

Breathe Southern California

Director of Development

Breathe Southern California (Breathe SoCal) seeks an experienced fundraiser and relationship builder to create and implement a comprehensive fundraising program and be responsible for identifying and soliciting public, individual, corporate, and foundation funding.

Breathe SoCal is an environmental health organization that serves as an advocate for clean air and healthy lungs in Southern California through research, education, advocacy, and technology. Founded in 1903, the organization runs an array of health and environment-related programs that seek to address the two major causes of lung disease: tobacco and air pollution. Breathe SoCal conducts community outreach and education programs that increase public knowledge of air pollution and lung diseases such as asthma, emphysema, chronic obstructive pulmonary disease (COPD), and lung cancer. The organization provides patient support for those impacted by lung disease, with particular focus on families whose children have asthma. In addition, there are programs aimed at reducing smoking and vaping, improving air quality, and promoting sustainability and zero-emission vehicles. The organization primarily conducts community outreach and engagement in disadvantaged communities to increase public awareness of air pollution and lung diseases and implement solutions that will improve air quality and lung health. The organization also conducts advocacy at the state and local levels, funds and supports clinical and applied research on lung diseases, and conducts translational and public health research.

Besides an affiliated network of leading lung health professionals called the Trudeau Society, which holds medical conferences and an annual lecture series, Breathe SoCal is also developing two young professional networks: Young Professionals for Sustainability (YPS) and Young Professionals in Public Health (YPPH). These are designed to educate and promote networking among young professionals and encourage them to help advance the organization's work as volunteers and donors.

Breathe SoCal has an annual operating budget of \$3.36 million, 22 staff, and a 17-member Board of Directors. The President & CEO is himself a deeply committed fundraiser, and all staff and Board expect to be involved in helping the organization achieve its fundraising objectives.

The Development Director will identify and approach new donors, steward long-standing donors, and conduct regular solicitations of a broad range of foundation, business, and government funders.

ESSENTIAL DUTIES

Reporting to the President & CEO and working closely with members of the senior staff and Board members, the Director of Development is a member of the senior management team and provides day-to-day leadership, management, and coordination of all fundraising activities. Responsibilities of this role include targeting all major individual and institutional fundraising efforts; planned giving and endowment campaigns; designated giving campaigns; mass outreach and solicitation efforts; event-based fundraising; and donor recognition, retention, and stewardship.

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The Director of Development will be a hands-on and deeply involved fundraiser. They will leverage Breathe SoCal's brand and outcomes for institutional advancement; spend time in the community developing strategically important relationships; and will personally meet with and solicit donors. As the development function scales up, the Director of Development will hire a team and deepen the organization's culture of philanthropy. The overarching objective of the Director of Development is to have all staff and Board members view all activities, programs, events, contacts, and relationships as opportunities to market the organization and solicit donations. Additionally, the Director will execute the following responsibilities:

- In collaboration with the President & CEO, evolve and update the fundraising plan that includes donor segmentation, objectives by donor category, success metrics, identification of staff and Board members who will be actively involved in fundraising, and definition of fundraising goals.
- Implement a more systematic approach to major gift prospecting and donor cultivation; cultivate and manage the foundation (including corporate foundation) landscape that also functions as a vehicle for major gift-giving by individuals; supervise the writing of grant proposals and identify potential grant sources.
- Demonstrate the ability to act independently, including making calls, setting appointments, arranging meetings, and leveraging existing staff resources to maximize potential fundraising; be confident and comfortable with making cold calls and engaging directly with affluent and influential individuals.

The Director's immediate priorities are to:

- Thoroughly understand Breathe SoCal – its history, culture, traditions, programs, personalities, constituencies, governance structure, base of financial support, and short- and long-term funding requirements.
- Immediately assess the "state of play" of in-process fundraising efforts and provide support for those efforts as needed; assume a hands-on leadership role in the identification, cultivation, and solicitation of major gifts; take ownership of Breathe SoCal's aggressive revenue targets, including raising \$1 million during Year 1, \$1.75 million in Year 2, and \$2.5 million in Year 3.
- Use data, trends, individual and corporate contacts, and knowledge of the community to develop strategies to expand the current base of philanthropic revenue.
- Establish and build a robust individual annual giving program, a major gift cultivation effort, an online giving program, and a planned giving program.
- Secure sponsors for the annual speaker series, annual lecture series, conferences, galas, other major events, smaller fundraisers, and other public or targeted events serving the organization's mission.
- Work with Communications Department staff and others to ensure messaging, image, and branding are clear and applied consistently to all materials; review all development collateral, emails, website and social media messages, printed materials, grant proposals, etc.

DESIRED EXPERIENCE and QUALIFICATIONS

The Director of Development should have the following experiences and qualifications:

- Substantial and proven experience attracting financial support from individuals, foundations, businesses, and/or government sources; demonstrated results in personally cultivating donors, preferably in support of community health; proven track record of soliciting and securing six and seven-figure gifts is essential.
- Broad-based knowledge of various development activities including online, direct mail, proposal and grant development, planned giving, endowment or capital campaigns, restricting or designated giving, event planning and management, direct solicitations, leveraging fundraising databases and support systems for donor segmentation, research, and volunteer management; familiarity with systems that track fundraising targets, and workflows would be important (Breathe SoCal uses the Neon solution suite).
- An exceptional communicator, both verbally and in writing; an extrovert who gets energy from connecting with individuals and enjoys creating opportunities for engagement; one with social grace, honesty and integrity who can build enthusiasm for lung and environmental health, lung and environmental health education, and public health and environmental health-related research.
- A keen ability to manage and juggle competing priorities; excellent follow-through and attention to detail; a resourceful individual with a high energy level and can-do attitude.
- This role requires that candidates have the ability to work physically in Breathe SoCal offices at least two days every week. The organization will not consider candidates unable to do this. Candidates living outside of a convenient commuting distance cannot be considered.

The Director of Development role involves an intense focus on direct solicitation and leveraging others to solicit directly. Planning is fine; asking is better.

COMPENSATION

\$95,000 - \$125,000 annually, with base and variable compensation components.

For more information please contact:

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More information about Breathe SoCal can found by visiting www.breathesocal.org or searching for @breathesocal on Instagram, Facebook, and other major social media sites.