



Position Announcement

Vice President of Development Habitat for Humanity of Orange County, NC

March 2020



Habitat for Humanity of Orange County, North Carolina

Position Description: Vice President of Development

Applications will be accepted until April 27, 2020 or until position is filled

Executive Summary

Habitat for Humanity of Orange County is seeking a Vice President of Development with a passion for creating affordable housing, an entrepreneurial spirit, and a successful track-record of leading, managing and growing successful fundraising programs and teams. The Vice President reports to Jennifer Player, President and CEO, and will serve as a vital member of the staff leadership team. They will lead and mentor a dedicated five-person staff and be responsible for ensuring that all fundraising and communications activities are utilizing best practices in reaching ambitious fundraising goals and providing excellent stewardship for donors. With the future launch of the comprehensive capital campaign *Weavers Grove: Strengthening the Fabric of our Community*, the Vice President will play a critical major-gift and annual fundraising role. Weavers Grove is an innovative mixed-income community and will greatly increase the availability of affordable homes in Orange County comprising 100 Habitat-built homes and 125 developer-built affordable market-rate homes.

About Habitat for Humanity of Orange County

Solid like the houses it builds, Habitat works with integrity, creativity and a clear and powerful belief that "everyone in Orange County deserves a decent place to live." Since 1984, Habitat has built almost 300 new homes and sponsored another 225 homes overseas. Orange Habitat is an affiliate of Habitat for Humanity International, an ecumenical Christian organization that excels at attracting people of all faiths or no faith at all to work together to build homes and create community.

The need for more affordable housing options has never been greater. The average home in Orange County costs more than \$350,000 (Habitat builds them for about \$85,000); rent for a two-bedroom apartment, if you can find one, is \$1,000 or more per month, and the availability of federally supported Section 8 housing is in rapid decline. The lack of affordable land close to the county's largest employers, UNC-Chapel Hill and the medical center, is an on-going challenge but it has not stopped Habitat from innovating and continuing to grow. For example, the new 24-unit Crescent Magnolia community in Hillsborough provides affordable homeownership options for seniors 55 years and older and is the first of its kind in the country. Habitat has also been on the leading edge of building energy-efficient homes, boasting a Silver-Level Green Building certification.

The Weavers Grove community project will be another first for the organization and its largest project to date. This innovative development achieves an important vision: affordable homeownership in a thriving Chapel Hill community for Habitat families as well as for those seeking lower-priced market-rate homes. Weavers Grove will encourage interaction and foster the advantages of living in a mixed-income community, thereby creating economic and social benefits for the entire region. Once Town approvals are in place, Habitat will become master developer of the \$25 million project. Habitat will manage the \$5 million philanthropic campaign and will coordinate \$20 million in funds from annual fundraising and Habitat reserves, through local government bond financing, and from the sale of lots for the market-rate homes.

The Habitat model of sweat equity and affordable mortgages was social enterprise in action before the term became popular. Habitat has expanded beyond the model to serve more families with its innovative Home Preservation program which has helped keep 175 families in their own homes with repair and rehabilitation services. Collaborations and partnerships are at the heart of how Habitat operates and are the basis of its success. Working with other affordable housing organizations in the community, Habitat has built 11 new homes and repaired dozens more in the historically African-American Northside neighborhood in downtown Chapel Hill. Those moving into Habitat homes reflect the changing demographics of the community including Hispanic, African, and Karen/Burmese families. Orange Habitat

partners with Habitat for Humanity of Wake County to operate a ReStore in Durham County and the first Orange County ReStore is opening soon in Hillsborough. By working closely with local and statewide affordable housing organizations, and often playing a leadership role, Habitat successfully advocated for the \$5 million Orange County affordable housing bond in 2016 and the \$10 million Town of Chapel Hill affordable housing bond in 2019. The CEO of Habitat currently serves as the co-chair of the Orange County Affordable Housing Coalition.

Today, Habitat employs 20 people and is overseen by a 17-member Board of Directors. Its 10 Advisory Board members serve as ambassadors for the organization but do not have a governing role. Last year, more than 2,000 volunteers played an active role in Habitat's success, including many who volunteer on a weekly basis. The organization has a FY19-20 budget of \$3,385,600 with contributions from individuals, corporations, foundations and the faith-based community projected at \$1,410,000 (42%); earned income from mortgage-related income and proceeds from the ReStore projected at \$1,175,400 (35%), and government and restricted grants projected at \$785,200 (23%).

