



Director of Development

Position Description

ABOUT OUR CLIENT

SeniorServ nourishes the well-being of older adults through nutrition, social connections, and supportive services. SeniorServ is an entrepreneurial, innovative nonprofit agency that is poised for continued expansion and impact. Established more than 50 years ago, SeniorServ has an annual revenue of \$14+ million, a staff of approximately 105, and 600 volunteers who give a combined total of more than 7,500 hours of their time each month to the frail, lonely, and isolated seniors living in our community.

As the largest senior nutrition and aging services provider in Orange County, SeniorServ' provides nearly a million meals a year to more than 10,000 older adults age 60-plus, across the 20 cities of central and north Orange County through Meals on Wheels for approximately 900 homebound older adults a day and related Case Management services, and nutritious lunches and socialization for an average of 1,200 older adults each weekday at 23 senior and community services through the Senior Lunch Cafés. Additionally, the agency operates 3 adult day care centers.

<https://www.seniorserv.org/>

Vision

A world that honors people throughout life

Mission

To nourish the wellness, purpose and dignity of seniors and their families in our community

Starting at 2:00 AM, the large commercial kitchen becomes a hive of activity, with staff and later with volunteers, engaging in the practice of feeding the most fragile adults in our community. Considering Orange County's rapidly increasing ageing population, SeniorServ has much to do.

Since joining the organization as CEO, Holly Hagler, a seasoned leader with both for-profit and nonprofit experience, has diversified the Board of Directors and led the organization to be a recognized leader in the senior sector. She is a founding board member of Meals on Wheels California, serves on the board for the National Association of Nutrition and Aging Services Providers, and is on the Leadership council for the OC Strategic Plan for Aging. SeniorServ is also recognized as a leader in the area of social enterprise, leveraging its 22,000-square-foot commercial kitchen to manufacture individual meals and commercial food products for both businesses and other nonprofit agencies. The kitchen produces an astounding 2 million individual meals each year.

Darla Olson, Vice President, Advancement, joined the SeniorServ team in 2014 and has more than 20 years of nonprofit experience in Orange County. Under her joint leadership with the CEO, the organization has grown from \$11M to nearly \$15M in revenue and instituted a strategic 3-year plan, used as a benchmarking document at every board meeting. Additionally, SeniorServ recently secured innovative grant funding for technology that is propelling them to the next level and producing exciting outcomes for the health of its clients. The SeniorServ team of staff and volunteers are the eyes and ears of those it serves and uses daily interactions to monitor health. SeniorServ recently launched an app that enables the organization to document changes in health for Meals on Wheels clients and report changes in a more formalized process. Based on the information gleaned, a care navigator on staff can intervene and alert family or health care providers of pertinent changes.

SeniorServ is positioned for success. It possesses almost \$9M in assets, and of its nearly \$15M in revenue, 92 cents on each dollar supports programming. SeniorServ has a dedicated Board with a modest “give-or-get” policy, a collective responsibility for raising revenue specifically tied to their efforts, the desire to introduce personal network relationships, a committed staff, a strong balance sheet, and a supremely respected and recognizable mission that can only flourish.

POSITION DESCRIPTION

As the work of SeniorServ is expanding, the organization is seeking a dynamic individual with experience as a generalist fundraiser to join a growing team. This Director of Development position is responsible for increasing fundraising capacity, in collaboration with the Vice President, Advancement, through a strengthened culture of philanthropy demonstrated by increased corporate and foundation giving and annual giving (including events). The Director of Development will ensure legal compliance and use of best practices for gift administration and records management, resulting in excellent stewardship of donor and community giving. While the Vice President, Advancement is focused on strategy and major gifts, the Director of Development will actively participate to support the fundraising initiatives. With close to \$1.3M being generated in philanthropy, primarily through events, grants and direct mail, SeniorServ requires an individual who can continue to build on the advancement infrastructure and develop annual giving circles. The Director will plan, oversee and execute key fund development projects and activities related to events, grants, annual campaigns, and moves management. The Director will be responsible for a diverse portfolio of donors and raising up to \$700k in revenue and serve as a partner to the Vice President, Advancement in establishing cultivation, solicitation and stewardship strategies ensuring best practices in fundraising.

