

Outdoors for All Foundation

Executive Director

Enriching the quality of life for children and adults with disabilities through outdoors recreation, Outdoors for All seeks a fundraising/fundraising chief executive to: expand top quality programs; engage new clients, partners and supporters; and expand the organization's geographic reach.

Founded in 1979, [Outdoors for All](#) (OFA) is centered in Seattle and is a national leader in delivering adaptive recreation opportunities for children and adults with disabilities. Over 3,000 individuals annually exercise their abilities thanks to training and support provided by 22 staff and over 850 volunteers. The current annual operating budget is about \$2.3m, total annual revenue ranges between \$3m and \$4.5m, and total assets comprise about \$7m. The organization is stewarded by an active 17-member [Board](#) with diverse skills and experiences, some of whom have family members that participate in programs, and many of whom are experienced program volunteers.

OFA focuses on adaptive outdoor activities, community building, developing physical stamina and strength at each individual's unique pace, and the joy of physical release with others who can identify with challenge. Initially built around adaptive winter sports, [current programs](#) includes snowboarding, snowshoeing, cross country and downhill skiing, cycling, mountain biking, kayaking, hiking, rock climbing, youth and adult day camps, yoga, military programs, weekend excursions, and custom events.

Along with the Board and Management Team, the Executive Director will set strategies for program development and delivery, growth in the numbers of clients served, and expanded geographic reach. Core responsibilities of the Executive Director specifically include:

- Lead and manage the Management Team and staff and empower the Management Team in oversight of all day-to-day functions of the organization;
- Attract, nurture, develop, and retain high-performance Board, Staff, and Volunteer Teams;
- Strengthen the organization's finances and fundraising while strategically driving expansion of programs, clientele, and geographic reach in ways that are financially self-sustaining;
- Develop new productive partnerships with other business, nonprofit, governmental, and civil society organizations while advocating for increased outdoor recreational opportunities for those living with physical and developmental challenges.

OFA is an organization on the move. The Executive Director will focus on keeping the organization financially and operationally strong and will drive programmatic and geographic expansion to measurably increase the number of people who annually benefit from OFA's top quality adaptive recreational experiences.

BASIC FUNCTION

Reporting to OFA's Board and the Board Chair, the Executive Director will function as the organization's lead fundraiser and relationship builder and ensure that OFA's fundraising, finance, operations, marketing & communications, human resources, tech, and program strategies are effectively implemented across the organization. The Executive Director will

provide overall direction and day-to-day management of staff through the Management Team and will collaborate with the Board to define OFA's vision, strategies, objectives, and messages.

The Executive Director is specifically accountable for OFA's:

Leadership and Management

- Articulate and continually refine OFA's vision and mission statement as the organization cultivates financial support, partners, and clients; develop, implement, execute, and periodically update OFA's long-range strategic plan outlining objectives for expansion, programs, and quality and success metrics;
- Supervise, motivate, and evaluate the Management Team and staff to ensure that they are well-suited to addressing the opportunities facing OFA; ensure that a performance evaluation and review system is in place with emphasis on well-defined goals, clear responsibilities, and levels of accountability for all staff; oversee the articulation of a staff development plan to include staff opportunities for growth within the organization; ensure that there is clear and effective internal communication and coordination between program and administrative areas;
- Drive and oversee a cogent organizational inclusion, belonging, and equity strategy to ensure increased workplace respect, engagement, and wellness;
- Practice inclusive leadership. Ensure integrated and collective energy of OFA staff, Board, and partners embrace new perspectives that lead to innovations and resources which serve the core purpose and mission of the organization;
- Work closely with the staff Finance Team, the Board's Finance Committee, and the overall Board in preparing budgets; ensure that the organization responsibly operates within the budgetary and audit guidelines to maintain the organization's fiscal well being; ensure that there is alignment between programmatic objectives and available resources; develop long- and short-term financial plans and prepare financial and operating reports for the Board;
- Maintain effective relationships with a variety of external organizations including but not limited to a broad range of nonprofits and governmental agencies that support those living with disabilities; develop relationships with businesses, professional organizations, and associations that might be supportive of OFA's goals and objectives; take a leadership role in coalition building, identifying issues and opportunities for collaboration across the disability field, and create forums to address these issues.

