



POSITION GUIDE

CHIEF DEVELOPMENT OFFICER

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Campbell & Company

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Chicago, Boston, Los Angeles, Portland, San Francisco Bay Area, Washington, DC

*"Hunger in America is not simply a crisis. It is a challenge to our moral leadership as a people and our future strength and security as a nation."*

---Vicki Escarra, President and CEO of Feeding America

## **THE ORGANIZATION**

John van Hengel changed the way the nation approaches hunger relief when he started the world's first food bank in Phoenix, Arizona in the late 1960s. By 1979, he had helped establish the organization that would become Feeding America, the largest domestic hunger-relief organization in the United States. Since its founding, Feeding America (formerly named America's Second Harvest) has been a national leader in providing food assistance to hungry Americans.

Today, more than 200 food banks and food-rescue organizations comprise a network that includes all fifty states, the District of Columbia and Puerto Rico, distributing donated food and



grocery products through more than 50,000 charitable agencies operating more than 94,000 programs such as food pantries, soup kitchens, emergency shelters, after-school programs and Kids Cafes®. Approximately 80 percent of all food banks in the country are part of the Feeding America Network. In 2008, over 2 billion pounds of privately donated food flowed from the food and grocery industry to feed needy people.

Special programs exist to focus on the needs of specific populations. The Kids Cafe® program provides free meals and snacks to low-income

children through a variety of existing community locations where children congregate such as youth programs, churches or public schools. There are 132 Feeding America food banks and food-rescue organizations operating more than 1,600 Kids Cafe sites, serving over 6 million meals each year to children in 44 states and Washington, DC. Community Kitchens®, another program organized by Feeding America, provides culinary job training to low-income men and women to prepare them for careers in the food service industry.

With a budget of over \$100 million for the fiscal year that ended June 30, 2009 and a staff of over 200 people in its Chicago based national office, Feeding America has been noted as one of the most effective charities in the country. Feeding America is listed as one of the 200 largest charities by *Forbes Magazine*, and *Worth Magazine* named Feeding America one of the best 100 charities in America. *Charity Navigator*, a guide to the financial health of charities, has ranked Feeding America very highly because of its fundraising efficiency.

In 2009, the Roosevelt Institute honored Vicki Escarra, President and CEO, and Feeding America as the recipients of its Freedom from Want Medal. Roosevelt Institute medals are awarded to individuals and organizations considered to best represent the expression of one of four freedoms, including speech, worship, want and fear.

Feeding America depends entirely on the support of individuals, corporations and charitable foundations, and every \$1 received enables the organization to distribute more than 20 pounds of food and grocery products to its national network. Currently, Feeding America derives support from corporate contributions (14%), foundation grants (28%), individual contributions (7%), direct marketing (34%), cause marketing (5%), food bank fees (6%), conferences and workshops (1%), and investment and other income (5%).

In addition to hunger relief, Feeding America works to publicize and draw attention to the issue of hunger in America through its research and public policy agendas. The *Almanac of Hunger and Poverty in America 2010*, a research project of Feeding America, is a comprehensive guide to national and state facts on hunger and poverty. Data from this study show that hunger is increasing at an alarming rate in the United States. Feeding America is annually providing food to 37 million Americans, including 14 million children, and one in eight Americans now relies on Feeding America for food and groceries.

Additional information on Feeding America can be found at [www.feedingamerica.org](http://www.feedingamerica.org).

### **THE POSITION**

Feeding America is currently one of the most sophisticated organizations for food distribution and hunger relief in the world. To continue implementing its core mission of ending hunger, Feeding America is implementing a comprehensive strategic plan with goals that include



providing food and grocery products to more than 37 million people at emergency feeding sites, increasing participation in federal nutrition programs by at least 25%, and securing and distributing nearly 3 billion pounds of product annually. The success of this plan

depends upon support from Feeding America's revenue and product sources, including corporate partners, philanthropic foundations and individual donors.

