

Abode Services

Senior Vice President of Fundraising & Communications

Abode Services seeks a fundraising professional to increase contributed revenue from individual, foundation, business and government sources to build capacity and drive public support for effective programs to end homelessness in the San Francisco Bay Area.

BACKGROUND

Founded in Alameda County in 1989 to address homelessness, the [Abode](#) family of agencies has a budget of over \$150M, a staff of 750, and serves over 15,000 people each year in counties surrounding San Francisco Bay, including: Alameda, Santa Clara, San Francisco, Santa Cruz, San Mateo, Napa and Solano. Abode is made up of three distinct 501c3 entities: [Abode Housing Development](#), [Abode Property Management](#), and [Abode Services](#). This position primarily serves Abode Services, but supports Abode Housing Development and Property Management entities through events management and all agency communication efforts.

Abode is unique in that it delivers the three primary functions (housing development, property management, and social services) necessary to develop, operate, and sustain the supportive housing required to end homelessness. Abode owns 42 buildings (including the corporate office), with 1,478 units for permanent housing. Abode Property Management manages most of these properties, except in certain instances where a third-party vendor is retained, and is currently onboarding several new projects. Abode Housing Development has a development pipeline of 13 projects with an additional 6 projects in refinancing processes.

This position will report to the CEO of Abode Services, Vivian Wan, and closely collaborate with other parts of Abode. More information on the organization's structure can be found [here](#).

BASIC FUNCTION

With a departmental staff of eight, the Senior Vice President will work cooperatively across the organization, and with Board members, partners, volunteers and community members to increase contributed revenue.

The Senior Vice President will manage and actively drive: planning, targeting and direct fundraising solicitations; messaging, communications and public relations; volunteer management; and friend-raising events that build funding and other kinds of support for Abode programs. With the CEO and leadership team, the Senior Vice President will serve as an Abode spokesperson and representative, grow Abode's visibility and advance its brand, and keep internal and external constituencies well-informed of Abode's accomplishments.

The Senior Vice President's primary responsibility and metric will be to maximize contributed revenue. Emphasis will be placed on the identification, cultivation and stewardship of new and existing donors/philanthropists, corporations and foundations. The Senior Vice President will be a hands-on, fearless, energetic fundraiser who spends time in the community developing strategically important relationships.

Communication, branding, outreach, marketing and events all serve the purpose of increasing support that is measured in terms of increased funding for Abode programs and services. Success will be measured in terms of **increased total support** and an **increased percent of**

contributed revenue in proportion to total Abode Services funding. Marketing and communications work is not considered to be an end in itself.

Central to achieving these fundraising outcomes is a refreshed, forward-thinking approach that includes:

- donor targeting & segmentation,
- strategies to initially engage and then undertake a moves-management processes,
- setting objectives for individual and institutional investors,
- development and execution of regular fundraising and friend-raising events,
- having planned giving and endowment solicitation approaches, and
- implementation of success metrics and tracking systems for the above.

The Senior Vice President will spend time in the community, will ask and help others to ask donors for contributions, and will provide inspiring leadership to a team that integrates fundraising into all activities.

RESPONSIBILITIES

Upon joining Abode, the Senior Vice President will evaluate and take charge of in-process fundraising efforts and will recommend any changes in solicitation targeting priorities and direction for fundraising initiatives. Within the first 90–120 days, the Senior Vice President will develop a fundraising plan with outlined budgets and success metrics. Sections in the fundraising plan will include:

- Annual fund fundraising, including individuals, foundations, businesses and government targets, with objectives for each.
- Designated giving for special events, convenings, curriculum development, workshops, advocacy, etc.
- Fundraising infrastructure and Board involvement, including roles, responsibilities and metrics for staff and members of the Abode Board.
- Future fundraising initiatives.

The Senior Vice President will oversee a high-touch stewardship and donor recognition program and will interact regularly with major donors. She/he/they will help to create and sustain strong, ongoing and congenial relationships across Bay Area counties served by Abode with individuals, businesses and government entities that advocate for and fund programs that benefit communities of color.

This is a collaborative, roll-up-your-sleeves, direct solicitation environment that requires a commitment to Abode’s mission and vision. Overall, there will be intense focus on direct solicitation and leveraging others to directly solicit. Planning is fine; asking is better.

Additionally, the Senior Vice President will also accomplish the following:

- Partner with the CEO and Abode Services Board and leadership team to establish priorities and strategies aligned to Abode’s community service objectives, implement a comprehensive fundraising plan, build upon existing development efforts and aggressively pursue new opportunities for funding and engagement.
- Provide dynamic and innovative leadership for Abode’s fundraising efforts, building an

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infrastructure that supports short- and long-term goals, and ensures the organization can respond quickly, effectively, creatively and contextually to short-term operating needs and long-term financial requirements.

- Deepen relationships with current donors while launching initiatives to identify and target other avenues for major financial contributions.
- Manage and engage in solicitation and stewardship activities; orchestrate special events to boost institutional/individual fundraising efforts, celebrate contributions of various donor groups and mark special milestones.
- Establish institutional giving programs for corporate and foundation gifts; ensure successful adherence to grant and restricted giving agreements; establish clear standards for institutional sponsorship, with particular emphasis on the proper use of logos, brands, naming and other recognition opportunities.
- Reinforce a culture of philanthropy among all stakeholders, from Board members to volunteers to donors. Guide and support staff who are engaged with fundraising by fostering teamwork and accountability.
- Ensure donor data is collected and leveraged to drive outreach and maximize total revenue.
- Report regularly on outcomes, efforts and progress toward fundraising goals.

IDEAL EXPERIENCE AND QUALIFICATIONS

The successful candidate will have a professional or personal alignment to Abode's mission and the following professional attributes:

- A strong fundraising track record is critical, as is experience raising funds for human services programs, particularly those serving the disadvantaged and communities of color. Experience raising funds in Bay Area counties served by Abode has advantages but is not a requirement.
- A successful track record of personally raising gifts from individuals and institutional sources; broad-based knowledge of various development activities including direct solicitations, online giving, social media, direct mail, 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.
- Strong management skills that include planning, budgeting, outreach strategies and tactics; a demonstrated ability to organize, manage, motivate and inspire others to productive action.
- A history and commitment to diversity, equity, inclusion and accessibility; a readiness to ensure that Abode embodies a decisive, egalitarian and anti-racist operating culture.
- A good listener and strategist; comfortable receiving input from many sources, and able to analyze and formulate disparate information into a sound, well-organized plan. Demonstrated skills in motivating, directing and developing a team, and in coordinating and supporting the fundraising activities of others; holds team and self accountable for

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reaching or exceeding targets.

- 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 Abode programs. Outstanding speaking, writing and editing skills. Demonstrated success in bringing regular, positive media attention to an organization.
- Extroverted and fearless; derives energy from connecting with individuals, aligning the case for support, creating opportunities for engagement and building enthusiasm for Abode. Deep knowledge of the principles of marketing and communications and fluency in using social media effectively.
- Demonstrated success in managing multiple projects with shifting priorities and competing deadlines, with the flexibility and sensitivity to work with diverse personalities; emotionally mature with a very good sense of perspective and humor.

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