



**VICE PRESIDENT, INDIVIDUAL GIVING**

**FOOD BANK FOR NEW YORK CITY**

**Location–Flexible**

[Food Bank For New York City](#)



The Aspen Leadership Group is proud to partner with Food Bank For New York City in the search for a Vice President, Individual Giving. The philanthropic community has greater awareness of hunger and interest in helping than ever before. The Food Bank For New York City is investing in additional development positions to strengthen its capacity to tap into this increased interest and generosity, in order to meet the growing need for its critically important services.

The Vice President, Individual Giving will oversee Individual and Major Giving, and Direct Response fundraising programs. Along with the Chief Development Officer and the Executive Office, the Vice President will develop a cultivation strategy that moves supporters of Food Bank For New York City to increase their philanthropic investment in the organization's work.

Food Bank For New York City has been working to end food poverty in the city's five boroughs for over 36 years. As the city's largest hunger-relief organization, it employs a multifaceted approach centered on helping low-income New Yorkers overcome their circumstances and achieve greater independence. In the months since the pandemic reached NYC, Food Bank has seen the demand for its services more than double and the gap in services and support for families in need continues to grow.

Food Bank's work begins and ends with its mission which it only achieves through partnering with its citywide member network. Before COVID, this growing network of nearly 1,000 charities and schools helped provide food for 62.5 million meals each year. Today, Food Bank and its partners are on track to distribute over 110MM pounds of food to New Yorkers in need; and sustained, strategic fundraising growth will be critical to meeting this need for years to come.

Food Bank respects every gift of time, talent, and treasure to its mission by committing to a practice of transparency and excellence in stewardship. Food Bank embraces being a non-traditional anti-poverty organization because it recognizes that strategic, innovative approaches are necessary to end hunger.

Food Bank knows that a strong, talented staff is central to its success and invests in the development and retention of its team. Learn more in Food Bank For New York City's most recent [annual report](#).

## REPORTING RELATIONSHIPS

The Vice President, Individual Giving will report to the Chief Development Officer Matthew Honeycutt. The Vice President will oversee an individual giving team of eight including current and new hires.

## PRIMARY RESPONSIBILITIES

The Vice President, Individual Giving will

- provide guidance, direction, and leadership to the Individual Giving team, ensuring strategies and supporting systems are in place to achieve department goals and objectives;
- foster a culture of gratitude across the organization and within its diverse constituent groups and sustain support Food Bank's core programs and services;
- partner with the Chief Executive Officer and the Chief Development Officer in developing cultivation strategies for significant major donors, to achieve annual Major Gifts goals;
- define a plan to strengthen relationships and develop productive contact with a personal portfolio of current and potential major donors to further their commitment to the organization;
- work closely and collaboratively with the Chief Executive Officer and her office, as well as the Chief Development Officer to manage the Board of Directors, related to fundraising and donor relations;
- oversee the Annual Giving/Direct Response program and develop a comprehensive strategy for donor appeals and ensure that all solicitations incorporate consistent and compelling messaging that support Food Bank For New York City;
- work collaboratively with an internal support team for research, data analysis, and reporting requirements, present relevant financial information to internal and external audiences;
- enhance cross-functional communication across departments; and
- partner effectively with Marketing and Communications to share consistent messaging to all donors.

## FOOD BANK FOR NEW YORK CITY LEADERSHIP



**Leslie Gordon**  
**President and CEO**

Leslie Gordon joined Food Bank For New York City as President and Chief Executive Officer in March of 2020. For more than a decade, Leslie has led efforts to feed neighbors in need in New York City and surrounding communities. Most recently she served as President and Chief Executive Officer of Feeding Westchester, Westchester County's largest anti-hunger organization.

Prior to joining Food Bank, Leslie took Feeding Westchester to new heights by challenging the team to think boldly as they charted a course for the future, and created a special culture that is highly collaborative and inclusive. Under Leslie's leadership, the organization increased the amount of fresh produce to more than 40 percent, and upped the amount of food distributed by 20 percent – more than the average food bank in the nation. Leslie also forged cutting-edge, strategic alliances with non-food partners – specifically with health institutions – large and small.

Leslie previously served as the Senior Director of Program Strategy and Operations at City Harvest, where she helped pioneer a new strategy that positioned the organization to double the amount of food

distributed annually, led the organization's "Healthy Neighborhoods" program and oversaw the growth of its volunteer program from 6,000 to nearly 20,000 volunteers. Prior to that, she was Executive Director of Best Buddies Pennsylvania and the Founding Director of Made in the Hudson Valley. She also served under General Colin Powell as National Director of America's Promise – The Alliance for Youth.



**Matthew Honeycutt**  
**Chief Development Officer**

Matt Honeycutt is Chief Development Officer for the Food Bank For New York City. He joined the team in July of 2020 year as Food Bank was just coming out of its COVID crisis response. Today, Food Bank is on track to deliver over 100 million pounds of food to families in need across the five Boroughs, and Matt leads the team of marketing, advocacy, and fundraising professionals dedicated to ensuring the resources are there to provide healthy meals to over 1.8 million families in New York City.

Before joining Food Bank, Matt served as the Vice President of Development at Feeding Westchester where he developed an amazing team of professionals and helped create and cast the vision for the organization's marketing, fundraising, and volunteer initiatives.

Before joining Food Bank, Matt helped lead Feeding Westchester's response to the COVID pandemic. During that time, Feeding Westchester doubled distribution to 20MM pounds, grew revenue by more than 400%, and gained international, as well as national attention, for its response to the crisis.

Before food banking, Matt spent over two decades in education as a teacher, coach, and senior fundraiser for schools from Charlotte, North Carolina to Greenwich, Connecticut. He also led fundraising and marketing for the Mid-Atlantic Chapter of the National MS Society where he developed a diverse family of special events, created the Chapter's first major giving program, and doubled the size of the organization's corporate giving and engagement initiatives.

Matt is a graduate of Winthrop University in South Carolina, where he earned his bachelor's degree in English and Creative Writing and a Master's Degree in English literature. Because of this, he's been asked to lead the creative process on every case statement, proposal, annual fund solicitation, and thank you letter ever written—everywhere he's ever worked. And, his father is still surprised, to this day, that Matt managed to actually have a career with not one, but two degrees in English Literature.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Food Bank For New York City seeks a Vice President, Individual Giving with a strong commitment to social justice/hunger issues and the core values of Food Bank For New York City. A bachelor's degree is required for this position as is at least eight years of experience in nonprofit development and fundraising or relevant transferable experience at a comparably sized organization, including capital campaign and supervisory experience.

### **SALARY & BENEFITS**

Food Bank For New York City offers a competitive salary and benefits.

## LOCATION

Food Bank For New York City is located in New York City. The successful candidate may work remotely. Preference will be given to candidates that are able to commute easily to New York City as needed.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Food Bank For New York City to end hunger by organizing food, information, and support for community survival, empowerment, and dignity.*** Review of applications will begin immediately and will continue until the successful candidate has been selected.

*To apply for this position, visit:*

*[Vice President, Individual Giving, Food Bank For New York City.](#)*

*To nominate a candidate, please contact Tim Child at [timchild@aspenleadershipgroup.com](mailto:timchild@aspenleadershipgroup.com) or Ashley Buderus at [ashleybuderus@aspenleadershipgroup.com](mailto:ashleybuderus@aspenleadershipgroup.com).*

*All inquiries will be held in confidence*