Position Highlights

Reports to: Jennifer Player, President and Chief Executive Officer

The Vice President of Development will be joining colleagues dedicated to the organization's mission in an environment where teamwork thrives. The VP will be leading a talented team that includes the Associate Director of Engagement, Communications and Events Coordinator, Database and Grant Manager, Development Officer, and Volunteer Program Manager. Given the importance of this team's efforts in meeting the agency's mission, the VP must be an excellent manager, motivator and mentor who can bring out the best in each team member while also ensuring the team is working together at its best. Clear individual and team goals based on a sound yearly development and communications plan will be key so that each team member understands their role in the overall effort. Habitat promotes creative thinking and continuous learning, and the VP should be a champion for both. Taking an interest in each team member's personal and professional development will be critical to the success of the team.

Building a diversified funding base with an emphasis on expanding annual and major gift opportunities (\$10,000+) has been a priority for the last five years and will continue to be so. From FY16 to FY19, total gifts of \$10,000 has stayed within the 18 - 20 per year range with totals from \$417K to \$634K. Over the same time period the percentage total from major gifts has ranged from 35% to 48%. The CEO, VP of Development, and Development Officer will all carry major gift portfolios, but the VP of Development will lead and guide this work. The comprehensive Weavers Grove campaign provides an opportunity and creates an urgency for the VP of Development to take the major gifts program to a higher level and ensure that the annual fund is attracting new donors, retaining existing donors and moving donors to greater levels of commitment. The VP will be an important member of the Campaign Leadership Team along with the CEO, the campaign co-chairs, and the campaign consultants. The Board is fully aware of the need to grow the fundraising program, especially as the campaign moves from the planning to the quiet phase of fundraising. Staff support and training will be required to assist the Board in taking advantage of their connections and skills.

Out of the FY20 fundraising revenue goal of \$1,410,000, it is anticipated that 51% (\$722,123) will be raised from individuals, 22% (\$315,000) from corporations, 12% (\$160,000) from faith-based groups, 10% (\$137,877) from Foundations and 5% (\$75,000) from student and university-related groups. Fundraising for Weavers Grove is projected to begin in FY21. Planned and estate gifts have increased by 200% over the past few years and will continue to be a part of any diversified strategy. Women Build, CEO Build, Home Preservation and Habitat's annual events are all opportunities to attract new donors, in addition to connecting local donors with Habitat International's global work.

Habitat stages two significant annual fundraising events augmented by many smaller events. The annual fall House Party is the organization's largest and longest-running event. The 21st Annual House Party in

2019 netted a record \$129,000 with over 240 people in attendance at the UNC Chancellor's residence. In 2015, Habitat premiered its High Heels and Hard Hats Fashion Show. Last year, the event netted \$61,000 and introduced the organization to many high net-worth donors from throughout the Orange County area. For several years, The Stewards Fund has been a significant funder through its challenge grants program, and it will be spending itself out of existence in the next couple of years. This year Habitat could receive up to \$73,000. Part of any future strategy will need to consider the loss of this reliable source of funding.

The VP of Development will be taking on a program with a solid and well-deserved reputation for stewardship built on a sophisticated use of eTapestry for its donor and prospect database. Continuing to introduce best practices and initiating internal process evaluation and improvement procedures will make a strong fundraising program even stronger. The new development leader must be organized, a consummate networker and have an eye for determining and prioritizing the best opportunities to make connections and create greater awareness of Habitat's impact. The VP should be comfortable in front of groups of all sizes with the ability to inspire and move an audience to action through various speaking opportunities.

This is a very exciting time for Habitat. It is a recognized leader in building affordable homes for Orange County residents with ambitious plans for its future. The next Vice President of Development will be a critical player in its future success. Putting more families in homes will not happen without more funding.

