaign and major-planned gift efforts at the New School, the New York Public Library, Columbia University and New York University.

Hartley serves as Vice President for Development and Governance on the board of PowHer NY and as Co-Chair of the annual regional Leadership Summit at Bethel Woods Center for the Arts. Prior community service includes: Adjunct Assistant Professor, NYU Heyman Center for Philanthropy and Fundraising; Vice President-Communications, New York Women’s Agenda; Vice Chair-Governance and Public Policy, AFP Greater NY; President-Women in Development, NY. She lives with her husband in New York City and in the Catskills.



VIVIEN HOEXTER
MBA, Principal

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“Vivien created an effective process for us to crystallize our organization’s vision into a succinct, inspirational and aspirational statement.”

~ Daniel Doucette, COO
EngenderHealth

Prior to co-founding H2Growth Strategies LLC, Hoexter was for four years sole proprietor of Hoexter Executive Consulting, offering a broad range of services—from strategic planning to fundraising, marketing and project management—to nonprofit organizations.

Hoexter works with nonprofits and foundations to develop and refine their strategies, market themselves more effectively and raise more money. She also coaches high-level executives currently in leadership roles and/or transitioning to new ones.

Current and past clients include American Geriatrics Society, Community Mainstreaming Associates, EngenderHealth, Foundation for Health in Aging, Initiative for Heritage Conservation NA, New York Psychoanalytic Society & Institute, Pardes Institute for Jewish Studies, The ZAC Foundation, Workmen’s Circle and Young Judaea.

Hoexter was Vice President for Marketing and Development at John Jay College of Criminal Justice. She served as Chief Executive Officer of Gilda’s Club Worldwide from early 2006 to late 2008. Hoexter and her team created a vision and strategic plan for the organization as a leader in the field of emotional and social support for people with cancer, their families, and friends. By implementing this plan, the organization increased its income by 55% from 2005 to 2006 and by 40% from 2006 to 2007.

Hoexter was a Vice President at AFS-USA, Inc., the leading high school student exchange organization, from 1998 to 2006. From 1993 to 1998, she was Director of Development at The Hunger Project. She has also worked as a product manager at CPC International, Inc., a Fortune 100 multinational, and as an assistant buyer at Lord & Taylor.

Hoexter graduated magna cum laude with a BA in History from Yale University and has an MBA in Marketing from the Wharton School. She lives in New York City with her husband and is an active volunteer with the Yale Alumni Nonprofit Alliance.