

SAN FRANCISCO GAY MEN'S CHORUS HIRES NEW DEVELOPMENT DIRECTOR

The San Francisco Gay Men's Chorus (SFGMC) is delighted to announce that it has hired Daniel Hlad to fill the newly created position of Director of Development and Marketing.

After an extensive national search which located multiple extremely talented leaders, Executive Director Christopher Verdugo chose Hlad to lead a growing team. Verdugo said he was extremely pleased to have attracted so many outstanding applicants, and especially to have identified an individual with such strong compatibility with the mission, philosophy, culture and impact objectives of SFGMC. Verdugo stated, "The Board and I are excited to have completed a thorough search that resulted in a great candidate pool. The services of Third Sector Company in placement of a talented interim director while conducting a thorough search through diverse channels, with funding support from our generous institutional funders, are greatly appreciated."

As an integral part of the SFGMC team, the Director of Development & Marketing is tasked with achieving the organization's fundraising goals to ensure it can continue its mission. Hlad will partner closely with the Leadership Team to build overall organizational health and effectiveness, while delivering the departmental goals in alignment with SFGMC's Strategic Plan and Capital Campaign. He is charged with securing charitable contributions and other revenues, providing vision and outlining strategy to ensure adequate and growing financial resources, brand management and leverage, and maintaining a high level of community engagement.

Hlad said, "I am eager to enter a position that blends both my experience in long-term strategic resource development with my understanding of building mission-aligned marketing and communications efforts." He noted that he gained his earliest professional experience in LGBTQ organizing and AIDS services from coming out in the Midwest during a time when the pursuit of equality was literally a matter of life and death. "I have a passion for building anchor assets in communities where history, culture, and activism flow out beyond the four walls of an organization's physical space" he said. "I admire how effectively the Chorus uses what it does so well – musical expression – to inspire community strength and give a more prominent voice to an array of issues. I am also very excited about the promise of the new LGBTQ+ Art Center contributing to the Chorus's well-earned fame as a world-class arts and cultural organization."

In collaboration with Verdugo, Hlad will analyze trends and identify ways to increase donor participation, as well as oversee a development budget and staff team which includes all resource

development lines of business, including: corporate relations, major gifts, donor relations, individual giving, fundraising events, grants, ticket and merchandise sales strategy, as well as institutional and event-specific marketing efforts.

SFGMC utilized Third Sector Company's Nonprofit Leadership Search and Support retained executive search service (partnering with FindALeader.org) to locate and place its new Director. An additional essential service that the firm provided to SFGMC was the placement of an Interim Director of Development, highly experienced interim professional Lindsay Shields, who adroitly and successfully guided the organization through significant transition and paved the way for success in the new Director's tenure, which will officially begin December 2, 2019.

In its 41st season and going forward, San Francisco Gay Men's Chorus reflects the dynamism and importance of its home city and remains a highly visible and engaging organization, offering the best in choral programming while fully embracing its national leadership role. The Chorus is embarking on an historic opportunity to capitalize on its recent purchase of a new home that is destined to become a world-wide icon of civic pride for all communities, "**The National LGBTQ Center for the Arts.**" A lead gift has provided a strong foundation for a capital campaign that will finalize the purchase and renovation of the property and provide endowment funds to support operations. The capital campaign is being coordinated by highly experienced specialized counsel and will interface with ongoing operational fundraising efforts.

More information can be found at www.SFGMC.org.

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About Daniel Hlad

In his current position, Hlad successfully led a rebranding process culminating in new key messaging, updated visual identity, and an organizational name change from the Northern California Community Loan Fund to Community Vision Capital & Consulting. This exhaustive effort aligned with strategic planning principles to better reflect areas of business, regions in which the organization works, and the spirit in which its members show up in communities.

Hlad raised approximately \$3M in operating and program support each year while also working with a team to raise and manage investments for Community Vision's \$60M loan pool. Directing a very high-touch operation, he regularly worked directly with government, institutional, and private funders and investors from a wide range of industry and philanthropy. His style is interpersonal, strategic, and collaborative.

Prior to Community Vision, he spent 11 years leading the fund development and communications activities at Hospitality House, a community center serving homeless and poor residents of the Tenderloin, SOMA, and Mid-Market neighborhoods. Often on very thin margins, Hospitality House was able to successfully meet goals, build reserves, and adapt to changing funding environments. Hlad remains committed to Hospitality House, currently serving as the organization's Board Treasurer.

About SFGMC

For over forty years, the San Francisco Gay Men's Chorus (SFGMC) has affected the lives of millions through its performances, tours and educational and outreach activities. The Chorus initiated the gay chorus movement. But it is not an historical relic; the Chorus performances are stronger than ever and its new signature outreach program is groundbreaking. The organization is now at an inflection point. Just as it has purchased its first permanent home, a \$9.6 million, four-story, Art Deco building located in the heart of San Francisco, the need for community activism and social awareness is greater than ever, and the opportunities for expansion seem limited only by imagination and access to resources.

Singing an average of 30 appearances a year, the chorus has performed over 1,000 concerts at iconic venues such as Louise M. Davies Symphony Hall, the San Francisco War Memorial, the historic Castro Theater, Walt Disney Symphony Hall, and world-renowned Carnegie Hall. It was the focus of the new award-winning documentary "Gay Chorus Down South." The Chorus is a family, a community, and an agent for change through its powerful music performing to sold-out audiences each year

The mission of SFGMC is: "to lead by creating extraordinary music and experiences that build community, inspire activism, and foster compassion at home and around the world." Its vision is: "a world inspired and unified by the music we create." The values of SFGMC are: we believe in the transformative power of music to heal, to enlighten and to foster unity; we embrace the life affirming changes we create within and beyond our chorus community; we evolve society's views toward LGBTQ+ people through our commitment to excellence; we honor all who came before us and whose sacrifices made it possible for us to raise our voices.