



Chief Executive Officer (CEO)

ORGANIZATIONAL OVERVIEW

READ RVA

Our Roots: A Vision from One Woman's Dining Room

In 1982, Jean Profitt had a vision—to help adults in Richmond gain the reading and writing skills they never had the chance to build. With support from Altrusa International of Richmond, a community service organization, she founded what was then called The Literacy Council of Metropolitan Richmond.

For four years, it operated from her dining room table and the trunk of her car. With just 12 volunteer tutors and \$4,000, Jean sparked a grassroots movement that would grow into a vital community resource for adult learners.

It started at my dining room table and in the trunk of my car. We just knew the need was there—and we did something about it."

—Jean Profitt, Founder

MISSION

Changing lives through adult literacy.

VISION

A community in which all adults have a literate life.



Jean Profitt pictured in a Richmond Times Dispatch Article from 1982.

"I'm starting a chapter in my life. I want to show my kids how to never give up and focus on your dreams. It's never too late to do anything."

— READ RVA Student

1984

Becoming The READ Center

By 1984, the organization became a registered nonprofit. In the mid-1990s, it adopted a new name: The READ Center, short for Reading and Education for Adult Development. The new name reflected a growing identity as a trusted place for adults to build foundational literacy skills and reclaim their confidence. Over the years, hundreds of volunteer tutors have been trained and thousands of students welcomed into classrooms and tutoring sessions across the region.

2016

Partnerships that Deepened Our Reach

In 2016, READ launched a partnership with the Richmond City Justice Center to serve incarcerated men, expanding to include women in 2017. That same year, we began working with Henrico County Adult Education, extending literacy support to more learners in need.

Another tradition evolved that year as well: our long-standing Spelling Bee transformed into the community-favorite Trivia Bee, creating a fun, inclusive way to support adult literacy efforts.



2020

Rising to Meet the Pandemic

In 2020, when the COVID-19 pandemic struck, the world paused—but READ didn't. Students, tutors, and staff worked together to transition to distance learning, despite barriers like limited internet access and low digital literacy. *"We built the airplane as we flew it—committed, creative, and flexible every step of the way."* The results were powerful: not only did classes continue uninterrupted, but digital learning also became a permanent and essential part of our programming going forward.

ORGANIZATIONAL OVERVIEW- TIMELINE

2021

A Home of Our Own

In 2021, we reached a milestone nearly four decades in the making. For the first time in our history, READ moved into a dedicated center of our own.

This new space—custom built to reflect who we are—allowed us to hold most classes on site, bring our staff and programs under one roof, and create a true home for our mission.

"We didn't just move into a building—we built a center where literacy lives."

2025

A New Name for a Renewed Mission

In 2025, The READ Center became READ RVA. This change marks more than a new name—it reflects our commitment to meet today's needs while honoring our history.

READ RVA signals a regional movement for adult literacy. It aligns with our goals to increase visibility, deepen community connections, and strengthen support for our students.

"Everyone needs and deserves a literate life—and we're here to make that a reality."

Today

Where We Stand Today

Today, READ RVA continues to meet adult learners where they are—offering judgment-free support, skilled instruction, and a path forward for anyone ready to take the next step.

Whether in classrooms, tutoring sessions, or community partnerships, one truth drives everything we do: **literacy changes lives.**



"The teachers and tutors are very patient and encouraging. They find out what part stops you from getting it right, and they show you the right way to do it."

— READ RVA Student

READ RVA provides classroom instruction, one-to-one tutoring, and community programs to adults who want to improve their reading, writing, basic math, and digital skills. READ RVA is committed to creating a culture of respect and safety, acknowledging the everyday challenges and barriers that students may face. READ RVA utilizes the Wilson Language System as our core curriculum which is rooted in the science of reading. Our curriculum includes phonics, comprehension, vocabulary, and fluency for adults reading below an 8th grade equivalency. Our students learn by experience, with material that is applicable to real life situations.

