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## **Position Announcement**

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

**August 2022**

## **Habitat for Humanity of Orange County, North Carolina**

### **Position Description: Vice President of Development**

Applications will be accepted until September 23, 2022 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 & 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. The Vice President will play a critical major gift and annual fundraising role, building on the incredible success of the comprehensive capital campaign *Weavers Grove: Strengthening the Fabric of our Community*, culminating in spring 2023. Weavers Grove is an innovative mixed-income community and will greatly increase the availability of affordable homes in Orange County, as it is comprised of 101 Habitat-built homes and 136 developer-built “missing middle” 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 331 new homes throughout Chapel Hill, Carrboro, Hillsborough, and the broader county. Orange Habitat is an affiliate of Habitat for Humanity International (HFHI), an ecumenical Christian organization that excels at attracting people of any or no faith to work together to build homes, community, and hope. The affiliate has sponsored another 256 homes overseas in partnership with HFHI’s global work and pre-COVID led trips of local volunteers, staff, and board to build homes in places like Guatemala, Honduras, and Myanmar. The organization was granted the 2020 Community Impact Award by the Chapel Hill Carrboro Chamber of Commerce, awarded the Corporate Philanthropy award in 2021 by the Triangle Business Journal, in 2019 was announced as the Non-Profit of the Year by the Hillsborough Chamber, and was a 2020 recipient of GSK’s IMPACT award.

The need for more affordable housing options has never been greater. The average home in Orange County sells for more than \$500,000 (Habitat builds them for about \$105,000); rent for a two-bedroom apartment, if you can find one, is \$1,200 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 UNC Hospitals, is an ongoing challenge that has not stopped Habitat from innovating and continuing to grow. For example, the 24-unit Crescent Magnolia community in Hillsborough provides affordable homeownership opportunities for seniors 55 years and older and is the first of its kind in the country, winning an excellence award in 2020 from the NC Housing Finance Agency. Habitat has also been on the leading edge of building energy-efficient homes, boasting a Silver-Level Green Building certification, and leads other NC Habitat affiliates with the installation of rooftop solar panels.

The Weavers Grove community will be another first for the organization and is its largest project to date. This novel 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. Habitat is serving as the master developer of the \$30 million project. Habitat is managing a \$7.5 million philanthropic campaign with over \$6.8 million already secured and will coordinate \$22.5 million in funds from annual fundraising and Habitat reserves, local government bond financing, and the sale of lots to market-rate building partners.

The Habitat model of sweat equity and affordable mortgages was social enterprise in action before it was popular. Habitat has expanded beyond the model to serve more families with its Home Preservation program, which has helped keep 228 families in their homes through affordable repair 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 18 new homes and repaired dozens more in the historically African-American Northside neighborhood in downtown Chapel Hill-Carrboro. Four new homes in Northside will be starting construction this fall, a major opportunity for volunteers and the annual fund. 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 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 recently served a two-year term as the co-chair of the Orange County Affordable Housing Coalition and led The Chamber's Big Bold Ideas initiative.

Orange Habitat is intentional about integrating diversity, equity, and inclusion into every facet of our organization. To us, these are more than just buzzwords or checklists. For the past two years, the organization has been on a journey with consultants at [BIWA | Emergent Equity](#). These efforts have allowed Habitat to recruit more diverse staff and board members, but the impact has been deeper than changing a statistic. To move from short-term interventions to long-term change, we have had hard conversations about the culture, values, and norms of Orange Habitat. Organizations cannot achieve equity with policies, procedures, and practices that are not developed through an equity lens. Our staff and board have participated in a number of workshops and simulations to examine the history of race and help us think critically about how that relates to our work, programs, and the people we serve. In March, Habitat held a community breakfast featuring an expert panel on racial equity in housing and the unveiling of the organization's award-winning [Promoting Black Homeownership Report](#). Orange Habitat is also a member of Habitat International's task force on [Advancing Black Homeownership](#).

### **Orange Habitat staff and board**

Today, Habitat employs 26 people and is overseen by a 17-member Board of Directors. Its Advisory Board serves 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 FY22-23 operating budget of \$6,466,250 with contributions from individuals, corporations, foundations and the faith-based community projected at \$1,650,000 (26%); earned income from home sales and proceeds from the ReStore projected at \$4,449,000 (69%), and other sources including government funding projected at \$317,300 (5%).

