

Position Profile

Director of Resource Development

NeighborWorks Sacramento Region

Sacramento, CA

NeighborWorks Sacramento Region (NWSac) is seeking an experienced and strategic development director to serve as the fundraising leader to maintain, develop and implement creative methods for supporting NWSac through increased philanthropy and additional revenue streams, and promoting a strong public image of this neighborhood revitalization nonprofit. The position offers an experienced fundraiser a great opportunity to grow the funding base of a 34 year old, high impact organization serving low and moderate income households and communities throughout the Sacramento region.

The Organization

NWSac's mission is to partner with underrepresented communities to build healthy, sustainable and equitable neighborhoods through education and counseling, housing development, empowerment, and advocacy. We work in partnership with business, government, and residents to help families purchase, improve, and prevent the loss of single family homes. These activities revitalize neighborhoods. NWSac is a very productive member of NeighborWorks America, and is a Community Development Financial Institution (CDFI).

Now in its 34th year, NeighborWorks Sacramento has proven its ability to adapt to a changing external environment while also maintaining constancy of purpose in creating sustainable home ownership opportunities and strengthening communities.

Sacramento Neighborhood Housing Services (our original name) was founded in 1987 to support resident led efforts to revitalize underserved neighborhoods by increasing owner occupancy and improving property conditions. In 1998, it began participating with several other organizations in the NeighborWorks national network of organizations focusing on homeownership and neighborhood revitalization. It opened a Home Ownership Center and expanded from a neighborhood services agency to multi-county homeownership region with a variety of housing needs. The organization emphasized a curriculum of homebuyer education and credit counseling services for potential homebuyers and offered affordable down payment assistance and other necessary resources for credit-worthy borrowers to achieve successful homeownership throughout the region.

In 2010, we started working with local farmers to increase access to healthy food in low income communities. And in 2019, we began working with resident leaders to increase community engagement and neighborhood revitalization. In that same year we worked in rural communities developing homes for low to moderate income families using a mutual self-help model, where residents work collectively to build their homes and create communities.

Today, we continue our work in 11 Counties, committed to responding to the needs in the communities we serve, providing low to moderate income families with homebuyer education and counseling, financial literacy, affordable housing in rural areas, down payment assistance and access to healthy fresh food. These services are part of our business model, which is focused on strengthening communities from within by empowering residents to plan and implement community development efforts.

Since our founding, we have educated 26,890 families in the home buying process, 5,110 of which have become homeowners, acquiring more than \$362 million in real estate. During the previous housing crisis and in the 12-13 years that have followed, we have helped thousands of families avoid foreclosure. Also, our organization has rehabbed or built 193 affordable homes for low-to-moderate income families with an additional economic impact of \$46.5million. These homes have stimulated the real estate market while helping families build wealth. In addition, our down payment assistance program has provided \$16.5 million for customers buying their first home. The work we do in these communities is enhanced by our Community Engagement Program, where 10,635 volunteers and resident leaders have completed 481 beautification projects in underrepresented neighborhoods, with a total investment of \$240,500. We are particularly proud of the program's 2 Farmer Markets which serve more than 26,000 families each year. Our CalFresh/EBT incentives doubles the power of low income families to purchase healthy food. Since we launched our first Farmers Market in 2010, we have provided more than \$296,200 in EBT benefits to more than 8,000 families.

NWSac has just begun a new three year strategic plan with the following key goals: 1) to partner with existing community advocates and local governments to advance policies and programs to strengthen communities; 2) prevent homelessness via education and support of new housing opportunities or services; 3) strengthen NWSac's community identity and positioning strategy; and 4) explore land trusts, condos, home equity associations, coops, and other successful home ownership models.

Current Situation

NWSac is seeking a strong Director of Development to continue the funding diversification process of the organization as programs and systems evolve to assure both mission impact and sustainability. This process has made great progress in recent years, but future progress depends to a significant extent on differentiating the organization's brand and programs from those of cities or counties they serve. We are looking for someone who can build a fundraising department to raise the dollars needed to achieve the Board's vision of strengthening low income communities of color.

NWSac has a staff of 28 and is governed by a diverse 10 member board of directors comprised of community leaders, housing professionals and financial institutions. It has a current annual operating budget of approximately \$3 Million. In addition, NWSac has a Board of Trustees comprised of business, civic and community leaders who are committed to building broad support for the organization.

The Position

Reporting to the CEO, the Director of Development has overall responsibility for NWSac fundraising strategy and activities. He/she works directly with the CEO, the Board of Directors, the Board of Trustees,

senior staff leaders, and select committees to establish fundraising priorities, plan donor requests, directly seek donor support and achieve fundraising goals. He/she also plans and directs organizational public relations and events. In addition to managing the day-to-day operations of the department, with some administrative support, he/she collaborates with and assists business units to support their achievement of goals, including securing grant and contract renewals. Overall, the Director has primary responsibility for ensuring that the organization's good work and reputation are promoted in ways that maximize philanthropic resources and a positive image that support and sustain NWSac's mission and goals in the short and long term.

