

Howe-Lewis International

HOWE-LEWIS INTERNATIONAL
POSITION SPECIFICATION
11/9/23

POSITION Vice President for Advancement

ORGANIZATION **Good+Foundation**

LOCATION New York, NY

WEBSITE **GoodPlusFoundation.org**

ABOUT GOOD+FOUNDATION

Good+Foundation is a leading national not-for-profit that works to dismantle multi-generational poverty by pairing tangible goods with innovative services for low-income fathers, mothers, and caregivers, creating an upward trajectory for the whole family. The organization partners intensively with a vetted network of social service programs to reach long-term solutions to the problem of systemic poverty. We do this by pairing goods—such as cribs, car seats, and diapers—with counseling, employment assistance, co-parenting classes, and more. Central to this objective is our focus on systemic and individual obstacles that exclude fathers from their children’s lives and well-being. By giving fathers tools, confidence, and opportunities to re-engage with their families, Good+ is improving outcomes for children.

In recent years, Good+Foundation has added family cash grants to its in-kind donation model. This cash assistance, totaling more than \$1 million to date, helps parents cover the cost of groceries, rent, medicine, and other essentials.

With systems change as a primary goal, the Good+ Training Academy provides technical assistance and education to social workers, home visitors, and other frontline workers. Training workshops range from father engagement and addressing implicit bias in child welfare to kinship care. Taken as whole, Good+Foundation initiatives address key systems and barriers that lead to generational poverty.

With operations in New York City and Los Angeles, Good+Foundation has provided more than \$100 million in essential goods since 2001. In 2022, 91 percent of every dollar spent went directly into Good+ programs. The organization has, for the tenth consecutive year, earned a 4-star rating on Charity Navigator—the highest rating possible—as well as a GuideStar Platinum Seal of Transparency and accreditation by the Better Business Bureau’s Wise Giving Alliance for transparency, efficiency, and operations. Visit www.goodplusfoundation.org for more information.

VALUES

“We’ve articulated a set of core values that encapsulate the way we work, the way we think, and the way we create change.”

Tenacity

At Good+, we don’t give up—it’s not in our nature. Can we be somewhat unyielding in pursuit of our mission? Maybe. But we prefer to think of it as persistence. Tirelessness. Dedication. If one way doesn’t work, we’ll find another way. We have a strong conviction in what we do, because we understand that we’re all here serving something greater than ourselves. So, we give it our all, always.

Fierce Devotion

This isn’t a job for us—it’s a calling. We’re not in this field for the glitz or the glam, and there’s nothing cute about the work that we do. We do it because we’re passionate about changing people’s lives for the better. That passion is what motivates us day in and day out. So, when things get tough, we remember that we’re blessed to be doing the kind of work that can affect everlasting change. We wouldn’t want to be doing anything else.

Transparency

We take immense pride in what we do, and in how we do it. The way we work affects more than just us—it affects our partners, our sponsors, and recipients nationwide. That’s why we ensure we’re as candid and transparent as can be when it comes to communicating exactly how we’re working towards bottom-line impact.

Keep It Tight

We’re efficient with our time, our money, and our resources. Because when you’re trying to spark massive change, focusing your energy and money on the things that really make a difference matters. We’re all here trying to do the most with the least, and in this business, efficiency is the name of the game. We stay focused. We keep it tight.

Humility

Sure, we’re a group of “experts.” But if our expertise has taught us anything, it’s that we know what we don’t know. It’s why we stay open to ideas and initiatives from every employee, volunteer, and partner who walks through our door, and it’s why we lean on our program partners to help us determine the best way to help the recipients of our goods and services. We have lofty goals, but we’re not too good to ask for help from others to achieve them.”

DIVERSITY STATEMENT

“Good+ promotes diversity, equity, and inclusion as an embodiment of our core values. We seek DEI in all aspects of our work, including hiring and advancement practices, development and marketing language, program design, and data collection. And guided by our values of ‘transparency and humility,’ we remain sensitive to the perspectives of our program partners and families in generating our annual budget priorities.