The Vice President will report to Jennifer Player, President & CEO. After serving as Director of Major Gifts at a large Charlotte nonprofit, Jennifer joined Habitat as its Director of Development in 2014, began serving as Associate Executive Director in 2017, and assumed leadership of the organization in 2019. The Vice President of Development will serve as a member of the leadership team along with four other senior staff members. Richard Turlington, Vice President of Construction, manages land purchases, project design, and infrastructure work, and leads the teams that build and repair homes. Richard has served in this role for three years and has eleven years of Habitat experience, with eighteen years in the construction industry. Laine Staton, Vice President of Homeowner Services, worked four years with Habitat in Durham before joining the Orange County team last year. Laine is responsible for recruitment and screening of potential homebuyers, as well as providing homebuyer education to approved applicants. Habitat's Vice President of Finance & Administration, Grace Johnston, served ten years on Habitat's development team before transitioning to her new role earlier this year. Grace is responsible for managing the organization's budget, cash flow, and administrative functions including human resources. Alice Jacoby, Vice President of Policy & Advocacy, also served on the development team for nearly a decade. She has been in her new role, a new position for the organization, for over a year and is responsible for government relations, government funding, and mobilizing community members in support of Habitat's mission.

## **Position Highlights**

The Vice President of Development will be joining colleagues dedicated to the organization's mission in an environment where teamwork thrives. The Vice President will be leading a talented team that includes a Major Gifts Officer, Development Officer, Communications and Events Manager, Volunteer Program Manager, and Development Associate. Given the importance of this team's efforts in meeting the agency's mission, the Vice President must be an excellent manager, motivator, and mentor who can bring out the best in each individual while also ensuring the team is working together at its best. Clear individual and team goals based on a sound annual 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 Vice President 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. The CEO, Vice President, Major Gift Officer, and Development Officer will all carry major gift portfolios, with the Vice President leading and guiding this work. The comprehensive Weavers Grove campaign provides an opportunity and creates an urgency for the Vice President 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 Vice President will be an important member of the Campaign Leadership Team for the public phase of the campaign along with the CEO, campaign co-chairs, and campaign consultants. The Board is fully aware of the need to grow the fundraising program and have actively participated in the capital campaign.

Out of the FY23 fundraising revenue goal of \$1,650,000, it is anticipated that approximately 56% will be raised from individuals, 16% from corporations, 11% from student groups and other organizations, 10% from foundations and 7% from faith-based groups. 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 major annual fundraising events along with several smaller events throughout the year. The annual fall House Party is the organization's largest and longest-running event. The event has more than doubled in revenue in the past few years with the 23rd Annual House Party in 2021 raising a record \$172,000 with over 180 people in attendance. In 2021, Habitat premiered its Farm to Table Dinner fundraiser. This past May, the event raised \$158,000 and introduced the organization to many high net-worth new donors from throughout the Orange County area. A number of significant events are planned for the future including a campaign culmination celebration as well as a 40<sup>th</sup> anniversary event in 2024.

The Vice President 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 Vice President 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 team and creates a supportive, collaborative, productive, and healthy work environment based on respect, teamwork, and clear expectations and responsibilities.
- Maintains a comprehensive prospect list of major donors. Is personally responsible for a portfolio of prospects from the list. Collaborates with volunteers and the Board in the identification, cultivation, and solicitation of 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 progress reports 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 and 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.
- Formulates an annual development 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.
- 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, annual fund, sponsorships, grants, special events, planned giving, and capital campaigns.
- 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.
- Understanding of the relationship of housing insecurity and poverty to a systemically racist framework of U.S. housing policy.
- 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, including both social and traditional media.
- 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:** The salary range for this position is \$80,000 - \$105,000 and is commensurate with experience and abilities.

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

Ms. Alyn Valdivia  
Human Resources Manager  
Habitat for Humanity of Orange County  
[careers@orangehabitat.org](mailto:careers@orangehabitat.org)

**Applications will be accepted until September 23, 2022 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 work 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.