Public Relations, Marketing and Communications and Advocacy

- Serve as the spokesperson for the organization to all audiences including the general public, the media, governmental entities, disability nonprofits, business and other key organizations, and individuals affected by or supportive of a range of physical and developmental challenges;
- Oversee the review of OFA's communications materials, telecommunications, website, social media, rich media, written, and other materials to ensure effective articulation of OFA's mission and purpose; collaborate with the Development Director to continually explore new and creative marketing strategies; create new opportunities for branding and enhancing the image of OFA;

- Promote and provide increased visibility for OFA and serve as an articulate and effective spokesperson for the organization, in person and in writing, to reinforce and build positive understanding of and reputation for OFA's work, particularly in the Pacific Northwest and also across the United States;
- Help influence government, school, and business policies in Washington State, the Pacific Northwest, and the USA related to support of those living with various disabilities.

Revenue Generation and Fundraising

- As Fundraiser-in-Chief and Chief Revenue Officer, personally cultivate fundraising alliances and actively solicit philanthropic donations. Build ongoing relationships with corporations and other business entities, foundations, high-net-worth individuals and other donors, government funders, and other sources; ensure that all outreach is tracked on an end-to-end basis.
- Understand OFA funding sources, including individual donors, foundation and government grants, business philanthropy, and earned revenue sources from groups, businesses, and individuals; view fundraising and revenue generation as an extension of cause advocacy and organizational marketing, and, in consultation with the Board and the development staff, create strategies to ensure that all staff, Board members, and OFA resources are leveraged in the effort to increase earned and contributed revenue;
- Maximize long-term earned revenue; review and advance opportunities for merchandizing and sales, in-kind donations (equipment, facilities, services), for-fee experiential partnerships, events, and other activities;
- Maximize contributed revenue, set fundraising goals, manage solicitation strategies for individual and institutional donors, develop targeting and approach processes, report on progress, and honor major donors; actively engage Board and staff in fundraising solicitations; secure recurring sources of private/unrestricted funds to support OFA; create special and donor cultivation events for OFA.

Board Relations

- With the Board Chair, coordinate the efforts of various Board committees and task forces; ensure that all committees achieve objectives; encourage Board members' involvement in OFA's range of activities, including fundraising;
- Implement Board policies, program goals, and objectives in accordance with Board bylaws; provide ongoing communication to the Board on critical matters related to OFA;
- Help identify and recruit new Board members whose abilities are congruent with the needs and mission of OFA.

IDEAL EXPERIENCE

The successful candidate should ideally possess most of the following core qualifications and professional experiences:

- A person who understands the realities of living with physical or developmental challenges;
- A strong personal affinity with outdoor sports and experiences; an extrovert with

charisma, empathy, and a missionary focus on expanding OFA's services to as many people as possible;

- A person of unquestioned integrity whose values, ideals, and actions align with those of OFA, who is committed to a culture of organizational transparency, and is, above all, a passionate believer in the mission and the potential of OFA;
- Track record of effectively leading and regionally or nationally scaling an outcomes-based organization and staff; ten years experience in developing, implementing, expanding, and evaluating programs, with an emphasis on accountability for success metrics linked to customer satisfaction, program quality, and expansion;
- Successful executive leadership experience in the private, nonprofit, or public sectors with examples of effective advocacy, fundraising/fundraising, public relations, driving earned income, and program delivery;
- Demonstrated track record in attracting and maintaining a diverse and effective leadership team while building a culture of collaboration and trust among constituents, staff, partners, and an oversight board;
- Experience working closely with industry leaders, government officials, heads of organizations, and the news media while serving simultaneously as an effective spokesperson, advocate, operating leader, and fundraiser;
- Possess outstanding written and verbal communications skills, with strong interpersonal skills and ability to communicate the organization's mission to diverse audiences.

COMPENSATION

Salary Range: \$140,000 - \$170,000 annually

For more information please contact:

Kevin Redick
(415) 762-2646 or kevinr@moppenheim.com

Nzuki Waita
(202) 888-8417 or nzukiw@moppenheim.com

Mark Oppenheim
(415) 762-2640 or marko@moppenheim.com

m/Oppenheim Executive Search

558 Presidio Boulevard, Box 29625,
San Francisco, CA 94129-0625

Outdoors for All
April 2023