



DIRECTOR OF CORPORATE RELATIONS
WORLD FOOD PROGRAM USA
Washington, District of Columbia
[World Food Program USA](http://www.wfpusa.org)



The Aspen Leadership Group is proud to partner with World Food Program USA in the search for a Director of Corporate Relations.

The Director of Corporate Relations will assist in the development of the organization's corporate fundraising program. The Director of Corporate Relations will serve as a leader—ensuring the organization's effective and successful implementation of a comprehensive corporate fundraising plan that includes the identification of prospects; and the creation and implementation of appropriate donor cultivation, solicitation, and stewardship strategies.

Consistent with the mission of the United Nations World Food Programme, World Food Program USA works with U.S. policymakers, corporations, foundations, and individuals to help provide financial resources and develop policies needed to alleviate global hunger.

Seventy years ago, President Harry Truman used the first-ever televised presidential address to talk about war and hunger. As families in Europe faced food shortages after the Second World War, he asked Americans to give up meat on Tuesdays, eggs and poultry on Thursdays, and to save a slice of bread each day. He called upon farmers to conserve grain and boost the continent's recovery with the help of U.S. food aid. Now, the American people are leading once again. Protracted civil war in countries such as Yemen and Syria has pushed millions to the brink of starvation. The twin threats of conflict and extreme weather have converged in the Sahel of Africa, displacing families from their homes. Still others migrate across borders in search of opportunity.

The United Nations World Food Programme (WFP) saves and changes lives. By delivering food to the most vulnerable, WFP has rolled back famine in South Sudan and kept millions of children in the classroom thanks to nutritious school meals. Innovations reimagined the road to Zero Hunger, including the use of drones to quickly assess the damage of natural disasters and satellite technology to show how sustainable development projects are building more resilient communities. WFP's [Winning the Peace](#) report offered fresh insight into how hunger drives conflict and what must be done to sever the link—once and for all. World Food Program USA addresses these issues and maximizes the impact of its generous donors by pushing for change in the U.S. Congress to ensure that emergency food assistance, safety net programs, good nutrition, and agricultural development are robust pillars of a world where everyone can reach their full potential.

REPORTING RELATIONSHIPS

The Director of Corporate Relations will report to the Director of Development, Torrey Shallcross.

PRINCIPAL OPPORTUNITIES

The Director of Corporate relations will be a road-warrior, actively seeking new partners and refreshing current relationships. WFP USA is a small team with global impact.

This is an exciting time in WFP USA's history as we are looking to expand beyond our start-up culture and are working to formalize and professionalize our corporate giving team. This position will grow our current portfolio and grow our young team of two corporate fundraisers. I look forward to working in lock-step with the incoming Director of Corporate Relations to support a corporate portfolio of \$10M annually which accounts for nearly 50% of our current revenue.

WFP USA is the primary fundraising arm of the World Food Programme in the United States. WFP is the largest humanitarian organization, serving more than 82 million people in 82 countries annually.

–Torrey Shallcross, Director of Development

PRIMARY RESPONSIBILITIES

The Director of Corporate Relations will

- serve as part of senior development team in managing the office;
- prepare written and oral reports as needed;
- create and implement integrated fundraising strategies to secure gifts from corporations;
- work with appropriate staff to develop cultivation, solicitation, and stewardship strategies for corporate prospects and donors;
- manage the individual and corporate fundraising budget to increase revenues at the lowest possible cost to attain budget goals;
- oversee the preparation of research documents and donor profiles as needed;
- provide analysis and reports to track progress toward fundraising goals;
- maintain a portfolio of corporate partner prospects and donors;
- oversee and implement cultivation, solicitation, and stewardship activities with U.S. corporation donors and prospects;
- oversee, create, and support new initiatives, such as stakeholder and consortium events, employee engagement programs, matching gift programs, cause related marketing opportunities, and project partnerships to promote corporate long-term support;
- contribute material for board and corporate bulletins;
- manage, develop, and mentor corporate development staff;
- provide support for the development team as needed;
- contribute to the communications calendar for online and offline outreach to corporate donors;
- coordinate with communications staff on related activities, including but not limited to annual report, donor newsletters, online corporate activities, and other outreach materials; and
- maintains a portfolio of major corporate donors.

