



ESTATE AND ASSET PHILANTHROPY OFFICER

MERCY FOR ANIMALS

Location – Remote



The Aspen Leadership Group is proud to partner with Mercy for Animals in the search for an Estate and Asset Philanthropy Officer. The Estate and Asset Philanthropy Officer will advance the work of Mercy for Animals by building a pipeline of estate and asset prospects through the identification, qualification, cultivation, personal solicitation, and stewardship of a portfolio of 100 donors and donor prospects.

Mercy for Animals is on the front lines—fighting to protect farmed animals. Working in factory farms, corporate boardrooms, and courts of justice, it is speaking up to end cruelty and inspire compassion. Mercy for Animals has three core approaches to achieving its mission. The first is to make alternatives to animal-based meat, eggs, and dairy as attractive and accessible as possible. Mercy for Animals also works to make animal products less competitive and less attractive to consumers, food producers, and policymakers. Finally, Mercy for Animals works to reduce the suffering for animals in the current food system.

Since its first investigation over 20 years ago, Mercy for Animals has made a huge impact for animals through campaigns, storytelling, and the mobilization of thousands of advocates. Through holding governments accountable and pushing for change in laws, Mercy for Animals has saved more than 300,000 animals from the food system in the past three years alone.

Over the next three years, Mercy for Animals plans to expand its work and make greater headway towards its mission of ending industrial animal agriculture and constructing a just and sustainable global food system. The plans include decreasing the number of animals in the food system and reducing the suffering for farmed animals that are trapped in the food system. Mercy for Animals also aims to build people power and increase public awareness of the atrocities of farmed animals to drive change including developing solutions to speed the transition away from industrial animal agriculture.

REPORTING RELATIONSHIPS

The Estate and Asset Philanthropy Officer will report to the Senior Vice President of Philanthropy, Susan Lane.

FROM THE SENIOR VICE PRESIDENT OF PHILANTHROPY

Imagine a world free of cruelty, a world in which we nurture our bodies, minds, and spirits with wholesome, healthy food that is kind to animals and sustainable for our planet. Mercy For Animals believes that world is possible. In fact, it is inevitable if we work together to elevate humanity to its fullest potential. We are on the front lines fighting to protect farmed animals. From factory farms to boardrooms, courts of justice to courts of public opinion, Mercy For Animals is there to speak up against cruelty and for compassion.

Together, we are working to bring a new day for farmed animals and I hope you will join us.

—Susan Lane, Senior Vice President of Philanthropy

MERCY FOR ANIMALS' COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND ANTI-RACISM

Mercy for Animals stands united in support of Black Lives Matter principles and against systemic racism and anti-Blackness. Mercy for Animals has distributed an organization-wide DEIJ literacy survey to help it gain a better understanding of its current collective knowledge of and familiarity with DEIJ principles and practices. This has enabled it to design, build, and offer tailored learning and growth opportunities to help increase its DEIJ literacy in meaningful and effective ways. Mercy for Animals continues to review, assess, and improve its talent acquisition and recruiting processes and tools to ensure an inclusive and equitable hiring experience that minimizes any potential for personal or unconscious bias.

PRIMARY RESPONSIBILITIES

The Estate and Asset Philanthropy Officer will

- lead the strategy for Mercy's Meadow, Mercy for Animals' legacy program;
- develop and implement strategy and plans for securing major deferred gifts from donors through estate plans (wills and trusts) and gifts of assets (stock, retirement plans, life insurance policies, charitable gift annuities, donor-advised funds, art, personal property, real estate);
- serve as an expert, defining gift planning standards, policies, and best practices for the United States and all regions internationally;
- promote Mercy's Meadow to increase the number of estate and asset commitments secured;
- manage a portfolio of estate and asset prospects and donors;
- manage strategy and relationships with FreeWill and other planned giving marketing vendors and platforms;
- work with development staff to develop estate and asset giving as a critical component of the strategic fundraising plan to diversify funding sources;
- present via speaking engagements and planned giving seminars;
- write and produce correspondence, reports, proposals, gift calculations, and marketing materials;
- cultivate and close estate gifts and facilitate giving from assets;
- maintain relationships with donors through regular contact, the provision of annual reports and account statements, and donor recognition events;
- manage a portfolio of approximately 100 estate and asset gift donors;
- create annual strategies for all portfolio donors, including monthly benchmarks and reviews;
- consistently review portfolio, cultivate new prospects, and disqualify as necessary;
- involve philanthropy officers in the cultivation and solicitation process whenever appropriate; and

- maintain donor data and contacts in the fundraising database and prepare funding proposals and stewardship reports.

LEADERSHIP

Leah Garcés

President

Leah Garcés is President of Mercy for Animals. She has been fighting for better food and farming systems for 20 years as a leader in the animal protection movement. Leah oversaw international campaigns in 14 countries at the World Society for the Protection of Animals and launched Compassion in World Farming in the United States. She is the author of *Grilled: Turning Adversaries into Allies to Change the Chicken Industry* from Bloomsbury Publishing. Leah’s work has garnered headlines in *The New York Times*, *The Washington Post*, BuzzFeed, *Vice* magazine, the *Chicago Tribune*, and other national media outlets. Leah also serves on the advisory councils of Encompass and Seattle Food Tech. She lives in Atlanta, Georgia, with her husband, three children, and two cats.

Susan Lane

Senior Vice President of Philanthropy

Susan Lane is Senior Vice President of Philanthropy at Mercy for Animals. She oversees and manages fundraising strategy, development, and execution. Through all channels of fundraising, including annual fund, major gifts, planned giving, corporate and foundation relations, events, donor stewardship, and development operations, her team engages donors and prospects in a way that both educates and inspires them to give. Susan has served as Assistant Vice President of Development for Florida International University, Chief Development Officer for the College of Medicine at Michigan State University, and Vice President of Planned Giving for Fidelity Charitable Services. She is a certified fundraising executive (CFRE) and passionate advocate for the nonprofit community. Susan is married to Tom, an estate and tax attorney, and is the proud mother of Emily, a recent law school graduate. Susan is an avid reader and enjoys traveling, music, theater, and gatherings with friends and family.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Mercy for Animals seeks an Estate and Asset Philanthropy Officer with

- a commitment to the mission of Mercy for Animals—to end industrial animal agriculture by constructing a just and sustainable food system;
- excellent written and verbal communication skills;
- experience writing fundraising proposals;
- an ability to build rapport with donors, volunteers, and colleagues;
- a collaborative approach and a commitment to working as part of a team;
- an ability to work effectively under pressure and meet deadlines;
- excellent organizational skills, time management efficiency, and careful attention to detail; and
- a commitment to continued personal, organizational, and movement-wide growth in diversity, equity, inclusion, and justice principles.

A bachelor's degree or an equivalent combination of education and experience is required for this position as is at least five years experience in charitable gift planning; financial planning; trust, legal, or estate planning. A law degree is a plus.

LOCATION

This is a remote position that may be performed from any location in the United States.

SALARY AND BENEFITS

The salary for this position is \$123,969 to \$140,162 annually. Mercy for Animals offers a comprehensive benefits package including ample time off, flexible schedules, telecommuting opportunities, and generous health benefits. Mercy for Animals considers self-care, mindfulness, and work-life balance essential to building a sustainable movement for animals.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Mercy for Animals 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:

[*Estate and Asset Philanthropy Officer, Mercy for Animals.*](#)

To nominate a candidate, please contact Clare McCully: claremccully@aspenleadershipgroup.com.

All inquiries will be held in confidence.