

Yale University

President's Public Service Fellowship

Proposal for Fellowship Placement Summer 2025

Organization information

<i>Name of organization</i>	New Reach, Inc.
<i>Provide the primary physical address where the Fellow will be working during their placement</i>	269 Peck Street
<i>Organization's mailing address (if different)</i>	PO Box 8608 New Haven, CT 06531
<i>Website or link to social media page</i>	www.newreach.org

PPSF Fellow's Direct Supervisor

<i>Name</i>	Joanne Sciulli
<i>Title</i>	Director of Development
<i>Cell phone number</i>	2036404189
<i>E-mail address</i>	jsciulli@newreach.org

What is the best way for prospective student applicants to contact you with questions about your proposal?

- Send an e-mail with questions

Placement dates (8-11 weeks between Tuesday, May 27, 2025 through Friday, August 8, 2025)

May 27 - August 8

Are placement dates flexible? Are there any dates on which your Fellow must work?

We are very flexible

Proposed work schedule (*work week should equal (and not exceed) 37.5 hours per week*)

37.5 hours per week

If a hybrid schedule is offered at your site, please describe:

negotiable

Organization description (*mission statement, population served. 1,000 characters or less*)

New Reach, a Connecticut-based nonprofit, is dedicated to ending homelessness and alleviating housing instability by providing shelter, supportive housing, and essential services to families and individuals in need. With a mission to inspire independence for those affected by homelessness and housing insecurity, New Reach has been a key community resource for over 30 years. The organization supports over 5,000 individuals each year through a holistic approach, offering housing, advocacy, and tailored services that empower clients to rebuild their lives and achieve sustainable independence.

Write a 1-2 sentence summary of the work that the Fellow would be conducting (500 characters or less).

The Fellow will assist New Reach's fundraising development team in strengthening relationships with current and potential donors, enhancing community partnerships, and supporting events that fuel New Reach's mission. This project aims to increase donor retention, engage new audiences, and foster sustainable partnerships with local businesses, Yale organizations, and community groups.

Write a more complete description of the specific project you propose and list the duties/outcomes expected of the Fellow.

Potential Key Responsibilities (depending on Fellow's experience, skills and interests):

(1) Donor Analysis and Engagement Strategy

◆ Conduct a comprehensive analysis of current donor data to identify trends, engagement levels, and areas for improvement.

- ◆ Develop targeted strategies to strengthen relationships with major donors, such as individuals and family foundations, and cultivate new ones.

(2) Corporate and Community Partnerships

- ◆ Research and identify local businesses, corporations, and community groups that align with New Reach's mission.

- ◆ Assist in outreach to prospective sponsors to secure sponsorships for New Reach's annual events.

- ◆ Collaborate with Yale groups and departments to coordinate mutual support initiatives and drive involvement in campaigns.

(3) Support for Fundraising Events

- ◆ Assist in planning and executing key events, including creating program materials, crafting awardee blurbs, and developing donor recognition initiatives.

- ◆ Contribute to the organization and success of the new New Reach Heroes and Board Member of the Year awards event - "Night of Appreciation"

(3) Donor Communication and Stewardship

- ◆ Draft donor appreciation and follow-up communications, incorporating testimonials and stories that illustrate New Reach's impact.

- ◆ Develop stewardship materials and strategies to improve donor retention and recognition.

(4) Documentation and Reporting

- ◆ Maintain thorough documentation of outreach efforts, sponsorship discussions, and follow-up actions.

- ◆ Provide a final report outlining progress, key learnings, and recommendations for future fundraising initiatives.

Skills and Development Opportunities for the Fellow:

- ◆ Nonprofit Fundraising and Development: Hands-on experience in crafting fundraising strategies, donor stewardship, and event planning.

- ◆ Community Outreach and Communication: Opportunity to enhance skills in engaging diverse community stakeholders and cultivating partnerships.

- ◆ Strategic Analysis: Practice analyzing donor trends and developing actionable strategies based on data insights.

partnership growth.

List any specific skills/experience required for the project

To ensure success in this project, the ideal candidate for the New Reach Yale President's Public Service Fellowship should have SOME of the following skills and experience:

1. Strong Written and Verbal Communication Skills

- ◆ Ability to craft engaging, professional communications for a variety of audiences, including individual donors, corporate sponsors, and community partners.
- ◆ Experience in storytelling to convey impact and mission-driven narratives.

2. Analytical and Research Skills

- ◆ Experience in data analysis or data-driven decision-making to interpret donor trends and identify potential new partnership opportunities.
- ◆ Ability to conduct targeted research on prospective donors, sponsors, and community partners.

3. Project Management and Organizational Skills

- ◆ Ability to manage multiple tasks and meet deadlines efficiently.
- ◆ Strong organizational skills to maintain accurate documentation, follow-ups, and reports for all outreach efforts and fundraising events.

4. Event Planning Experience (Preferred)

- ◆ Previous experience in event planning or coordination, especially for nonprofit or fundraising events, would be advantageous.

5. Basic Knowledge of Nonprofit Fundraising

- ◆ Understanding of basic fundraising principles, including donor stewardship, community outreach, and corporate sponsorship.
- ◆ Familiarity with fundraising tools or CRM systems (preferred, but not required).

6. Interpersonal Skills and Community Engagement

- ◆ Enthusiasm for building relationships and engaging with diverse community groups and stakeholders.
- ◆ Experience with or an interest in engaging with vulnerable populations, especially in the areas of homelessness or housing insecurity.

7. Self-Motivation and Initiative

- ◆ Ability to work independently, proactively seek solutions, and demonstrate initiative in identifying and capitalizing on new partnership opportunities.

8. Knowledge of New Haven Community (Preferred)

◆ Familiarity with local businesses, organizations, and community groups in New Haven would be a plus, as this knowledge can help tailor outreach and partnership efforts.

Additional requirements (e.g. a car, weekend working hours, a background check). If a car is required, include information regarding parking arrangements and mileage reimbursement. If a background check is required, share how far in advance this must start before arriving to work at your site. Please note that your organization is responsible for any costs associated with the background check process.

None

Briefly describe any work that Yale PPSF Fellows and/or Yale students have done with your organization.

I believe New Reach had one in the past before my time.

ADDITIONALLY - I (Joanne Sciulli) am a previous PPSF myself (1994!!!!) and attribute that summer with my eventual decision to make New Haven my forever-home, including founding a non-profit which I ran for 22 years. My role as Development Director at New Reach is my next act. I would be incredibly proud to host a fellow as I have before.