

## Chief Philanthropy Officer Goodwill-Easter Seals of Minnesota

*Ballinger|Leafblad is proud to present the following information on behalf of our client, Goodwill-Easter Seals Minnesota and a retained search for Chief Philanthropy Officer*



Together, we prepare people for work.



## PRESENTING OUR CLIENT – GOODWILL EASTER SEALS OF MINNESOTA

### ORGANIZATIONAL OVERVIEW

As a leader in employment services for nearly 100 years, Goodwill-Easter Seals Minnesota provides customized support to eliminate barriers to work and independence. The most common barriers our participants cite are low income, disabilities, criminal histories and lack of a high school diploma/GED. Our holistic approach ranges from assistance with interview clothing to industry-specific job training programs and we place four people in the workplace every day.

In 1919, Reverend Herbert J. Burgstahler started a MN chapter of Goodwill to provide employment opportunities for the poor and disabled. In 1984, Goodwill joined forces with Easter-Seals to expand the breadth of its programming. Goodwill-Easter Seals MN is 98 years old, making it one of the longest-standing nonprofits in our community!



The organization is probably most recognized by the Goodwill stores which sell clothing, household goods and furniture to raise funds to support its mission. There are currently 45 Goodwill stores in Minnesota and Western Wisconsin that provide funding for services and programs that eliminate barriers to work and independence. Customers champion the mission and raise nearly \$1M rounding up at the register each year! The unique “donate-shop-reuse-educate-employ” model diverts over 50M pounds from landfills annually and brings GES one step closer to a world where everyone experiences the power of work.



## SERVICES PROVIDED BY GOODWILL-EASTER SEALS OF MINNESOTA

Goodwill-Easter Seals believes in the power of work to change individuals, families and communities. Each individual client creates an individual plan to help them reach their goals. Employment services provided at no cost to eligible participants include:

**Industry-Specific Job Skills Training** – Employment training and education courses prepare individuals for careers in automotive service, banking, customer service, construction and medical office.



**Transitional Employment Services** – provide paid training in developing and expanding the skills and experience needed to find a job, maintain employment and advance their careers.

**Job Development and Placement Services** – assist people in finding employment at a sustainable wage.

**Job Coaching and Follow-up Services** – Job coaching is a time-limited training and support process where a job coach assists the individual and his/her employer in assessing job needs and provides assistance and resources as needed. Supported employment and follow-up services provide long-term support services for the individual to assist in maintaining employment and advancing their career.

Goodwill-Easter Seals Minnesota also has a variety of programs which are offered to a specific audience:

**Career Navigation** – help people create a career pathway using education, training and support service strategies.

- Explore College and Program Options
- Navigate College Enrollment, Financial Aid and Other Resources
- Balance Education and Family and Work
- Overcome Obstacles – transportation, child care, housing
- Facilitate Connections – college staff, faculty, employers

**Community Outreach** – conduct workforce development workshops and provide individual job seeker assistance.





**FATHER Project (Fostering Actions To Help Earnings and Responsibility) -**

The FATHER Project is a nationally recognized program to assist fathers in overcoming barriers that prevent them from supporting their children financially and emotionally. Services include **Case Management, Parenting & Child Support Services, Father/ Family Activities, Employment Services, GED Tutoring.**

**ReEntry Program** – Finding stable employment is a significant challenge for individuals returning to communities after incarceration. The ReEntry Program focuses on helping people with criminal records overcome barriers to employment, independence and success in becoming members of their community. Services include **Advocacy, Community Resources, Employer Relationships and Education, Employment Readiness Training, Individual Case Management, Mental Health/Cognitive Skills Training, Mentoring, Motivational Job Club.**

**Work Incentives Connection** – Provides specialized answers about the impact of work on government benefits such as Social Security Disability Insurance, Medicare, Subsidized Housing and other benefit programs used by people with disabilities.

