

John-William (J.W.) Frye

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Strategic and high-impact relationship builder with proven experience building partnerships among corporations, nonprofits, local governments, community groups, high-net-worth individuals, and donor-advised funds to lead equitable systemic change for communities. Demonstrated success in building high-functioning teams of diverse talent. An innovative fundraiser, storyteller, and servant leader with a track record of empowering individuals to make a measurable data-driven impact.

Career Experiences

Executive Director

July 2020 to Present

Rebuilding Together East Bay North

Leading a 30-year-old community development nonprofit that rebuilds homes and public infrastructure to provide clean, safe, and accessible shelter for the most vulnerable East Bay residents.

- Increased the annual budget from \$160K to \$2M+ over 18 months through a sustainable mix of foundation grants, government contracts, fee-for-service partnerships, and individual giving.
- Grew the organization from a team of two to 24 highly collaborative and effective team members across Finance and Administration, Engagement, Policy and Communications, Training and Education, and Innovation and Partnerships while prioritizing diversity, inclusivity, and lived experience.
- Received a sole-source contract from the City of Richmond for \$1M to deliver essential services to unhoused neighbors utilizing a workforce development model based on human-centered design.
- Redeveloped the core service programs to deliver whole-health outcomes for Seniors, utilizing an empowerment model to ensure dignified aging and protecting inter-generational wealth.
- Worked with government units and private organizations to secure a \$4.3M to establish a Housing Trust Fund and rehouse residents of the Castro encampment in Contra Costa County.
- Supported the City of Berkeley and Dorthy Day House to open the Area's first emergency transitional housing community and safe parking site serving 140+ residents.
- Convened a multi-departmental cross-industry collaboration to pilot a 2-year \$1.5M equity electrification program within the City of Berkeley.
- Developed an innovative approach to combine CDBG and HOME funding from HUD to pilot a workforce development pipeline for the construction and placement of modular ADU and JADU housing.

Founder/Managing Director

August 2017 to July 2020

Temple Studios Community Center

Managed funding and partnerships amongst non-profits, private developers, and the City of Seward to maintain and grow a public benefit ecosystem in a 5,000-square-foot mixed-use community space.

- Worked with the City of Seward on the 2030 comprehensive plan, and in pursuant to community objectives, acquired, entitled, renovated, and rezoned a 5,000 ft commercial space.
- Curated a network of organizations and programs sharing space and resources to deliver on an early childhood development resource center and ECE/caregiver certification pipeline.
- Created an ongoing partnership with multiple local organizations including Boys and Girls Club, YoungLife, and Youth 360 to provide ongoing programming for rural youth.

Special Advisor on Readership**December 2018 to September 2019****Wick Communications (Anchorage Press Newspaper)**

Designed and managed community outreach projects in addition to writing more than twenty-five individual articles, and developing content for special sections as a special consultant to the publisher.

- Developed and implemented a strategic plan for live event partnerships to strengthen engagement that resulted in 28,000 annual engaged voters and a legacy awards event.
- Designed, negotiated, and selected the moderator for the Democratic Primary Debates for Alaska's sole U.S. House of Representatives seat in 2018.
- Developed and negotiated a multi-year live on-location segment for KTVA Channel 11 News for an annual 10-week summer concert series, resulting in a four-year \$2.25M total community development deal between Anchorage Downtown Partnership and Alaska Airlines.
- Created/hosted a multimedia singing and talent competition to identify and spotlight diverse talent from around the state of Alaska, with finalists including 2019's NPR Tiny Desk winner Quinn Christopherson and current Miss America Emma Broyles.

Director of Strategic Development**June 2016 to August 2018****Anchorage Downtown Partnership (ADP)**

Created a robust network of public/private partnerships and business/nonprofit collaborations to support the development of an economically inclusive and racially equitable downtown community.

- Developed and negotiated a four-year, \$1.25M television deal between ADP and KTVA to facilitate public benefit programs and events coverage.
- Oversaw a \$1.4M operating budget and developed programs for over 30 staff.
- Collaborated with Cook Inlet Tribal Council, a federally recognized 8(a) organization, to create employment opportunities for Alaska Native youth which now trains 40+ interns a year.

Managing Partner/ Business Manager**November 2013 to May 2018****Blackwater Railroad Company**

Built the largest grossing musical act and entertainment brand in the state of Alaska, generating more than \$250K in annual revenue over 5 years. Designed and managed budgets, payroll, and contracts. Developed and executed multi-year strategic plans across multiple organizational partners.

- Cultivated key strategic partnerships and curated media for profitable and socially impactful regional, national, and Pacific island tours.
- Wrote and produced three full-length albums and three EPs over five years, including four songs used in the soundtracks of the feature films Sugar Mountain and Broken Ghost.
- Developed and sold the Blackwater Railroad Live Ale beer through a strategic channel partnership with Carrs/Safeway, Alaska in their over 24 stores.
- Created the Alaska Music Project for Youth which developed interactive workshops in Alaska Native Villages to teach and encourage representative media production by historically marginalized youth.

Founder/Executive Director**June 2009 to August 2011****One Bike One Cause (Cross-Continental Campaign for Hospice)**

Created a nonprofit entity to drive awareness and fundraising to benefit nationwide hospice care organizations. Developed a strategic plan for and completed fundraising through a network of organizational partnerships. Seeded legacy fundraising events along the route of an 8,000-mile solo bicycle from Florida to Alaska.

- Exceeded \$85K fundraising mission by completing an 8,000-mile solo bicycle ride from Key West, Florida to Prudhoe Bay, AK over the course of six months.

- Created a national media campaign through shrewd use of print, online, and affiliated television partnerships to promote a unified message that highlighted the top three priorities of the National Hospice Foundation.
- Managed and conducted a wide range of public relations and promotional activities across the United States and Canada – including radio, print, and television interviews – to highlight the importance of end-of-life planning and the value of hospice and palliative care services.
- Worked with Governor Hickenloopers' office to evangelize the use of the new bike-sharing infrastructure in Denver, Colorado.

Volunteer Experiences

Board of Directors

May 2020 to Present

JackRabbit Homes, Inc.

- Worked with the Executive Director to identify and secure financing for environmentally sustainable affordable housing for and on Indigenous American Reserved lands.
- Developed a strategic communications plan to leverage the professional networks of the board members and staff.

Board of Directors

February 2018 to June 2020

Out North Contemporary Art House

- Worked to strengthen and develop Alaska's longest-serving and most active arts organization dedicated to amplifying LGBTQ voices.
- Co-wrote a \$10K NEA pass-through grant with the Alaska Humanities Forum to fund the project to digitize and archive Chu'pig Language gospel songs from the rural island of Nunivak, AK.

Event Coordinator - 2015 U.S. Capitol Christmas Tree

September 2015 to December 2015

- Facilitated coordination among the U.S. Forest Service, statewide media outlets, corporate partners, and the Alaska Sealife Center to plan and execute a tree-cutting ceremony and reception for 1,000 people in rural Alaska.
- Worked with the Office of Senator Lisa Murkowski to host one private and one public event.
- Provided entertainment and coordinated media coverage for nine community events along a whistle-stop tour surrounding the journey of the National Christmas Tree from Alaska to Washington, D.C.

Education

Arizona State University - Tempe, AZ

Bachelor of Science, Public Service & Public Policy

Graduated Summa Cum Laude