

Dorothy's Place

Director of Development

The Board seeks a seasoned fundraiser who emphasizes systematically targeting and soliciting individual and institutional donors.

This leader will diversify revenue, nurture strategic fundraising partnerships, assure long-term financial sustainability, and help grow the organization's financial capacity to deliver its services to those in need.

Based in Salinas and providing services throughout California's Monterey County, Dorothy's Place has operated for 44 years to deliver services to those in need, including certain basic services like clothing, laundry and day shelter; homeless encampment outreach; housing navigation; behavioral health support; health care management; and supportive housing. The organization is dedicated to providing a road out of poverty with love, respect and compassion.

[Dorothy's Place](#) takes a housing first approach to ending poverty. Programs include:

Dorothy's Kitchen serves about 350 nutrient-dense, restaurant-quality meals daily, and up to 600 during holidays.

SanaVida Healing Center is a wellness center for those experiencing crisis, substance use challenges, mental health conditions, or behavioral health concerns.

Streets To Homes provides direct support to those experiencing homelessness or at risk of losing their housing due to eviction or other crises.

House of Peace - A transitional living program for adults who have experienced chronic homelessness.

Dorothy's Place owns and manages three properties, will eventually acquire a fourth from a board member, and is considering building additional housing on that fourth property. Given that Dorothy's Place periodically acquires, upgrades and maintains facilities and capital assets, experience with capital and endowment fundraising campaigns will be useful for this role.

The organization has an operating budget of \$3.5m, a staff of 27 and a 6-member Board. FY26 projected sources of income are roughly 35% from fee-for-service, 34% from state and federal grants, 19% from major gift and other solicitation activities targeting individual donors and businesses, 10% from private foundations, and 2% from program fees collected from beneficiaries and tenants.

A new strategic plan has been approved, with advancement objectives that include:

- diversifying the donor base,
- increasing individual and institutional fundraising yields, and
- upgrading fundraising approaches with appropriate roles for all staff and board members.

BASIC FUNCTION

The Director of Development provides support to the Executive Director on all fundraising matters, shapes and drives fundraising strategy, and works cooperatively across the organization with the staff, Board, partners and community members to involve all in the effort to increase contributed income.

Responsibilities include shaping and driving fundraising strategy; development planning & budgeting; targeting and direct fundraising solicitations; messaging, communications and public

relations that relate to fundraising activities; and friend-raising events that build funding and other types of in-kind philanthropic support for Dorothy's Place and its programs.

The Director of Development will serve as a Dorothy's Place spokesperson and representative; grow the Organization's visibility and advance its reputation among donors of various types; and keep the Executive Director and other internal and external constituencies updated on in-process outreach to donors.

Emphasis will be placed on the identification, cultivation and stewardship of new philanthropic contributors, and deepening the interest of existing investors. The Director of Development will be a hands-on, fearless, energetic fundraiser who spends time in the community developing strategically important relationships.

The Director of Development's primary metric will be to maximize contributed revenue from principal gift donors, corporations, foundations and businesses. This is a direct solicitation role, not primarily about general marketing, so numbers are everything.

IMMEDIATE PRIORITIES

In the first six months the priorities for the Director of Development are to:

- Thoroughly understand Dorothy's Place - its culture, history, strategic vision, programs, personalities, constituencies, and base of financial support;
- Create a development strategy that identifies possible easy wins for the short-term, opportunities for the medium-term, and aspirations for the long-term. This might include donor/investor segmentation according to capacity or interest, objectives for individual and institutional fundraising and success metrics, identification of Board members who will be actively involved in fundraising, and definition of roles, targets and fundraising goals;
- Work with the Executive Director and Board to determine whether there is sufficient support to run designated giving and endowment campaigns, and if so determine its scope, leaders, case, and delivery timeframe within the next 18 months.

On an ongoing basis, the Director of Development will be responsible for the following:

- Recruit and onboard one or two key fundraising staff, who will both directly solicit donations and also orchestrate appropriate fundraising activities that involve all Board and staff members;
- Build and manage infrastructure for donor tracking that is flexible and scalable for current and future reporting and segmentation;
- Oversee and manage all aspects of an annual campaign, individual and major donor cultivation, and special fundraising events;
- Ensure that fundraising messaging collateral and appropriate sections of the website are refreshed; manage marketing to enhance brand awareness and complement fundraising efforts across the organization;
- Identify philanthropic investors whose interests may align to Dorothy's Place and segment donors according to capacity; identify new designated giving opportunities;
- Manage and personally engage in solicitation and stewardship activities in collaboration with the Executive Director and other members of the staff and Board team; provide training and support to those who have a range of fundraising skills and abilities.

IDEAL EXPERIENCE & QUALIFICATIONS

The successful candidate will have a deep professional fundraising experience, with personal alignment to the mission of Dorothy's Place, including the following professional attributes:

- A strong track record working together with Boards and management teams to engage prospective major gift donors on behalf of human services nonprofits; experience with nonprofits focused on homelessness and extreme poverty is advantageous but not a requirement;
- A successful track record of personally soliciting gifts from individuals and institutional sources; broad-based knowledge of various development activities including: direct solicitations, online giving, social media, proposal and grant development, planned giving, capital campaigns, event planning and management; practical experience in using data to manage the fundraising process, enhance donor cultivation and drive fundraising priorities;
- Experience shaping marketing outreach and messaging, websites, social media, email interactions, branding and advocacy in ways that engender support from diverse constituents in ways that measurably advance toward contributed revenue goals; demonstrated knowledge of techniques for segmenting and connecting with targeted groups is an advantage;
- Strong management skills that include planning, budgeting, outreach strategies and tactics, and a demonstrated ability to organize, manage, motivate and inspire others to productive action;
- Superior written and oral communication skills, with exceptional attention to detail and the ability to articulate a compelling case in person and in writing for Dorothy's Place programs; demonstrated success in bringing regular, positive media attention to an organization;
- An openness to be guided by others; a good listener and strategist; a strong commitment to the culture and values of Dorothy's Place; emotionally mature with a very good sense of humor and the flexibility and sensitivity to work with diverse personalities and situations.

COMPENSATION

The salary range for this position is \$100,000 - \$130,000 annually.

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