LITERACY PROGRAMS INCLUDE

Adult Basic Education
(ABE) literacy classes
taught by our teachers
with tutor support

One-to-one tutoring by
our trained literacy tutors

Community literacy
workshops

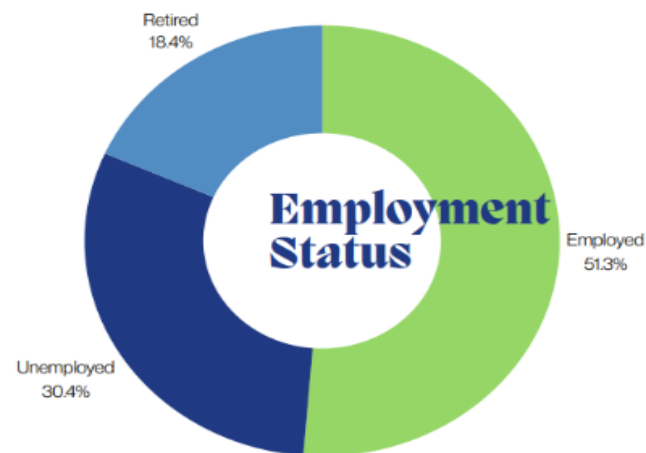
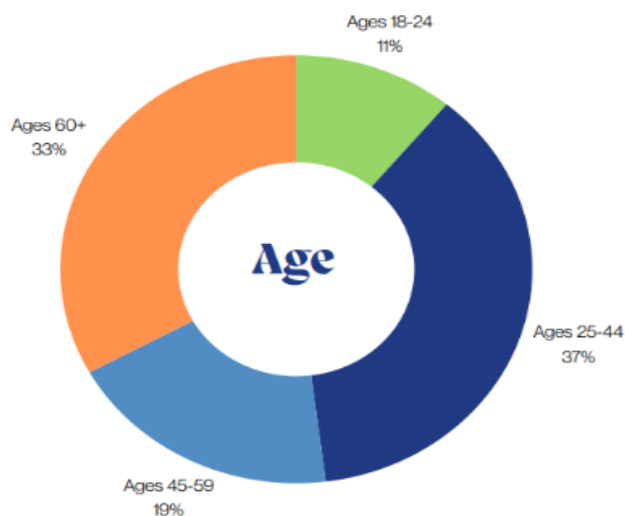


Student experience

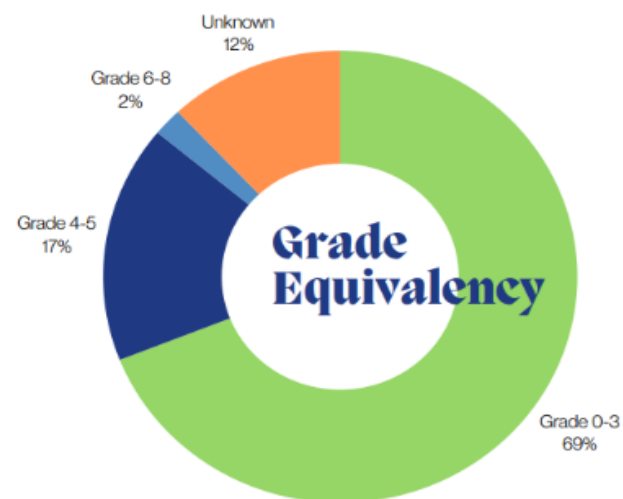
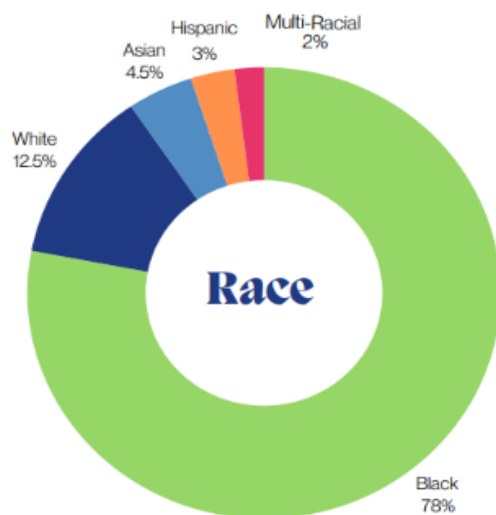
"Since I've been here, I've been more confident going out and filling out paperwork, especially at the doctor's office. I would advise others who can't read to put their pride to the side and step up and do something for yourself."

