

# City of Memphis



TENNESSEE

A C WHARTON, JR.  
MAYOR

December 28, 2010

The Honorable Harold Collins, Chairman  
Personnel, Intergovernmental & Annexation Committee  
City Hall - Room 514  
Memphis, TN 38103

Dear Chairman Collins:

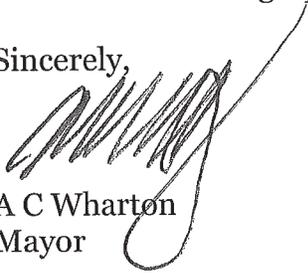
Subject to Council approval, it is my recommendation that:

**Sonji Miller Branch (Joint Appointment)**

be appointed to the Memphis and Shelby County New Arena Public Building Authority with a term expiring September 10, 2015.

I have attached biographical information.

Sincerely,

  
A C Wharton  
Mayor

ACW/lar

c: Council Members



# City of Memphis

## BIOGRAPHICAL INFORMATION APPOINTMENT TO BOARD/COMMISSION

Public Building Authority

BOARD/COMMISSION

Name: Sonji Miller Branch Race AA M  F

E-Mail Address: sonjibranch4@msn.com Fax none

Profession/Employer: Development Officer/BRIDGES

Business Address: 477 North 5th Street, Memphis Zip 38105 Phone: 493-6649 cell

Education: Tennessee State Univ.:B.S. Biology (1990) & M.Ed. (1993). U of M: MPA (2000)

Name of Spouse: Anthony T. Branch Number of Children: 2

Home Address: 4372 Guinevere Lane Phone: 373-1544

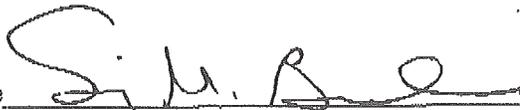
City: Bartlett State: TN Zip: 38135

I certify that I am a resident of the City of Memphis (Unincorporated areas and surrounding counties are not considered). Yes  or No  If yes, how long? \_\_\_\_\_

Professional Organization/Associations:  
Association of Fund-raising Professionals, Leadership Memphis (EP c/o 2010),

Other Organizations/Association:  
Delta Sigma Theta Sorority, Orpheum Theatre Community Advisory Board, Memphis  
Theological Seminary - Logan Starks Dinner Steering Committee Member

Other Interests:  
Other community involvement work through my church.

Signature  Date 12/14/10

4372 Guinevere Lane  
Bartlett, TN 38135  
901-373-1544 Home  
901-493-6649 Cell  
sonjibranch4@msn.com

## **Sonji M. Branch, M.Ed., MPA**

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### **Profile**

- Assertive professional with 13 years of solid senior level experience in the nonprofit sector
- Demonstrated aptitude and interest in office operations and systems development
- High-caliber presentation, negotiation, and organizational skills.

### **Education**

2001            *University of Memphis*            *Memphis, TN*  
**Master of Public Administration – Nonprofit Management**

1993            *Tennessee State University*            *Nashville, TN*  
**Master of Education – Secondary School Instruction**

1990            *Tennessee State University*            *Nashville, TN*  
**Bachelor of Science – Biology**

### **Professional Experience**

*Assistant Vice President, Development - BRIDGES*

2010-present

Member of the Senior Staff that plays a central role in major gift fundraising and contributes to the enhancement of annual support for BRIDGES. Specific responsibilities include:

- Secures major and planned gifts and develops future major donors by pursuing the identification, qualification, cultivation, solicitation, recognition and stewardship of private support from individuals, corporations and foundations
- Manages a dynamic portfolio of 150 or more prospects and suspects who are believed capable of making commitments of \$5,000 or more, based on giving patterns, prospect research and other indicators
- Maintains an active schedule of face-to-face meetings with major gift suspects and prospects averaging fifteen or more per month
- Stewards donors through ongoing communications, recognitions activities, invitations to key events and interaction with beneficiaries of their support

- Promotes BRIDGES' priorities and image to constituents.  
Serves as front line staff to promote goals and objectives  
Maintains current knowledge of organizational priorities.

***Senior Development Officer – National Civil Rights Museum  
2008-2010***

Researched, planned, developed, implemented and managed grants, fundraising programs and initiatives to support the goals and mission of the Museum. This included sponsorships, annual funds, major gifts, capital campaigns, endowment and planned giving. Developed and nurtured donor relationships, as well as monitored actual performance to ensure income goals are achieved. Specific responsibilities included:

- Participated in the development of the overall Development strategy for the Museum
- Developed an annual development plan with specific action plans and timeline for meeting contributed income goals
- Researched, develop and implement individual donor plan to meet budget goal
- Researched and generated funding for new and multi-year initiatives, education initiatives, commissions and collaborations
- Monitored contributions from Board members so that each member gave at required level
- Developed, produced and tracked results for direct mail campaigns to increase direct mail income
- Researched and developed potential sponsorships and grants, and fulfilled all necessary application and reporting requirements to maintain contract obligations with each sponsor
- Participated in budget planning and adhered to annual development expense budget
- Worked with Chief Development Officer to plan and implement the annual Freedom Award event so it met income and expense goals
- Developed and delivered sponsorship presentations

***Director of Grants Management – Hyde Family Foundations  
2002-2004***

Worked at the highest staff level and with trustees. Enhanced the foundation's long-range planning, strategy implementation and communications efforts with knowledge of grantees, foundation history and pertinent regulations. Ensured the quality and timeliness of all aspects of grants processing and management. Specific responsibilities included:

- Participation in strategic planning as a member of the senior management team

- Forecasting and tracking foundation payouts to meet legal requirements and program goals
- Ensuring legal compliance across the foundation's functions;
- Preparing and presenting Board materials and responding to Trustee inquiries
- Fostering the use of innovative program strategies, such as Program Related Investments, endowment grants, challenge grants and awards to individuals, as appropriate
- Helping to structure external communications on the foundation's mission, goals and programs
- Providing clear and concise grants administration policies and procedures for grantees and staff
- Helping to identify grantees with capabilities for additional or new projects
- Communicating foundation policies to staff, grantees and applicants

*Director of Community Services – St. Andrew AME Church  
1997-2002*

Responsible for managing the administration of and building local support for several community based initiatives. Provided oversight and management of office systems, infrastructure, staffing and volunteer management, program and grant reporting, and community relations. Specific responsibilities included:

- Providing oversight of financial management and general operations
- Cultivation of relationships with community members, including prospective volunteers, targeted schools, and supporters in order to build community awareness of and commitment to all programs
- Managing agency and program public relations
- Day-to day administrative activities, including oversight and monitoring of revenues and expenses, and development of systems for ongoing analysis of contractual performance
- Preparing monthly, quarterly and annual reports as requested by the CEO and Board of Directors
- Participating in the preparation of annual operating budget and program and project budgets
- Resource development through grants and contracts
- Complying with funding sources' reporting and program requirements
- Facility management of the organization's Community Life Center
- Overseeing all office systems and vendor relationships