When recruiting candidates for open positions, Good+ prioritized anti-bias interview and screening practices. Furthermore, staff have been trained in and are encouraged to use “Crucial Conversation” practices to facilitate equitable exchanges of views, when needed. Our 2022 staff demographic survey shows that there are a total of 19 staff members: 4 full-time staff in LA; 14 full-time staff and 1 part-time staff member in NYC. We ask all incoming staff to participate in a confidential demographics survey which shows that 37% identify as female and 63% as male; 32% are parents. In terms of ethnic identity, 32% are Latino/Hispanic and 11% are African/African-American, the two most prevalent racial/ethnic identities among those we serve; 53% identify as white/Caucasian; and 5% as Asian/Asian-American. Several staff members are proficient in languages outside of English: 22% Spanish, 6% French, and 11% other (Hindi, Punjabi, and Ghanaian dialects). 11% identify as immigrants; 16% were born in a country outside of the U.S., and another 32% are first-generation Americans. Additionally, 16% identify as LGBTQIA+, and 5% identify as having a disability.

Our collaborative meeting style ensures that staff at every level has ample time and opportunity to offer input. For example, it is not uncommon for a coordinator to be as involved in asking questions and voicing opinions as their more senior colleagues. Good+ staff strategically use All-Staff meetings to educate one another on issues related to our mission work and to highlight individual staff members’ contributions. Additionally, Good+ conducts regular compensation assessments to ensure we are providing fair and reasonable salaries for our employees.”

PRIMARY FUNCTION

The Vice President for Advancement (VPA) leads the strategic planning, implementation, and operations/budget oversight for the development, marketing, and public relations functions and will coordinate communication across the Los Angeles and New York offices. The VPA works collaboratively with the CEO and Board as well as with the Chief Program and Operations Officer, Chief Financial Officer, and across all disciplines to raise awareness and increase philanthropic support.

THE OPPORTUNITY

This is a unique opportunity for an energetic and creative advancement professional to join a passionate, committed, and mission-driven team. The Good+ organization culture is upbeat, positive, kind, and results oriented. Good+ has created and been acknowledged for new and innovative models to deliver goods and services to community partners nationwide.

The organization has grown dramatically since its founding in 2001. Good+ is governed by a 17-member engaged and generous Board of Directors.

FUNDING:

Good+ has a current annual operating budget of approximately \$17 million. Revenue sources include both philanthropic (\$4 million) and in-kind contributions (valued at \$13 million), special events, fee for service, and investment income.

Historically, the organization has had very strong support from institutional donors (foundations and corporations) as well as from individual donors, including but not limited to the Board of Directors. The VPA will be expected to build upon this base and will have as a key priority to increase major

philanthropic support from individual major donors. Most recently, the organization's gala successfully raised \$1.6 million net.

REPORTING RELATIONSHIPS:

The VPA reports to the Chief Executive Officer and collaborates closely with the Chief Program and Operating Officer as well as colleagues across the entire organization.

The VPA is an integral member of the senior leadership team and leads a team of five with four direct reports: Director of Corporate Partnerships, Director of Foundation Giving (currently vacant), Events Manager, and the Marketing and Communications Manager. The individual in this role will also work closely with the Board and its relevant committees.

MAJOR RESPONSIBILITIES:

Leadership

- Participate in the management and strategic vision of Good+ as a member of the senior leadership team.
- Work closely and collaboratively with the CEO, Chief Program and Operating Officer, and Founder and Chair of the Board to develop and implement a strategic fundraising plan. This includes developing annual goals, objectives, and budgeting to develop annual and long-term financial goals.
- Ensure that the plan builds upon current success and focuses on building a strong pipeline of new and emerging donors and prospects.
- Identify and develop innovative new approaches to expand philanthropic support.
- Develop and oversee multichannel branding and communication strategies aimed at elevating Good+'s programs and mission with a goal of driving revenue, name recognition, and program participation.
- Establish and maintain positive relationships with all Good+ staff to ensure collaborative relationships between development and all aspects of Good+ operations.
- Monitor departmental budget. Work closely with the Vice President of Finance & Administration to ensure that revenue is tracked, expenses are managed, and resources are maximized.
- Serve as a compelling advocate and public speaker, both internally and externally, for Good+ programs and operations.

Advancement/Development

- Identify, cultivate, solicit, and steward prospects and donors with emphasis on enhancing and increasing overall philanthropic giving, with a strong focus on expanding the individual major donor pool.
- Maintain a personal portfolio of top-level donors and prospects with a focus on the identification, cultivation, solicitation, and stewardship of principal-level gifts. Develop a systemic and strategic approach of personal meetings, outreach, and follow up to ensure donors and prospects are being meaningfully engaged.
- Work in partnership with the CEO to strategize approaches to major donor solicitations.
- Oversee annual giving, peer-to-peer giving, digital/online campaigns, and planned/legacy and major individual giving.

