

VICE PRESIDENT FOR PHILANTHROPY

AMERICAN FORESTS

Location – Flexible

[American Forests](#)



The Aspen Leadership Group is proud to partner with American Forests in the search for a Vice President for Philanthropy.

The Vice President for Philanthropy will set the strategic direction for the organization's future fundraising efforts, building from its current momentum, and manage a dynamic team of staff and long-term contractors to execute this strategy. The Vice President will help directly manage relationships with a select group of top institutional leaders and major donors, combining fundraising skills with the ability to understand and fluently describe the organization's programmatic work. The Vice President will serve as a key member of American Forests' leadership team, and will oversee yearly planning, building out the Philanthropy Department's capacities over time to meet the needs of the organization. This includes lead decision making for all hires in the department. Furthermore, the Vice President will be responsible for assuring that philanthropy is integrated across the organization in a *One American Forests* effort that reflects American Forests' organizational culture of teamwork and collaboration. This will require engaging and educating colleagues across departments to empower their help in fundraising, and close collaboration with the Board of Directors to facilitate their assistance.

American Forests creates healthy and resilient forests, from cities to wilderness, that deliver essential benefits for climate, people, water, and wildlife. It advances its mission through forestry innovation, place-based partnerships to plant and restore forests, and movement building.

American Forests is the oldest national nonprofit conservation organization in the United States. Since its founding in 1875, it has been the pathfinder for creating healthy forests from coast to coast. In the early 1900s, for example, it rallied forest advocates to champion creation of the U.S. Forest Service. In 2018, it won a decade-long campaign persuading Congress to provide stable funding for preventing and fighting forest fires. Now American Forests is focused on building a reforestation movement in America, from cities to large, rural landscapes. Forests are relied upon in order to survive and thrive, given the power they have to filter air and water, provide jobs, mitigate climate change, and more.

American Forests has most recently run annual budgets of \$10-12 million. Driven by its mission and strategy, it sees the need and opportunity to increase annual revenues up to \$15-20 million in the next five years through balanced growth in individual, philanthropic, and corporate support, supplemented by new opportunities with government grants. This envisioned growth includes the opportunity for the Vice President to plan and lead a catalytic fundraising campaign linked to its 150th Anniversary in 2025.

GOALS AND APPROACH

By 2030, working with a diverse group of partners, American Forests will plant at least 4 billion trees across 16 million acres of North America (this includes its pledge to the U.S. Chapter of 1t.org to plant 100 million trees); ensure that climate-smart practices are used to determine what trees to plant, where to plant them, and how to manage them; in 100 of America's cities, ensure that every under-resourced neighborhood reaches a passing Tree Equity Score—an indicator that the neighborhood has enough trees in the right places so all people benefit from trees; and ensure that at least 100,000 people, particularly those from under-resourced communities, have entered jobs in forestry.

American Forests' approach to reaching its goals is shaped by its Impact Model. In its *Innovation Lab*, it incubates new tools and scientific research to help solve complicated puzzles and empower the forestry field. Its *Tree Equity: Career Pathways* Initiative has developed new ways to connect graduates from urban forestry job training programs with tree care employers. It creates place-based partnerships in cities and large, rural landscapes so it can work with others to develop enduring, science-based data and forestry plans that, among other things, include techniques for adapting to climate change. Next, it advocates for local, state, and/or federal policies and programs—as well as funding to support them—so it can bring the plans to life. Last, it plants and cares for forests so they are healthy and resilient for generations to come.

American Forests has planted hundreds of millions of trees over the last century and 60 million in the last 30 years alone. American Forests builds movements that inspire and empower actions—such as the creation of new reforestation policies—at a large scale. The Forest-Climate Working Group, staffed and led by American Forests, is one of its key partners in doing so. It is the nation's only forest sector coalition on climate change. Also, with the U.S. Forest Service and National Association of Regional Councils, American Forests manages Vibrant Cities Lab, the preeminent online resource for urban forestry research, tools, and case studies.

REPORTING RELATIONSHIPS

The Vice President for Philanthropy will report to President and CEO, Jad Daley.