**Youth Services** – Goodwill-Easter Seals serves youth, 14 years and older, who have a barrier to independence or employment and/or a disability, by providing a variety of services to help make the transition from student to working adult.





## ORGANIZATIONAL MISSION, VISIONS AND VALUES

**Mission:** *To eliminate barriers to work and independence*

**Vision:** *We envision a world where everyone experiences the power of work.*

**Values:** *Accountability, Communication, Contribution, Celebration, Continuous Improvement and Relationships*

**Funding:**

Employment and support services are funded through:

- Donated items at Goodwill stores
- Individual gifts
- Corporate/Foundation support
- Grants and public contracts



## GOODWILL-EASTER SEALS FOUNDATION

In 2014, the Goodwill-Easter Seals Foundation was formed to ensure that financial resources would grow to keep pace with the increased demand for services. The Foundation is a separate nonprofit corporation which exists for the sole benefit of supporting Goodwill-Easter Seals Minnesota.



The Foundation accomplishes its goals by establishing and growing endowment funds, which are invested to provide long-term support for the organization. When the endowment earns interest over time, the earnings can be distributed to fund the services and programs of Goodwill-Easter Seals.

**Foundation Mission:** *To raise and steward charitable funds which will advance the goals of Goodwill-Easter Seals Minnesota, both for today and into the future.*

**Foundation Vision:** *To be the lead support for endowment building that enables Goodwill-Easter Seals Minnesota to carry out its mission in perpetuity and achieve its vision.*

**Foundation Values:**

- **Philanthropy** – the importance of charitable giving and its ability to make a lasting mark upon people and the community.
- **Donor-Focus** – build exceptional partnerships and promote inspired giving by providing donors with options, tools and support needed to make charitable giving easy, personally satisfying and effective.
- **Stewardship** – invest charitable gifts wisely and distribute them to advance the mission of Goodwill-Easter Seals Minnesota.

## **PRESENTING THE POSITION OF CHIEF PHILANTHROPY OFFICER**

### **OVERVIEW OF THE POSITION**

This position reports to President and Chief Executive Officer, Dr. Michael Wirth-Davis, who has led the organization since 1990. This position is responsible for all fundraising activities, in collaboration with the CEO, Board and Senior Leadership Team. The successful candidate will bring the skills and interests suited to building and growing this Foundation. This leader will also place a strong emphasis on developing individual and philanthropic support, with a focus on major gift and individual fundraising.

The Chief Philanthropy Officer will oversee the advancement function. Staff members at this time include a Director of Philanthropy, Database Administrator, Philanthropy & Event Coordinator, Grant Writer, and Executive Assistant. This position will have many relationships inside and outside of the organization. Primary among these will be the CEO, development and communications staff, members of the senior leadership team and program directors. Outside the organization this position will interact with the Foundation's Board of Directors, volunteers, donors, partners and funding sources.

The Chief Philanthropy Officer will provide both strategic direction and tactical oversight of the Foundation and will work to create philanthropic participation across a wide variety of stakeholders associated with the organization.

### **THE PRIMARY RESPONSIBILITIES OF THE CHIEF PHILANTHROPY OFFICER**

The Chief Philanthropy Officer will have primary responsibility for establishing and implementing the infrastructure needed to grow the development budget of approximately \$2.2 million through the solicitation of major gifts, special events, and corporate and foundation support.

He or she will expand and diversify Goodwill-Easter Seals Minnesota's donor base and work closely with other team members to secure major gift and other funding for new initiatives. In addition, the Chief Philanthropy Officer will interact with the governing board of directors and support board members in their fundraising role. It is expected that the amount raised by Goodwill-Easter Seals Minnesota will increase in future years as the Chief Philanthropy Officer systematically and effectively strengthens the organization's overall fundraising capacity.