The Director of Development opportunity offers a phenomenal opportunity for a generalist fundraising professional whose expertise, energy and passion will continue to inspire Orange County to support older adults, the only population growing in the county.

Specific Duties and Responsibilities

SeniorServ is looking for a highly motivated Director of Development leader who can “think outside the box” and implement proven fundraising strategies to rapidly expand resources.

The Director of Development is a new position created to meet the organization’s strategic goals around building capacity and community support to meet the growing needs of the older adults we serve. The ideal candidate will be a high performing and motivated individual who has passion for SeniorServ’s mission. S/he

is a seasoned fundraiser (3-5 years) with a successful record of accomplishment in all stages of the development cycle including prospect identification, cultivation, solicitation, and stewardship. S/he understands proposal development and closing gifts from individual and corporate funders. The ideal candidate will be exceptionally skilled at building relationships with new and existing partners and representing Senior Serv to external audiences.

Major Areas of Responsibility:

- Manage existing and develop new multichannel fundraising strategies to engage new and existing donors in SeniorServ's mission
- Develop and execute personalized moves management strategies for a portfolio of donors to ensure donor retention and continued growth
- In partnership with the Senior Director of Community Relations, identify and secure gala table sponsors, underwriters and event sponsors
- Work with leadership to develop and distribute collateral, including save the date announcements, event invitation and program, etc.
- Prepare written corporate sponsorship requests and/or grant proposals
- Manage two staff members of the Advancement Department
- Oversee acknowledgement and recognition of donors and sponsors
- Identify and engage prospective foundations
- Prepare grant proposals and LOIS
- Provide written reports to foundations as required and/or deemed necessary
- Analyze current donor database to identify opportunities to expand corporate and foundation giving
- Build relationships with business leaders through partnership in community/business forums and speaking engagements at community events
- Regularly assess and prepare reports on fundraising activity and outcomes on the number of prospects, meetings, proposals, and solicitations to inform strategies and progress towards goals
- In conjunction with, VP of Advancement, President & CEO, and the direct mail vendor execute direct mail strategies
- Assist in the development and manage the maintenance of the organization's brand and marketing messages, ensuring all vehicles of communication are updated and consistent
- Execute on other duties as assigned

Qualifications:

BA or BS degree from an accredited institution preferable. Minimum of 3-5 years fundraising experience in donor relations and special events in a non-profit agency. Knowledge of current trends in fundraising and understanding of what motivates a donor to give and keep giving. Excellent communication skills. Demonstrated competency in computer applications including Microsoft Office, donor database software, desktop publishing, social media and email blast platforms. Ability to attend functions/activities outside normal business hours. Must be able to lift 25 pounds and may be required to stand for extensive lengths of time. Must pass physical and background check (post offer).

Essential Qualities:

- Understanding of and passion for SeniorServ's vision and mission
- Exemplifies SeniorServ's organizational values of compassion, integrity, respect, excellence,

communication, and innovation

- A self-starter who displays flexibility, responsibility, and a sense of humor
- Enjoys working directly with donors, older adults, volunteers, community partners, etc.

Physical Job Requirements:

- Able to lift up 50 lbs without assistance
- Able to see close up, moderate and long distances with or without accommodation
- The position uses most the senses, tactile, temperature sensitivity, hearing, seeing, and smelling.
- Excellent Fine motor skill manipulation for typing
- Sitting for an extended period of time.

A competitive compensation package will be offered to attract an outstanding candidate. The salary is commensurate with experience.

TO APPLY

Please send resumes to:



sarah@sterlingsearchinc.com or julie@sterlingsearchinc.com

Telephone: 714-433-7040 or 310-909-4897

To apply for this position please go to:-

<https://jobs.crelate.com/portal/sterlingsearchinc/job/q93jih14qa84snqei7pyg9soa>

Direct all correspondence, emails and telephone calls to Sterling Search, Inc.

All inquiries made to SeniorServ will be redirected to Sterling Search, Inc.

Previous resume submissions have been forwarded to Sterling Search, Inc.

SeniorServ is an Equal Opportunity Employer