

LifeMoves

Vice President, Principal Gifts & Strategic Initiatives

One of California's most effective nonprofits devoted to ending the cycle of homelessness seeks a bold and talented individual with a track record of developing relationships and partnerships that significantly increase revenue.

Founded in 1987, LifeMoves offers people experiencing homelessness a temporary place to call home while providing intensive, customized case management to help them return to stable housing and achieve long-term self-sufficiency. LifeMoves serves more than 9,000 men, women and children each year at 23 sites in Silicon Valley and the San Francisco Peninsula.

Before the pandemic, LifeMoves already had ambitious goals to significantly scale to meet the growing need: In Santa Clara County only 18% of the approximately 9700 homeless are sheltered. In San Mateo County 40% of the approximately 1500 homeless are sheltered. COVID-19 has highlighted the danger to the most vulnerable and is generating increased momentum in the private sector to find sustainable solutions to the homeless problem - now and after the pandemic passes.

As a trusted partner, LifeMoves has gained support from Google, Facebook, CZI, Kaiser, Tipping Point, Sobrato Philanthropies and many others that recognize LifeMoves as solution-oriented, outcome-focused, nimble and innovative. LifeMoves has a pipeline of bold projects designed to have transformative impact on the community with public sector partners ready to collaborate on new opportunities to grow capacity, and looking to LifeMoves to secure private funds. LifeMoves is developing plans for a multi-phase capital campaign aimed at adding crucial flexible capacity in the near-term and new, next-generation shelters within the next three to five years. The building blocks are in place for LifeMoves to scale, and the Vice President, Principal Gifts & Strategic Initiatives will be critical to the campaign's success.

LifeMoves' operating budget has nearly doubled in the last four years to its current \$30M, of which 50% is earned from contributed revenue. The Vice President will provide support as needed to sustain contributed revenue, but will focus her or his energies in FY20-21 toward securing six- and seven-figure gifts from individuals, corporations and foundations to begin a multi-phase, multi-million dollar capital campaign.

Located in Menlo Park, LifeMoves has a staff of 300, including a talented Development team of 24, and an active, engaged board of directors.

PRIMARY FUNCTION

Reporting to the CEO, the Vice President, Principal Gifts and Strategic Initiatives is a member of the Executive Team and will integrate into a strategic, laser-focused environment. The Vice President will be integral to shaping strategies that advance the capital campaign and connect the dots between LifeMoves' strategy and the interests of donors, partners and public stakeholders. S/he will have a business sensibility and a dealmaker's ability to persuasively convey LifeMoves' expertise, capacity to scale, and how private funding would generate transformative, visible outcomes, coupled with the gravitas and grace to successfully interact with astute philanthropists, C-suite executives, and leaders in the public sector. The Vice President will identify and cultivate new relationships with high net worth individuals, corporations, and private foundations, as well as steward current principal/capital donors and partners.

The Vice President will work closely the CEO - an excellent relationship builder, storyteller and fundraiser – and the Chief Development Officer, Marketing, Principal Gifts Task Force and campaign chairs to develop messaging and materials that motivate and inspire donors and partners.

On an ongoing basis, the Vice President will have the following responsibilities:

- Understand the needs of LifeMoves and its clients and formulate strategies to promote effective donor and prospect engagement.
- Develop productive, transparent, and collaborative relationships with colleagues, volunteers, board members, and other stakeholders; learn LifeMoves' systems and processes, including efforts to cultivate principal gifts, and provide support for in-process gifts and requests.
- Create a pipeline of new funding prospects; facilitate discussions with LifeMoves' leadership to match donor interests, and leverage program expertise for donor cultivation; energize internal and external networks to ensure LifeMoves is in front of decision makers.
- Develop cultivation, stewardship and solicitation strategies for current LifeMoves' funders who have potential capacity for supporting capital initiatives.
- Evaluate gift opportunities and philanthropic vehicles, and recommend suitable options for particular donors.
- Provide support to board members, CEO, Principal Gifts Task Force, and other gift officers to ensure they have the tools, support, messaging and confidence to interact with potential donors.
- Advocate for the additional resources in order to meet funding goals.
- Ensure that written communications and donor recognition are timely and appropriate.

PREFERRED EXPERIENCE AND QUALITIES

- A minimum of seven years of experience in fundraising, sales, business development, corporate social responsibility, private banking, wealth management or philanthropy in a high-performing, data-driven, and results-oriented environment. A track record of achievement and proven ability to innovate and manage towards ambitious goals.
- Comfortable and confident with prospects and philanthropists in a variety of social and professional settings; an engaging ambassador who uses personal interaction as their primary tool; comfortable aligning the case for support and creating opportunities for engagement.
- A compelling, inspirational advocate and communicator; a good storyteller who can authentically convey LifeMoves' mission and bold ideas; an excellent listener.
- Self-motivated, innovative, and able to work with tactful independence within the context of a team environment and a network of relationships.
- Analytical and uses data to inform workflow, enhance donor cultivation and drive fundraising priorities. Familiarity with Salesforce would be helpful.

- Ability to interpret financial information; familiarity with various financial vehicles (*e.g.* stock, donor advised funds, donations of property, etc.).
- Exceptional organization and follow-through skills; detail-oriented, ensuring the coordination and communication with other departments for events, public relations opportunities, etc.
- An energetic team-player with a strong work ethic; one who will roll up their sleeves when needed.
- Superior written, oral, facilitation and presentation skills.
- A high level of emotional intelligence, a good sense of humor and the flexibility and sensitivity to work with diverse personalities and situations, and meet people where they are.
- A values-driven individual; a committed to housing the most vulnerable and knowledge of regional homelessness issues and solutions would be helpful.
- A bachelor's degree is required. Familiarity with AFP fundraising standards is preferred.

For further information, please contact:

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