Executive Search

Chief Philanthropy Officer

Remote Position – California City with easy access to an airport

Sterling Search, Inc. has been exclusively retained to recruit for the new Chief Philanthropy Officer for California CASA.

The California Court Appointed Special Advocate (CASA) Association, founded in 1987, is part of a national volunteer movement. Today, CASA is one of the largest volunteer opportunities in the country, with more than 900 individual CASA programs nationwide.

https://www.californiacasa.org
CASAs are recruited and trained by local programs, appointed by judges as Officers of the Court, and supervised by professionals working at local CASA programs located across California. CASAs advocate for foster children and are their “voices” in court, school, and other settings. The goal is to reunite children with their families whenever safe and possible or, if not, find other permanency in their lives. Volunteers help ensure that these children are kept safe, that their needs and wishes are recognized, and that they have the opportunity to thrive and grow.

California has the largest population of children in foster care of any state in the nation: some 80,000 in the course of one year. There are 44 local CASA programs in our state that serve 51 of 58 counties (and cover the locations where 98% of foster children live). California has more than 10,000 CASA volunteers who serve approximately 13,000 children with personalized advocacy—currently 16% of the state’s foster children. However, the organization has an ambitious vision within the next decade to serve every California child who needs a CASA, estimated to be approximately 50,000.

As a statewide organization, California CASA provides funding, resources, training, and support to these 44 local programs, ensuring that they can operate effectively and recruit/train/supervise volunteers to advocate for the children they serve. Sharon M. Lawrence, Esq., is CEO of California CASA; she is a widely recognized expert in the field who spent 20 years as President/CEO of Voices for Children (San Diego and Riverside Counties) and saw that program grow to become the 4th largest in the United States. She has been CEO of California CASA since November 2017 and has already overseen significant growth. California CASA’s budget has more than doubled since FY2017-2018, to approximately $2,000,000 per year but that growth will soon be exponential thanks to new funding from the State of California. In June 2022, the California State Legislature and Governor Gavin Newsom approved a transformational one-time appropriation of $60,000,000, to be overseen and managed over three years by California CASA. The appropriation stipulates that $48,000,000 will be distributed to the local CASA programs for their infrastructure and growth strategies; the remaining $12,000,000 will be allocated to California CASA to oversee distributions, to dramatically expand marketing statewide of the CASA volunteer opportunity, to develop new data and outcomes measurement, to recruit and raise awareness, and otherwise set the stage for expansion of CASA services to California’s foster population over the next decade. One key organizational goal of California CASA is to expand fundraising and philanthropy statewide, and the new Chief Philanthropy Officer will be an essential player in this effort. The organization is on the cusp of an exciting new era and seeks an exceptional individual to help bring it to fruition as the new Chief Philanthropy Officer.

THE OPPORTUNITY

There couldn’t be a more opportune time to join California CASA as their new Chief Philanthropy Officer. Anne Farrell has been leading the charge of California CASA’s philanthropy since 2018 and has made tremendous strides in increasing the revenue from $800,000 to $2,000,000. She recently announced her plans for retirement and is ready to pass the baton to a new Chief Philanthropy Officer who will build upon her successful momentum and prepare California CASA for its next stage of growth. Sharon Lawrence, a seasoned and successful fundraiser in her own right, is seeking a strategic and accomplished visionary leader to work across the state and build a high performing team and culture of philanthropy. The new Chief Philanthropy Officer must be an accomplished fundraiser who is also passionate about this bold opportunity to ensure that by 2032, every foster child in California has an advocate.
POSITION DESCRIPTION

Fundraising for California CASA

- Lead the fundraising strategy and implement plans that will ensure that California CASA’s short- and long-term fundraising goals are achieved through multiple approaches that reach a diversity of donors. Direct the cultivation, stewardship, gift processing, and reporting functions for individuals, corporations, foundations, and government agencies.
- Create an annual written fundraising plan that is clear in its objectives, goals, target audiences, timelines, and assignment of responsibilities. Evaluate fundraising activities annually to ensure quality, productivity, and relevance towards meeting goals. Work collaboratively with the CEO and Chiefs’ leadership team in creating the organization’s overall budget by providing accurate information and the best revenue forecasts possible.
- Maintain a portfolio of top individual, foundation, and corporate donors and prospects; develop and implement strategies for engagement and increased giving. Work with California CASA team members and volunteers to develop a functional and effective donor pipeline.
- Advise the CEO on relationship-building and fundraising opportunities that are strategic and of the highest priority; ensure that the CEO’s time is scheduled effectively and productively in terms of fundraising and donor cultivation/stewardship.
- Lead the Philanthropy team to meet or exceed fundraising goals. Hire, develop, supervise, coach, and evaluate team members and create a supportive, goal-oriented, productive work culture based on the organizational values of California CASA. Set measurable performance goals for team members and evaluate performance against goals on a regular basis. Effectively coach team members and provide supportive feedback and performance evaluations to enhance performance. Ensure that team members develop the technical abilities, leadership, and skills they need to be successful and grow in their professions.
- Ensure active and ongoing prospect and donor research, making use of the organization’s Constituent Relationship Management (CRM) platform (DonorPerfect), and be accountable for growth in the prospect pool for future relationship cultivation. Ensure that accurate and updated records of all communications and donor information (moves management data) are maintained in the DonorPerfect CRM software. Ensure the collection and reporting of all data necessary for funder and other external requirements.
- Oversee gift acknowledgment and make sure that all donors receive appropriate, timely, well-written acknowledgements of their gifts.
- Oversee grants strategy; supervise staff who are handling private/public grantwriting and grants administration (excluding $60M state appropriation, which will be administered by the program team), edit, and approve all written grant materials, and occasionally contribute to grantwriting for major requests. Ensure that there is an active grants calendar, ongoing research into new grant prospects, and prompt and effective grants administration/reporting.
- Contribute to legacy/planned giving initiatives.
- Act as liaison to and support for the Board of Directors’ Philanthropy Committee; prepare reports for CEO and for California CASA Board meetings as requested.
- Other duties as assigned.