— Floyd W.

THE STUDENTS - DEMOGRAPHICS



32% of students have a high school diploma, GED, or some college instruction





[FORM 990](#)

SUMMARY:

Fahrenheit Advisors has been retained to lead the search for the new CEO of READ RVA (formerly The READ Center). This is an opportunity to lead a well-established nonprofit into its next phase of impact and growth. The position will report to a Board of Directors and will be based full-time in an office in Richmond, VA.

About READ RVA

READ RVA is a Richmond, VA-based nonprofit organization committed to changing lives through adult literacy. With a 40-year history of empowering adults to read, write, and thrive, they provide classroom instruction, one-on-one tutoring, and community-based programs. Their work strengthens families, supports workforce development, and addresses inequity at its core: literacy.

They envision a community where all adults lead literate lives — and with your leadership, they are ready to grow deeper and wider across the Richmond region.

Position Summary

READ RVA seeks a strategic, dynamic, and mission-driven Chief Executive Officer (CEO) to lead the organization into its next phase of growth. Reporting to the Board of Directors, the CEO is responsible for advancing the mission, increasing the number of adults they serve, expanding their geographic reach, and ensuring long-term organizational sustainability.

KEY RESPONSIBILITIES:

Strategic Vision & Organizational Leadership

- In partnership with the President of the Board of Directors, develop and implement a bold, multi-year strategic plan focused on expanding programs, locations (such as the East End site), and partnerships for review and approval by the full Board of Directors
- Leverage experience to serve as a focal point between board and staff to help the organization set and meet achievable and sustainable goals in service of the mission. Serve as a guide and mentor to staff on goal achievement
- Provide inspirational leadership to staff, board, volunteers, and stakeholders
- Foster a culture of innovation, accountability, inclusivity, and continuous improvement
- Represent the organization publicly as a credible, compelling voice for adult literacy
- Actively participate in day-to-day activity with energy, direct action, and support to staff in this hands-on role

Fundraising & Revenue Diversification

- Serve as the chief fundraiser and relationship-builder, lead the development team and Board to diversify and grow revenue streams
- Cultivate relationships with individual donors, foundations, corporations, and government entities
- Expand mission-aligned earned income (without impeding student access to services) and partnership opportunities

KEY RESPONSIBILITIES:

Team Leadership & People Development

- Lead and mentor a passionate and capable team; invest in performance development and retention of Staff
- Foster a collaborative, supportive, and values-driven work environment
- Ensure appropriate staffing and operational capacity to support strategic growth

Community Engagement & Partnerships

- Build and strengthen relationships with local partners, educational institutions, workforce and social service agencies, and community leaders to build awareness about READ RVA and create a pipeline for student referrals
- Deepen READ RVA's presence and reputation across Richmond's diverse neighborhoods

Financial & Operational Management

- Oversee budgeting, financial planning, compliance, and risk management in collaboration with the Board Treasurer and staff
- Ensure sound governance practices and strong operational systems
- Monitor and evaluate program impact, making data-informed decisions to enhance outcomes

IDEAL CANDIDATE PROFILE:

- **Strategic Visionary** with the ability to set a bold course and align teams and resources toward achieving that vision
- **Compelling Communicator and Advocate** who can meaningfully represent READ's mission to diverse audiences
- **People-Centered Leader** who nurtures talent, leads with empathy, and builds high-performing teams
- **Experienced Fundraiser and Relationship-Builder** who has grown and diversified revenue across multiple channels
- **Savvy Nonprofit Manager** with a track record of success leading organizations or complex programs with a social impact mission

"I feel privileged to be able to help my friends grow their literacy skills so they can more easily interact with the world around them."