KEY COLLEAGUES



Kevin Reeds

Vice President of Development

Dr. Kevin Reeds has over thirty years of development and small business management experience. He has served in senior level positions at Trimble Navigation, Alcom Electronics, J/Port Annapolis, Interyacht, Eastport Yachts, the U.S. Naval Academy Foundation, San Francisco State University, Saint Mary's College of California, and most recently as Chief Development Officer for Special Olympics of Northern California and Nevada. In this role, Kevin built and lead a

team of ten fundraisers who were charged with raising over \$22M annually in in-kind and financial support for the organization.

Kevin is an experienced racing sailor and served as the Navigator aboard the practice boat for the AmericaOne syndicate during its 1999/2000 America's Cup campaign in New Zealand. He holds the GPS patent for the Sailtrak System (GPS-based sailboat race management system) that was used by ESPN to graphically illustrate the America's Cup beginning in 1991. He is also certified by US Sailing as a National Race Officer and Judge and frequently travels to national and international sailing competitions to manage on-the-water events.

He served in the U.S. Navy and qualified in submarines aboard the U.S.S. Philadelphia before receiving an appointment to the U.S. Naval Academy. Kevin also has graduate degrees from the University of Maryland (MS in Nonprofit & Association Management) and Northeastern University (EdD in Organizational Leadership). For his doctoral dissertation Kevin developed a model for how an organization's culture of philanthropy impacts the charitable giving behaviors of its supporters.

Kevin has served on many nonprofit boards and committees including the University of Maryland University College Alumni Association, the St. Francis Yacht Club, the Marine Electronics Journal, and the St. Francis Sailing Foundation. Kevin also recently co-chaired the Association of Fundraising Professionals' (AFP) Philanthropy Day Awards Selection Committee.



Torrey Shallcross

Director of Development

Torrey Shallcross is WFP USA's Director of Development. After graduating with a degree in International Relations/Conflict Resolution from Sweet Briar College in Virginia, Torrey began her career at CSIS as a program coordinator in their Biotechnology and Public Policy Program. She eventually moved to the TransAtlantic Business Dialogue, and then to BIO where she added outreach and communications activities to her policy work. In 2011 her fundraising career started at The Melanoma Research Foundation in corporate relations. She also served as Director of

Development for the US Global Leadership Campaign, the Reagan-Udall Foundation for the FDA, and as Director, Corporate Relations and Foundation Relations at The Seminar Network.



Meredith Weiss

Senior Director of Development Operations

As Senior Director of Development Operations, Meredith leads a dynamic team responsible for ensuring accurate reporting, transparency, and process improvement. Meredith has an extensive background in development operations including budgeting, reporting, stewardship, and prospect research. Most recently, she lead the Development Operations team at the ALS Association in

the wake of the Ice Bucket Challenge. Prior to that she worked for the American Red Cross as part of their disaster fundraising team, where she deployed to disaster areas around the country.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Director of Corporate Relations should have

- a proven track record of maintaining, upgrading, and seeking new corporate partners;
- experience raising corporate gifts of \$1,000,000 and above;
- an ability to assess and draft effective corporate proposals;
- proven supervisory experience;
- familiarity with Salesforce and Convio databases;
- an ability to lead and work within a team; and
- excellent communication skills, online, hard copy, in person, and by phone.

A bachelor's degree is required for this position as is at least five years of corporate partnership fundraising experience.

DIVERSITY, EQUITY, AND INCLUSION

World Food Program USA encourages gender and cultural diversity to make its teams stronger. Delivering on its mandate of Zero Hunger requires it to have a diverse, inclusive, and gender-balanced workforce.

SALARY & BENEFITS

The World Food Program USA offers a competitive salary and benefits package.

LOCATION

This position is located in Washington, D.C.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, please contact Floyd Akins:
floydakins@aspenleadershipgroup.com.