Responsibilities

- Leads the creation, monitoring and evaluation of a diversified, comprehensive written development and communications plan with clearly defined goals, objectives, timelines and assignment of responsibilities.
- Motivates, supervises, evaluates and mentors the development/communications team and creates a supportive, collaborative, productive and healthy work environment based on respect, teamwork and clear expectations and responsibilities.
- Works with the CEO and development staff to maintain a "top 50" prospect list for major and planned gifts of \$10,000 and more. With the CEO and Development Officer, is personally responsible for a portfolio of prospects from the "top 50." Collaborates with volunteers and the Board in the identification, cultivation and solicitation of the donors and prospects.
- Continues to focus on building a robust prospect pipeline and moves management system.
- Serves as an active member of the staff leadership team and the Weavers Grove campaign leadership team.
- Makes regular reports of progress to the CEO and Board and keeps the staff fully informed.
- Ensures that staff receive the professional development and resources (within budget constraints) to stay current in their fields and productive at work.
- Provides or secures fundraising training as needed for the Board or other volunteers.
- Is a passionate and informed advocate for Habitat and serves as one of the key spokespersons for the organization. Looks for opportunities (or positions the CEO or other key leadership) to attend community events or serve on community panels or initiatives that position the organization for improved fundraising or visibility.
- Ensures that all communications and marketing materials (written, verbal, or electronic) have a consistent message and look. This includes but is not limited to fundraising materials, acknowledgements to donors, annual reports, newsletters, website, and proposals.
- Oversees and evaluates all processes and procedures related to fundraising including stewardship activities (donor database, acknowledgements, and recognition), gift acceptance policies, contributions management and communications/marketing style guidelines and messaging.
- Works with the CEO and VP of Finance in the formulation of an annual development/communications program budget and monitors budget throughout the year.

- Has a thorough knowledge of the history, programs and major milestones of the organization and the key leadership, volunteers and donors who have contributed to its success.

Preferred Qualifications and Education

- Bachelor's degree or substantial equivalent experience will be considered; advanced degree desirable.
- 5-plus years of professional experience in a nonprofit organization, with a proven track record of fundraising success. Experience with fundraising in the greater Orange County area a plus.
- Demonstrates integrity, treats colleagues and donors with respect, puts the fundraising needs of the organization above personal ambitions, and maintains confidentiality.
- Passion for the mission of Habitat for Humanity; empathy for the people Habitat serves.
- Fearless and smart fundraiser with experience in the full range of fundraising including major gifts (\$10,000 or more), annual, sponsorships, grants, special events and capital - planned giving a plus.
- Exceptional planning skills; goal, results and detail-oriented with the ability to set and meet deadlines. Able to construct, articulate, implement and evaluate written annual plans.
- Commitment to diversity and a history of working effectively with colleagues, volunteers, prospects and donors irrespective of their economic status, ethnicity, gender-identity, educational level or sexual orientation.
- Proven track record for achieving ambitious revenue targets in a highly competitive environment as well as creating new programs and/or improving existing programs.
- Excellent communication skills, both written and oral; ability to influence and engage a wide range of donors and key stakeholders and build long-term relationships. Comfortable with Habitat homeowners as well as corporate executives and people of wealth.
- Can clearly and effectively articulate Habitat's case for support using a combination of homeowner, volunteer and donor stories and facts and figures related to need and impact.
- Enthusiastic and skilled networker who enjoys getting out into the community, attending events and participating in civic groups and activities that position the organization for success.
- History of leading effective communication and marketing efforts related to fundraising or awareness and knowledge of how best to balance social and traditional media is a plus.
- Team management and staff supervision experience required with the ability to create a shared commitment to the mission and a creative, healthy work environment.
- Flexible and adaptable work style with the ability to work some nights and weekends, manage competing demands and work independently without close oversight; creative with a sense of humor.

Compensation: Commensurate with experience and abilities and reflective of salary levels in nonprofit organizations.

To apply: In one document please submit a cover letter, resume and salary requirements and send via email to:

Ms. Andrea Sorvino
 Vice President of Human Resources and Administration
 Habitat for Humanity of Orange County
OrangeHabitatVPofDevSearch@mossandross.com

Applications will be accepted until April 27, 2020 or until the position is filled. Habitat for Humanity of Orange County is an Equal Opportunity Employer and values diversity in its workforce.

A short presentation and writing samples will be required from semi-finalists who will be notified after the application deadline. At least five references will be required for finalists. Academic, credit and criminal checks will be conducted before a final offer is made.

The consulting firm of [moss+ross](#) has been retained to assist with the search.