FROM THE PRESIDENT AND CEO

America and the world have reached a tipping point. Climate change is killing and burning our forests while turning our cities into ovens, aided by the urban heat island effect. The impacts of climate change are hitting hardest on our most vulnerable people, worsening already searing inequities along lines of income and race. Meanwhile the natural assets in our forests are being destroyed, from dwindling clean drinking water supplies to declining homes for fish and wildlife.

We can turn the tide if we invest in forest solutions that address these problems. Reforesting 133 million acres of land our research shows as ready places to grow more forests. Planting Tree Equity in our cities so that every neighborhood has the life-or-death benefits of trees in a changing climate, including natural cooling and air purification. And much more.

American Forests, the nation's oldest conservation organization founded in 1875, is the trusted servant leader to deliver these forest solutions at scale. We are doing this by combining forestry innovation, place-based partnerships, and movement building to lead by example and empowering others. Already our leadership includes nationally and globally prominent efforts such as our Tree Equity Score that covers every urban neighborhood in America, invention of new climate-ready reforestation techniques emulated worldwide, and public-private funding initiatives that have generated billions of dollars to invest in our forests. Come join us!

–Jad Daley, President and CEO

PRIMARY RESPONSIBILITIES

The Vice President for Philanthropy will

- in cooperation with the CEO and Board of Directors, lead American Forests' fundraising efforts to successfully meet specified annual revenue targets, including alignment of revenue sources with programmatic need;
- collaborate with the CEO and Board Chair to advance Board recruitment and philanthropy;
- collaborate with the Chief Operating Officer to inform American Forests' budget, including projecting and tracking revenues during each fiscal year;
- lead all aspects of strategy, work planning, and capacity planning for fundraising at American Forests including oversight of research into funding trends, with foresight, to help strategically position American Forests for success;
- identify, develop, and mentor staff within the Philanthropy Department to deliver high performance while maintaining a healthy and collegial work environment for all;
- build out nascent aspects of American Forests' development program, particularly planned giving;
- serve as an engaged and collaborative member of American Forests' leadership team, helping to provide overall leadership to the organization; and
- monitor and report regularly to the CEO, COO, and Board of Directors on the progress of the development program.

KEY COLLEAGUES

Jad Daley

President and CEO

Jad joined American Forests in 2017 as Vice President of Conservation Programs and was named President & CEO in 2018 after a year of leading the organization forward on issues like climate change and society equity. From 2008 to 2017, Jad launched the Climate Conservation Program at The Trust for Public Land and eventually served as Vice President for Program Development. Jad is widely published writer on conservation topics, including an active presence on Medium, and has played a leading role in authoring and enacting federal legislation to establish forest programs such as the U.S. Forest Service Community Forest Program.

Peter Hutchins

Chief Operations Officer

Peter oversees the business and financial operations of American Forests, as well as technology and human resources. Previously, Peter was the Vice President of Knowledge Initiatives at the American Society for Association Executives, where he was responsible for engaging thought leaders from both inside and outside the nonprofit community and developing knowledge resources for the profession.

PREFERRED COMPETENCIES AND QUALIFICATIONS

American Forests seeks a Vice President for Philanthropy with

- a passion for the mission of American Forests;
- success in a senior development function such as managing and forging relationships with multiple donor sources;
- an ability to grow a diverse fundraising program, and successfully expand and cultivate new and existing donor relationships over time;
- excellent communication skills, both written and oral;
- an ability to influence and engage a wide range of donors and build long-term relationships;
- strong organizational skills;

- a flexible and adaptable style;
- an ability to positively impact both strategic and tactical fundraising initiatives and generate significant fundraising results;
- an ability to work both independently without close oversight, but also a team player who will productively engage with others at varying levels of seniority within and outside American Forests; and
- a results-orientation approach.

A bachelor's degree is required for this position as is at least ten years of professional nonprofit experience.

SALARY AND BENEFITS

American Forests offers a competitive salary and benefits package.

LOCATION

American Forests is located in Washington, D.C. American Forests will consider flexibility concerning location.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of American Forests as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[*Vice President for Philanthropy, American Forests.*](#)

To nominate a candidate, please contact Don Hasseltine:

[*donhasseltine@aspenleadershipgroup.com.*](mailto:donhasseltine@aspenleadershipgroup.com)

All inquiries will be held in confidence.