

Franklyn Baker



President and Chief Executive Officer
United Way of Central Maryland

About Franklyn

Franklyn is a cross-functional senior executive with nearly 30 years of diverse expertise in primarily non-profit organizations. Since 2016, he has been serving as President and CEO of United Way of Central Maryland, a \$92 million non-profit serving 130,000+ lives annually, including support to 100,000+ callers of the 211 MD Helpline, with 240 staff [FY24]. Under his leadership, the organization has experienced measurable shifts in culture, championing Equity Diversity and Inclusion, and growth in multiple forms: overall revenue, lives served, innovative best practice programs in place, donors/volunteers engaged, non-profits supported, and more. Sentinel work is neighborhood-centered, resident-led community engagement and scaled impact in his service region. Key reports have been created and socialized with partners during Franklyn's tenure as President and CEO: ALICE Report, Benefits Cliff Report, CLIFF Dashboard, COVID-19 Survey and others. Franklyn launched a Social Impact Accelerator within United Way of Central Maryland to serve as a hub of data/reports/consultancy for internal/external stakeholders. Prior to this role, Franklyn served as Principal Deputy and Chief Operating Officer at Greenpeace USA (a \$55 million national non-profit with 1200 staff). Before that role, he served as Senior Vice President and Chief Operating Officer with Volunteers of America Chesapeake (a \$42 million non-profit in the Maryland/DC/Virginia region with 750 staff).

Franklyn earned a bachelor's degree in business administration from Howard University (Washington, DC) and a master's degree in nonprofit administration at the Mendoza College of Business at the University of Notre Dame (South Bend, IN). He serves on and has chaired or led committees on multiple nonprofit boards and councils including Baltimore's Promise, Federal Reserve Bank of Richmond, My Brother's Keeper Baltimore, Parks & People, Results Baltimore, Center Club, Maryland Access to Justice Commission, Unity Healthcare, and Truist Bank. Franklyn has been married to his wife, Michell, for

almost 27 years. They share a 21-year-old college senior, Gabriell. Franklyn loves sports, reading, traveling, and swimming.

Notable Honors & Awards

2024

- Charming Citizen Award, Greenlight Fund Baltimore

2023

- Maryland's Power 100 List, The Daily Record
- Maryland's Most Admired CEO, The Daily Record
- Game Changer Award, Baltimore Magazine

2022

- Maryland's Power 100 List, The Daily Record
- Influential Marylanders Award, The Daily Record
- Community Partner in Excellence Award, American Red Cross
- 25 Black Marylanders to Watch, The Baltimore Sun

2021

- Maryland's Most Admired CEO, The Daily Record
- Maryland's Power 10 List, Baltimore Business Journal
- Maryland's Power 100 List, The Daily Record

2020

- Leaders in Diversity Award, Baltimore Business Journal

2019

- Bridging the Gap Award, Greater Baltimore Committee

2018

- Influential Marylanders Award, The Daily Record

2017

- 100 Leaders to Watch, Baltimore Business Journal