

## Silicon Valley Education Foundation Director of Development

*The organization seeks an experienced, ambitious fundraising executive to increase contributed revenue that accelerates the growth of programs, leading to improved STEM academic performance and college readiness for underserved students in the San Francisco Bay Area.*

The [Silicon Valley Education Foundation](#) (SVEF) was created in 2008 through the merger of the San Jose and the Santa Clara County Education Foundations, and today, it is the largest educational nonprofit in the Valley. It is guided by the belief that all students are capable of pursuing higher education and boosting their future economic mobility regardless of their background. SVEF has an established legacy of providing proven STEM programs and being profoundly committed to empower students to graduate high school and to prepare them for entering college or the workforce. The portfolio of programs falls under three categories located in more than 60 school districts:

- **Elevate [Math]:** Last summer Elevate [Math], an intensive summer intervention program, prepared 3,100 incoming 3<sup>rd</sup> through 10<sup>th</sup> grade students for success in their next-level math class. The new strategic plan aspires to more than double this number by 2021.
- **Innovation:** In partnership with donors, businesses, tech communities, and school districts, SVEF supports systemic change that brings STEM education and innovative instructional technology and practices into the classroom.
- **College Readiness:** Functioning as a thought leader, collaborator, and advocate in the community and directly working with school districts, SVEF advocates for strong investment in foundational math education. The organization has worked to reform policies that are barriers for students to achieve their full potential and increase college readiness.

Based in San Jose, SVEF has a staff of about 30 professionals (including a Development staff of four) and an operating budget for the FY19 of \$7M funded through a mix of philanthropic grants and donor contributions (~85%) and earned revenue in the form of fees and government and school district grants attached to particular services (~15%). The strategic plan identifies audacious but attainable goals, including increasing contributed revenue to \$11M by 2021. In 2018, SVEF hired Dr. Lisa Andrew as its CEO. An educator and former superintendent, she is a focused, charismatic leader who is building a stellar team of highly professional, mission-driven individuals and will be an excellent fundraising partner to the Director of Development.

This is a high-output, collaborative organization that is laser-focused on achieving the goal of serving more students through innovative thinking and by taking deliberate, strategic action.

### **BASIC FUNCTION**

Reporting to the CEO and as a member of the senior management team, the Director of Development provides leadership, management, and coordination for all SVEF's fundraising efforts and its brand. S/he will create and execute a strategy for driving the acquisition and retention of contributed revenue and developing and achieving specific fundraising targets. The Director will work very closely with the CEO in supporting her fundraising activities, as well as

with the Board of Directors, by providing support in all matters related to fundraising and donor cultivation. The Director brings a big-picture perspective, institutes best fundraising practices, and ensures that SVEF is well-positioned to compete in Silicon Valley's philanthropic circles.

The Director of Development will be a hands-on, deeply involved fundraiser and relationship builder who will take the lead in developing and continually refreshing the major gifts pipeline. S/he will personally engage, solicit, and steward individual and institutional funders and will ensure the team is working all segments of contributed revenue and have what they need in order to reach goals. The Director will oversee improved donor tracking systems and create a donor recognition program.

S/he will manage and communicate the SVEF brand and develop an integrated marketing plan that includes social media, traditional media, outbound communications, web and collateral and will ensure the organization adheres to approved messaging, language, style guide, use of logo, etc.

The Director of Development will review the current fundraising support infrastructure to ensure the organization responds quickly, effectively, creatively, and contextually to financial needs and donors' interests.

For the first three months, the Director of Development's immediate priorities are to:

- Thoroughly understand SVEF, including its history, culture, programs, personalities, constituencies; understand its base of financial support and the short- and long-term funding requirements of the organization.
- Immediately assess the "state of play" of in-process fundraising efforts and provide support for those efforts; assume a hands-on role in the identification, cultivation, solicitation, and stewardship of major gifts; and for growing institutional support from corporations and foundations.
- In collaboration with the CEO, develop a fundraising strategy that includes donor segmentation; define objectives for individual and institutional fundraising and success metrics; donor tracking and recognition; identify staff and board members who will be actively involved in fundraising; and define roles, targets, and fundraising goals.

Additionally, the Director of Development will execute the following responsibilities on an ongoing basis:

- Oversee and manage all aspects of the annual campaign, individual and major donor cultivation, and foundation, corporate, and special events.
- Manage and personally engage in solicitation and stewardship activities in collaboration with the CEO and members of the Board and provide training and support to board members who have a range of fundraising skills and abilities.
- Recruit and manage a team whose skills and experiences will ensure goals are met based on the fundraising strategy.

## **IDEAL EXPERIENCE AND QUALIFICATIONS**

The Director of Development should have the following experiences and qualifications:

- 10+ years of experience in attracting financial support from individuals, foundations, businesses, and/or government sources; demonstrated results in personally cultivating and sustaining donors.

- Broad-based knowledge of various development activities including web, social media, direct mail, proposal development, event planning and management, direct solicitations, and leveraging fundraising databases and support systems for donor segmentation.
- Demonstrated skills in motivating, directing, and managing staff, and in coordinating and supporting the fundraising activities of others; a good listener and strategist; comfortable receiving input from many sources; able to analyze and formulate disparate information into a sound, well-organized plan.
- Exceptional organization skills; one who can manage and juggle competing priorities; excellent follow-through and attention to detail.
- A resourceful individual with a high energy level and can-do attitude; a self-starter and problem solver as well as a strategic and big-picture thinker.
- Outstanding oral and written communication skills; a confident public speaker and presenter; the ability to work effectively with individuals from diverse backgrounds.
- Salesforce knowledge would be highly desirable.
- Commitment to and enthusiasm for SVEF's mission and values.

To apply, nominate others, or for further information, please contact:

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