- Monitor all donor information including acknowledgment letters, tracking of pledges, and event financials, and provide and present statistical analysis to the CEO and Board, including preparation of research reports for donor meetings.
- Institute and encourage best practice in development through training and professional development.

Marketing/Communications

- Work closely with the Marketing and Communications Manager in the development and implementation of comprehensive marketing, communications, and social media engagement strategies aimed at elevating awareness of and increasing philanthropy for Good+.
- Assess the effectiveness of current marketing and communications activities.
- Participate in the creation of annual reports and all other collateral materials to ensure brand identity.
- Oversee internal communications including newsletters, success stories, etc.
- Ensure that Good+ is engaging all available channels (broadcast, print, website, social media, etc.) to connect with current and potential donors and audiences.

Team Management

- Lead, mentor, and inspire a team of five that raises \$4 million in cash annually, or \$4.5 million in a gala year, providing leadership on all Good+'s fundraising tasks and projects.
- Set clear, ambitious but attainable performance goals for the team members and establish performance measures (KPIs), monitor results, and evaluate the team.
- Collaborate with the Director of Corporate Partnerships and the Events Manager to secure sponsorships to all Good+ events including identification and outreach to major donors for event packages and tickets.
- Supervise and support the Director of Foundation Giving's preparation of grant applications, reports, and new prospect research.
- Provide support and coaching to the team to help inspire and motivate the group during a period of growth. Employ empathy and intuition in assisting the team to solve problems, maximize potential, and meet goals.
- Serve as an advocate for the team, celebrating wins and acknowledging their accomplishments.

Board Relations

- Advise the Board of Directors on recruitment and development of current and prospective board members.
- Support committee chairpersons in carrying out their leadership roles with Good+.
- Build strong relationships with current Board members and support them, the CEO, and other fundraising volunteers and staff in identifying, cultivating, and soliciting charitable gifts.
- Report at and between Board meetings, sharing successes and challenges, and actively engage Board members as fundraising partners.

IDEAL EXPERIENCE/ATTRIBUTES

- A genuine appreciation for the Good+ mission.
- At least 10 years of experience in a senior fundraising leadership position.
- Track record of creativity and capacity for strategic thinking and planning.
- Demonstrated track record of success leading and building an innovative, strategic, superior advancement program.
- History of success in major gifts work, including cultivating and closing high-level gifts and knowledge of moves-management fundraising.
- An understanding of the social service sector and its unique funding sources and challenges.
- An engaging relationship builder with portfolio experience of significant donors across all revenue categories.
- Experience working successfully with a board of directors and senior executives to maximize their organizational engagement and fundraising success.
- Openness to innovation, creativity, and willingness to incorporate new modes of fundraising techniques and strategies.
- Technologically savvy (familiar with commonly used software and an understanding of how technology can support communications and identify trends and results through data analytics).
- Exceptional interpersonal skills: the warmth and ability to interact effectively at all levels of the organization.
- Excellent written and verbal communication skills: ability to craft persuasive proposals and donor correspondence as well as engaging effectively and appropriately in person.
- First-rate team leadership and management skills with an ability to inspire, encourage, and assist team members in reaching ambitious fundraising goals while fostering support and collaborations across the private philanthropy, grant, marketing, and volunteer functions.
- Knowledgeable about the use of social media to increase brand awareness and drive contributions.
- Demonstrated commitment to the principles of diversity, equity, inclusion, and access and building and leading a diverse team in every dimension of diversity.
- Cultural sensitivity: respectful of clients and the difficulties they may have experienced.
- Sound judgment and discretion in maintaining strictest confidentiality of donor information.
- Ability and willingness to attend evening/weekend activities to cultivate/steward key donors and prospects.
- This position will travel to the LA office 1-2 times per year as needed.
- A positive, sunny, "can-do" spirit.
- A bachelor's degree is required.

COMPENSATION:

The estimated base salary range for the Vice President for Advancement is \$180,000-\$200,000 plus competitive benefits.

OTHER

This is a hybrid position. The VPA will be onsite three (3) days a week and will be expected to live within reasonable commuting distance to New York City for in-person meetings with prospective/current donors, Board members, and staff.

CONTACT

Nominations and expressions of interest will be held in confidence and may be sent to:

Esther Rosenberg or Patty Greco
Co-Managing Directors
Howe-Lewis International
(212) 697-5000
howe-lewis.com



To apply, please [click here](#) or visit howe-lewis.com and click on the “Assignments” tab on the top menu. All expressions of interest will be held in confidence.