Principal Job Duties and Responsibilities

Overall Management Responsibilities:

First, the Director of Development manages and oversees the day-to-day operations of fundraising, events, public relations and communications ensuring their optimal function and contribution to NWSac. Second, she/he prepares reports and analyses that provide critical context of NWSac's operating environment so that collaborative strategies can be developed to enhance organizational funding and public perception. Third, these functions are carried out as a contributing and accountable member of the NWSac's Management team, providing expertise and insight with professionalism and high ethical standards. The Director of Development also works closely with the NWSac Board of Trustees to assist them in achieving their ambitious resource development goals.

Fundraising Planning, Execution & Oversight:

Planning and executing organizational fundraising efforts is the core of the position's responsibilities. This includes the following activities: reviewing current organizational infrastructure and programs related to fundraising and redesigning, as needed, for optimal results; preparing annual, strategic resource development plans and mobilizing involvement of volunteers and staff as appropriate; working collaboratively with staff and volunteers to identify new avenues of philanthropic support for programs/projects; maintaining existing and past donor relationships, and aggressively seeking and developing new resource relationships (e.g., corporate, foundation); overseeing and assisting in the preparation of grant and funding proposals with creativity and persuasiveness that achieves results; maintaining a pace of successful closure with grants and other funding requests; creating ways of packaging and promoting NWSac's programs to philanthropic supporters and organizational stakeholders; developing and sustaining strong volunteer support for fundraising, events and related activities; researching and evaluating potential funding sources for new requests and initiatives; monitoring and analyzing market, social, economic, business and political trends to determine their potential impact on NWSac programs, services and funding; developing effective and efficient systems and processes that result in increasing the depth, breadth and range of prospective donors; managing donor reporting processes in a responsive manner; and maintaining and managing Salesforce or other appropriate technology for optimal results.

Event Planning, Execution and Oversight:

A second major area of responsibility is event planning and oversight. This includes assessing current NWSac events and activities, determining their impact, and developing an Events Plan and calendar that

compliment funding, communications and public relations goals; performing outreach and broadening participation in NWSac events; and effectively planning and managing events to create positive results and enhance the image of NWSac.

Near Term Priorities

The near term priorities for the first 6-12 months of the new Development Director's tenure include the following:

- Quickly understand the business model and approach of NW Sacramento, learn the structure of the organization, including an understanding of services and the needs of clients;
- Establish strong working relationships with the management team and the senior executive team, and especially with the President;
- Quickly build strong relationships with current funders supporting NWSac;
- Optimize the organization's fundraising use of the Salesforce CRM;
- Actively engage in the community development world in the Sacramento area to identify both new trends in the field and new potential partners for NWSac;
- Achieve the goals articulated in the annual development plan, including \$1.0 Million in philanthropic support for 2021.

Experience and Attributes

The Director of Development is expected to be a collaborative leader and professional who is comfortable operating in a wide variety of situations that promote the organization and achieve funding and other resource results.

The Director of Development is also expected to:

- Be an articulate and energetic organizational spokesperson with a proven track record of soliciting and closing gifts and grants;
- Illustrate measurable success in fundraising, communications and public relations in progressively responsible positions;
- Be a results-oriented coach, motivator and developer of staff;
- Be a strategic visionary capable of moving insight to action;
- Maintain sound technical skills, analytical ability, good judgment, and capacity for detail;
- Be a well-organized, self-directed, politically savvy team player;
- Be a succinct and persuasive oral and written communicator and presenter;
- Be a decisive leader who is also inclusive and collaborative;
- Demonstrate the capacity to manage multiple activities and efforts;
- Illustrate the capacity to collaborate effectively in ways that positively influence organizational outcomes;
- Exhibit proficiency with Microsoft Office Suite and Raiser's Edge or Salesforce;
- Demonstrate a clear affinity for the community development mission and philosophy;

- Possess and maintain the highest personal and professional integrity, compassion and standards of excellence.

Education:

A Bachelor's degree in marketing, public relations, community development or other related field is required, with an advanced degree preferred.

Job Experience:

A minimum of five (5) years progressive and diverse development experience, including a positive track record of corporate, foundation and major donor experience.

Salary will be competitive and commensurate with experience.

Application Process

To apply, e-mail your resume, a cover letter that explains how your skills align with the requirements above, and salary requirements to our search consultant, David Erickson-Pearson:

epdavid@earthlink.net (*e-mail applications are required*). For other inquiries, contact David Erickson-Pearson at epdavid@earthlink.net.

NW Sacramento Region is an equal opportunity employer. More information about the organization can be found at www.nwsac.org.