Philanthropy Services for the CASA network

- Identify and facilitate shared fundraising opportunities for California CASA and local CASA programs.
• Oversee online webinars, professional training, and in-person presentations on Philanthropy for the network of California’s 44 local CASA programs.
• Ensure that the Philanthropy Department is a resource for the network. As time allows, provide one-on-one training, mentorship, and technical assistance to local CASA staff on fund development, philanthropy, and income diversification. Assist local programs in evaluating the effectiveness of their local philanthropy strategies.

Preferred Qualifications

• Minimum of bachelor’s degree (or equivalent) in relevant subject (e.g., nonprofit management, philanthropy, communications). Graduate degree a plus.
• Minimum 7 years of experience in a senior leadership development/philanthropy position. CFRE desirable.
• Demonstrated experience supervising fundraising staff, leading people, and managing systems to achieve fundraising goals. Ability to cultivate a work culture that is high-performing, developmental, innovative, creative, inspiring, and fun.
• A plus: knowledge of and experience with successful fundraising for the CASA community, along with understanding of the child welfare system and dependency court.
• Knowledge of and commitment to AFP fundraising ethics, rules, and protocols.

Knowledge, Skills, Attributes & Abilities

• The successful candidate for this position will be a visionary: an optimistic, innovative, entrepreneurial thinker with a track record for turning strategic thinking into concrete action plans and results—one comfortable with building relationships with philanthropic individuals and community leaders.
• Exceptional written and verbal communication skills are required: the ability to compose and deliver effective, persuasive, and compelling presentations to donors and prospects, either in print or in person—to engage, inspire, and educate in personal meetings, group settings, and in written form. Confident writer and public speaker; some experience in professional training and teaching, either in person or on virtual platforms, is a plus.
• Requires outstanding organizational skills including demonstrated experience with “Moves Management” strategy. The successful candidate will be able to set priorities, delegate actions to team members, and influence upward and laterally in order to ensure that key actions in the philanthropy plan are executed by all stakeholders including the CEO. Ability to evaluate results and adapt plan, as needed, to improve future performance.
• Experience leading organizational and operational change and operational scaling.
• Comfort in building relationships with high-net-worth individuals, and with making high-dollar “asks.” Experience with securing large foundation, corporate, and governmental grants.
• Financial skills, including budgets, fiscal analysis, financial statements. Ability to comprehend and analyze financial and statistical data and donor databases. Understanding of data security principles and best practices as they relate to fundraising.
• Knowledge of and experience with Planned/Legacy Giving is a plus.
• Proficient, advanced skills in the Microsoft Office Suite (Outlook, Word, Excel, PowerPoint) are desired; as well as some experience with DonorPerfect or other CRM/donor management software.
• Demonstrated experience in staff recruiting, and ability to expand a Philanthropy team to meet the increased fundraising vision and goals of this new era.
• Commitment to diversity, equity, and inclusion. History of working effectively with all people irrespective of their history, economic status, challenges, race, gender, educational level, or sexual orientation; embracing the importance of diversity with demonstrated experience in creating and/or working in diverse organizations.
• Self-motivated; an ability to meet deadlines; a willingness to set and achieve fundraising goals strategically and creatively. We seek an individual with strong time management skills who is a self-starter, capable of multi-tasking, and able to work both independently and collaboratively; someone with an open mind, entrepreneurial spirit, and willingness to learn from others; and a person who is energetic, diplomatic, adaptable, and has a good sense of humor.

Compensation
• A competitive compensation package will be offered to attract an outstanding candidate with a salary in the range of $150,000 to $200,000.

Please send resumes to:
Sterling Search, Inc.

TO APPLY:
www.sterlingsearchinc.com/CASACPO (Link not working until posted)
For a confidential conversation email/text/call
Linda Yeomans Linda@sterlingsearchinc.com Or 714 388 8602
Julie Lugo Julie@sterlingsearchinc.com Or 310 909 4897

Direct all correspondence, emails, and telephone calls to Sterling Search
Any resumes sent or telephone calls made to California CASA will be redirected to Sterling Search

California CASA is an inclusive, welcoming, and affirming organization that values, celebrates, and actively seeks out diverse candidates. We are an equal opportunity employer and do not discriminate against any applicant or employee based on race, religious creed, color, national origin, ancestry, physical or mental disability, medical condition, genetic information, marital status (including registered domestic partnership status), sex and gender (including pregnancy, childbirth, lactation and related medical conditions), gender identity and gender expression (including transgender individuals who are transitioning, have transitioned, or are perceived to be transitioning to the gender with which they identify), age (40 or over), sexual orientation, Civil Air Patrol status, military and veteran status, or any other basis protected by applicable federal, state, or local laws. The Company also prohibits harassment of applicants or employees based on any of these protected categories.