



CHIEF DEVELOPMENT OFFICER

PROMISES2KIDS

San Diego, California



The Aspen Leadership Group is proud to partner with Promises2Kids in the search for a Chief Development Officer.

The Chief Development Officer will oversee the charitable giving efforts of Promises2Kids—meeting or exceeding revenue goals in all areas including individual giving, monthly giving club, planned giving, major gifts, community campaigns, grants, philanthropic partnerships, and special events. The Chief Development Officer will lead major gifts efforts, meeting a minimum personal goal of \$1.5 million per year in individual gifts as well as ensuring the team goal is achieved. This includes taking the organization to its 2025 goal of \$8 million. The Chief Development Officer will have wide latitude to develop new and existing funding streams to diversify the organization's revenue base and will oversee the implementation of fundraising best practices with regards to strategy, structure, and processes. In this high-profile role, the Chief Development Officer will attend events across the community, and actively engage in public speaking.

The Chief Development Officer will serve on the organization's Executive Leadership Team and will oversee the implementation of best practices with regards to fundraising strategy, structure, and processes.

The Chief Development Officer's strategic priorities will fall into five main areas:

- **Management:** Overseeing individual giving strategy and stewardship for major gifts and campaigns including spearheading any major giving campaigns, planned giving initiatives or capital initiatives, and managing an 8–10-member department with four direct reports to meet the philanthropic needs of the organization.
- **Strategy:** Completing a top-to-bottom review of the development function and making recommendations for enhancement and implementation of fundraising best practices.
- **Board:** Under the direction of the Chief Executive Officer, working with the Board of Directors on philanthropic efforts, reporting on goals and outcomes quarterly with strategies for engagement including serving as the liaison to the Board Philanthropy Committee.
- **Donors:** Becoming acquainted with the donor base and developing and implementing a plan for engaging with key philanthropic leaders in the San Diego community.
- **Philanthropy:** Developing new and existing relationships with individuals, corporations, and organizations to secure revenue to meet or exceed annual goals and ensure the fiscal health of the Foundation.

Promises2Kids is a leading nonprofit organization founded over 40 years ago as the Child Abuse Prevention Foundation of San Diego County. Since 1981, Promises2Kids has responded to the needs of foster children and provided support to children removed from their home due to abuse and neglect. Annually, Promises2Kids provides over 3,000 current and former foster youth in San Diego County with the tools, opportunities, and guidance they need to address the circumstances that brought them into foster care, overcome the difficulties of their past, and grow into healthy, happy, and successful adults.

Promises2Kids is dedicated to creating a brighter future for foster children. Through unique programs and services, Promises2Kids responds to the diverse needs of foster children of all ages, promoting lifelong skills they will carry into adulthood. Since its founding, Promises2Kids has distributed nearly \$25 million for the care and protection of abused and neglected children and provided services for more than 200,000 children in need.

Promises2Kids programs include:

- **Camp Connect:** Reuniting sisters and brothers who are separated in the foster care system through a four-day, residential summer camp and 10 additional day events throughout the year.
- **Guardian Scholars:** Supporting current and former foster youth with mentoring, case management, and a financial scholarship to pursue their educational dreams, determine a career path, and advance to complete their vocational training, community college, or university education.
- **Foster Funds:** Foster children often feel alone and isolated and may go without simple pleasures of childhood such as birthday gifts, a sports uniform, a musical instrument, or extracurricular activities. Promises2Kids has special funds set up to support these needs not met through typical funding.
- **A.B. and Jessie Polinsky Children's Center:** A County operated emergency shelter for children who are removed from their homes due to abuse and neglect; Promises2Kids provides support services to the more than 1,000 children cared for by the Center each year.

REPORTING RELATIONSHIPS

The Chief Development Officer will report to the Chief Executive Officer, Tonya Torosian, MSW, CFRE.

FROM THE CHIEF EXECUTIVE OFFICER

When I chose to join Promises2Kids 14 years ago, I knew that this was the place I needed to be. I began my career as a social worker in inner-city Chicago with children and youth in the foster care system. That was one of the most difficult positions I have ever had because of the trauma those children had encountered and the pain they dealt with every day as the result of a broken system. It was there that I knew I wanted to work with foster children and youth long-term. I wanted to give them a voice and do everything I could to help them and make systemic change. I earned my MSW in Administrative and Community Proactive and took to designing programs to change their lives and secure the funding needed to meet the needs for foster youth.

Promises2Kids is a nonprofit that is predominantly funded by individual philanthropy, allowing it to be innovative and flexible in meeting foster children's evolving needs. The position of Chief Development Officer comes at a perfect time for Promises2Kids. We are an established and growing agency with a supportive Board and skilled team, ready to grow to the next level. I am excited to find someone who shares our passion for helping foster children achieve their dreams, and who can be a thought partner with

me on this growth, setting strategy for philanthropic efforts, as well as maintaining a select personal portfolio of some of San Diego's top philanthropists, engaging them in our work and inspiring transformational giving.