The Chief Philanthropy Officer serves as the chief fundraising officer of the organization and is responsible for the following:

- Support and partner with the CEO and governing board to define the organization's philanthropic objectives and direction
- In keeping with the mission and vision, implement Goodwill-Easter Seals Minnesota's development strategy

- Actively work with the CEO and senior staff to develop and implement a comprehensive plan that includes corporate, foundation, etc.
- Assist the CEO, Board and Foundation Board to determine accountabilities for board members and fundraising volunteers; assist these individuals in the identification, cultivation and solicitation of charitable gifts; evaluate performance and outcomes
- Positively represent the organization, the Board and the Fundraising Board to external stakeholders
- Provide general oversight of the organization's fund development activities; manage the day-to-day operations of the development function; monitor the quality of activities through coordination with staff, committees and Board
- Oversee development and execution of all philanthropic proposals
- Understand research funding sources, to help position Goodwill-Easter Seals Minnesota ahead of major funding changes or trends
- Monitor all donor information; provide and present statistical analysis to board and senior leaders
- Develop and implement a major gift program aimed at cultivating deeper ties with donors; assure appropriate prospect research along with meaningful cultivation, acknowledgement and recognition programs
- Monitor and report regularly on the progress of the Foundation
- Provide inspirational leadership to the development team; set breakthrough goals and encourage and assist others in the achievement of their own goals; exemplify the positive values at the core of the Goodwill-Easter Seals culture
- Identify, develop, and mentor the development team

## DESIRED QUALIFICATIONS FOR THIS POSITION

### Skills and Abilities

- Ten-plus years of professional experience in with demonstrated success in a development function (managing relationships with multiple donor sources and overseeing all aspects fundraising—research, cultivation, donor solicitation, proposal and grant writing, special events, direct mail, annual campaigns, capital campaigns, gift processing, recordkeeping and fundraising reporting)
- Tangible experience of having expanded and cultivated existing donor relationships over time
- Sales and marketing skills are desirable
- Excellent communication skills, both written and oral; ability to influence and engage a wide range of donors and build long-term relationships
- Strong organizational and planning skills; time management skills
- Flexible and adaptable style; a leader who can positively impact both strategic and tactical fundraising initiatives
- Ability to work both independently without close oversight, but also a team player who will productively engage with others inside and outside of Goodwill-Easter Seals Minnesota



# ballinger | leafblad

- Bachelor's degree required, Master's preferred
- High energy and passion for Goodwill-Easter Seals Minnesota's mission is essential
- Ability to construct, articulate, and implement an annual strategic development plan and breakthrough goals
- Service orientation and focus; ethical, trustworthy and credible
- A professional and resourceful style; the ability to work independently and as a team player, to take initiative, and to manage multiple tasks and projects at a time

## Characteristics

- Mission-driven with a passion for community service.
- Proven experience developing effective teams that deliver outstanding results.
- High energy, creative problem solver.
- Executive presence and ability to think and act strategically, working with a broad group of stakeholders.
- Exceptional interpersonal and relationship skills.
- Excellent communication skills: written, oral and public speaking.
- Experience working effectively within a mission-orientated and diverse non-profit environment.

## THE COMPENSATION PACKAGE

The compensation package for this position is competitive and includes participation in the organization's benefits plan.

## BALLINGER | LEAFBLAD INVITES YOU TO CONTACT US FOR MORE INFORMATION:

Lars Leafblad, MBA  
Co-Founder/Principal  
612-598-7547  
[lars@ballingerleafblad.com](mailto:lars@ballingerleafblad.com)

Marcia Ballinger, PhD  
Co-Founder/Principal  
651-341-4840  
[marcia@ballingerleafblad.com](mailto:marcia@ballingerleafblad.com)

# ballinger | leafblad

CIVIC SEARCH. REIMAGINED.

[www.ballingerleafblad.com](http://www.ballingerleafblad.com)

*Goodwill Easter Seals of Minnesota is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, sexual orientation, gender identity, age, status as a protected veteran, among other things, or status as a qualified individual with a disability*