To support the goals of the strategic plan, Feeding America has begun planning a comprehensive capital initiative, the *Campaign for a Hunger-Free America*. This will be the organization's largest fundraising effort to date and will allow for new investments to expand feeding programs, broaden support for hunger relief and strengthen the food bank network. Through the Campaign, Feeding America will invite major donors to help bring hope to millions of Americans and change the history of hunger in America.

The Chief Development Officer leads all advancement efforts for the National Office and is responsible for managing all philanthropy and marketing staff persons. 50 staff members currently serve as part of this team. Direct reports include the Vice Presidents of Corporate Partnerships, Direct Response, and Strategic Gifts, the Director of Foundation Relationships, the Deputy Development Officer, who manages development support and operations, and the Chief Marketing Officer. Reporting to the Chief Executive Officer, the Chief Development Officer serves as part of Feeding America's Executive Team, along with the Chief Operating Officer, the

Chief Financial Officer, and the Senior Vice Presidents of Human Resources, Strategic Planning & Performance Management, and Government Relations & Public Policy.

**RESPONSIBILITIES**

The Chief Development Officer has the following responsibilities:

- Direct the research, proposal/request development and securing of food and funds from corporations, foundations and individuals.
- Manage and direct department staff, plans, projects and activities that maximize the potential for product and financial donations.
- Direct the identification of, and solicitation, design and implementation for, new and diverse funding sources.
- Work closely with Chief Marketing Officer to identify, cultivate, develop and implement promotional activities benefiting Feeding America and its Members, including brand management, network marketing and cause marketing.
- Ensure that marketing strategies target key donor audiences and effectively educate about the campaign and its mission.
- Lead planning and execution for Feeding America's Campaign for a Hunger Free America.
- Direct the stewardship of potential, current and former donors.
- Direct grantmaking programs of Feeding America that benefit the member network and/or agencies of Members.
- Direct partnership programs that benefit the Members of the network and strategic initiatives of Feeding America.
- Position Feeding America as a complete charitable solution to all relevant constituencies.
- Serve on the executive team for consultation to the CEO and to represent development and marketing.
- Work closely with the CEO to maximize funding opportunities at the most senior levels.
- With the CEO, help to advance the development conversation at the board level.
- Oversee and manage the fundraising and grantmaking budget.



- Maintain interdepartmental communications and relationships.
- Research industry trends and apply findings to plans and strategies.
- Develop and prepare reports on donation trends, activity and opportunities.
- Participate on task forces and other special projects.

**QUALIFICATIONS**

The Chief Development Officer will be a development professional with demonstrated experience cultivating and soliciting high level prospects and donors. Additionally, s/he will bring senior level experience managing the marketing efforts that support development activities. The Chief Development Officer will possess the following qualifications:

- Bachelor's degree in a related field from an accredited college or university; an advanced degree or professional certification in fundraising would be an advantage.
- 15 plus years of demonstrated fundraising experience that includes eight years of management in a development function that includes marketing.
- Proven experience leading and advancing Feeding America's multi-year collaborative capital campaign.
- Strong communication skills that are effective across a variety of constituencies, including donors, network members, the national office philanthropy team, and other staff members in the national office.
- Experience cultivating multi-million dollar gifts, including the supporting donor strategies, solicitation approaches and donor stewardship.
- A passion for leveraging marketing's capacity to drive financial support.
- High degree of technological proficiency.
- Strong planning and analytical skills.
- Demonstrated comfort and success in a complex, decentralized, fast paced environment.
- Sustained sense of urgency.
- Commitment to organizational mission of ending hunger and a true appreciation for all that has been achieved to date.

**APPLICATION**

Inquiries, applications and nominations should be directed to:

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or

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*Feeding America embraces a philosophy that recognizes and values diversity. Our goal is to attract, develop, retain and promote a talented diverse workforce in a culture where all employees will contribute to their fullest potential.*