— Joy Doukas, Volunteer Literacy Tutor

JOB DESCRIPTION: CEO

QUALIFICATIONS:

- Minimum 7–10 years of senior leadership experience, preferably in a nonprofit or mission-driven organization, with operational expertise to lead an organization of READ's size
- Demonstrated success in fundraising strategy development, including grant management, board engagement, and community partnership development
- Experience growing or scaling a program or organization
- Highly skilled in people leadership, organizational effectiveness, and financial/budget management
- Commitment to literacy, equity, and community-based change
- Knowledge of the Richmond region or similar urban environments a plus

COMPENSATION

A starting salary in the low \$100s will be offered for this position along with a comprehensive benefits package

We also provide literacy programming in conjunction with our community partners:



Richmond City
Justice Center



Administrative Staff of 5 plus 9 paid teachers supported by over 150 volunteer tutors.

Chris Miller
Director of Programs

Josie Voorhies
Education Program
Manager

Haley Moog
Development Manager

Ava Hockenberry
Office Manager

Olivia Warner
Grants Manager



BOARD OF DIRECTORS

Theresa Moore, *President*
Chief Learning Officer
Top Line Growth Partners

Mary Heather Parch, *Vice President*
Chief Marketing & Experience Officer
Lewis Ginter Botanical Garden

Matthew Graves, *Treasurer*
Portfolio Manager, Vice President
Truist Bank

Karen Hauser, *Secretary*
Chief of Staff, Top Line Growth Partners

Alexis Spain *Director of Operations*
Lost Office Collaborative

Michael Walsh *Senior Vice President*
Atlantic Union Bank

Matt Jones *Director Multimedia Services*
International Mission Board

Ben Nelson *Delivery Manager*
Kinsale Insurance

Applications will be accepted until 8/20/25.

Theresa Moore, *President*

Chief Learning Officer, Top Line Growth Partners

Mary Heather Parch, *Vice President*

Chief Marketing & Experience Officer, Lewis Ginter Botanical Garden

Alexis Spain, *Director of Operations*

Lost Office Collaborative

Suzanne Long *Retired Controller, Home Gallery Stores*

Long Term Volunteer

Lorin Sodell, *Advanced Manufacturing Education Consultant, CCAM*

Previous BOD Chair and Long-Term Volunteer

TOTAL REWARDS

| Benefit | Detail |
|------------------|---|
| Medical Benefits | 100% paid medical benefits for employee. Dependent benefits avail for purchase |
| Dental & Vision | Available at additional cost and paid by employee. |
| PTO | 4 weeks of Paid Time Off |
| Holidays | READ observes the following holidays: New Year's Day, Martin Luther King Jr. Day, Memorial Day, Fourth of July, Labor Day, Thanksgiving, and the Friday after, Christmas, Christmas Eve and Juneteenth. |
| Retirement | Retirement - 3% IRA match |
| Salary | The salary range for this position is up to \$120,000 |



Sarah Gobble

Director, Executive Search & Recruiting | Fahrenheit Advisors | Richmond, VA
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Fahrenheit Advisors' client portfolio demonstrates successful search engagements across the U.S., from C-suite positions to middle-management roles. Our experience encompasses organizations of all sizes, across a wide variety of industries and in public, privately held, PE-owned, nonprofit and government organizations.

Fahrenheit Advisors' uniqueness and years of expertise add up to sophisticated insight: Knowledge and know-how to help companies navigate the difficult task of selecting high-impact team additions and candidates in making the right choices on career transitions.

I will partner with you to ensure you have everything you need to make an informed decision about your next career opportunity. We will work together from start to finish to navigate this opportunity and make sure it's a great fit for the next step in your career.

Applications will be accepted until 8/20/25.

TO APPLY:

If you think your qualifications are a match and you are interested in further pursuing this position, please click [HERE](#) to view the entire job description and formally apply.