As a member of the C-suite leadership, you will be part of our long-term planning for foster children and be challenged to think entrepreneurially to get us there. We have a culture of engagement which means we support our mission, each other, and respect and seek out diversity to ensure we are reflecting the youth we serve but also harnessing varied points of view for solutions.

If you are seeking a place that is mission centric, makes an impact that you can see quickly, and an opportunity to create your own team, set strategy, and be a thought partner with the CEO, COO, and Board to innovate and inspire philanthropy, then I welcome you to Promises2Kids and I look forward to meeting you.

—Tonya Torosian, MSW, CFRE, Chief Executive Officer

PROMISE2KIDS' COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Promises2Kids is committed to providing a culture of inclusivity. It has a diverse staff and provides formal and informal opportunities to learn from each other. It invests in DEI across the agency, including its leadership, staff, volunteers, and children and youth it serves. It has an open and affirming environment for everyone and embraces and reflects the children, youth, and communities it serves.

PRIMARY RESPONSIBILITIES

The Chief Development Officer will

- oversee all components of the organization's development program, providing monthly analysis of the department
- ensure a comprehensive review of development functions and make recommendations for enhancement and implementation of fundraising structure and best practices;
- develop the organization's major gifts, annual giving, and legacy giving fundraising strategy;
- develop the fundraising strategy for the organization, supported by an annual operational plan;
- lead and inspire the Board of Directors in its development efforts;
- identify, cultivate, and steward major gifts;
- leverage existing circles of influence to bring resources to the organization;
- implement best practices for donor prospecting, cultivation, solicitation, acknowledgement, stewardship, and tracking;
- lead the establishment of development policies, procedures, plans, goals, and budgets;
- oversee the planning and implementation of fundraising events including the Annual Concert which nets over \$1.2M;
- provide outstanding customer service and support to donors, volunteers, staff, and other community contacts;
- oversee community campaign activities in partnership with marketing and communication efforts, such as the direct mail appeal program and community campaigns;
- report on performance toward yearly goals to the Chief Executive Officer and Board of Directors;
- represent the organization through public presentations and speaking; and
- oversee management of the electronic donor database system.

LEADERSHIP

Tonya Torosian, MSW, CFRE

Chief Executive Officer

Tonya Torosian is the Chief Executive Officer of Promises2Kids, a 42-year-old nonprofit founded as the Child Abuse Prevention Foundation. Best known for building the Polinsky Children's Center, Promises2Kids is dedicated to creating a brighter future for foster children. Torosian's work in child welfare and nonprofit management spans 30 years and three states. She developed programs and policies for child and youth-based organizations in Illinois, Arizona, and California. A tireless advocate for children and youth throughout her entire career, Torosian began her career first as a social worker, then as an executive charged with developing strategic alliances and implementing processes, systems, and policies. Tonya is a certified fundraising executive and received her Master of Social Work degree from Arizona State University with an emphasis in Planning, Administration, and Community Practice. She serves on the boards of several nonprofit organizations, including LEAD San Diego and the San Diego Women's Foundation, and previously served as the President of the San Diego chapter of the Association of Fundraising Professionals.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Promises2Kids seeks a Chief Development Officer with

- a commitment to the mission of Promise2Kids—to create a brighter future for foster children in San Diego County;
- an ability to connect with high-profile San Diego philanthropists, and to involve them with Promises2Kids;
- experience working with corporate, foundation, community, and individual donors;
- community relations experience;
- an ability to create and drive high-level strategy;
- an ability to naturally inspire and motivate;
- an ability to serve as a patient and experienced relationship builder;
- outstanding oral, written communication, and public speaking skills;
- superior problem-solving skills as well as excellent organizational, time management, multi-tasking, and planning skills;
- a spirit of innovation and entrepreneurship;
- an ability to work autonomously to achieve goals while holding others accountable;
- sound decision making skills;
- an upbeat and enthusiastic attitude, even under pressure;
- a willingness to actively assist colleagues with a variety of tasks across the organization; and
- a metrics driven approach and an ability to propose countermeasures in underperforming areas.

A bachelor's degree or an equivalent combination of education and experience is required for this position as is at least seven years of fundraising experience including experience in the role of Chief Development Officer or a similar role.

SALARY AND BENEFITS

The salary for this position is \$150,000 to \$175,000 annually. Promises2Kids offers a comprehensive benefits package including 401(k), dental insurance, flexible spending account, health insurance, life insurance, paid time off, and vision insurance.

LOCATION

The position is in San Diego, California.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Promises2Kids as well as the responsibilities and qualifications presented in the prospectus.*** Preference will be given to applications received by March 24, 2023.

To apply for this position, visit:

[Chief Development Officer, Promises2Kids.](#)

To nominate a candidate, please contact Gregory Leet, gregoryleet@aspenleadershipgroup.com.

All inquiries will be held in confidence.