



**CHIEF DEVELOPMENT OFFICER**  
**BOYS & GIRLS CLUBS OF GREATER MILWAUKEE**  
**Milwaukee, Wisconsin**



The Aspen Leadership Group is proud to partner with Boys & Girls Clubs of Greater Milwaukee in the search for a Chief Development Officer.

The Chief Development Officer will be responsible for all fundraising strategies and initiatives for Boys & Girls Clubs of Greater Milwaukee (BGCGM). The Chief Development Officer will work in close partnership with the President & CEO and other leaders at BGCGM to implement strategies for growth and enhance the culture of philanthropy throughout the organization. As the chief architect of a world-class development program, the Chief Development Officer will transform and reach a new and aspiring level of philanthropic success – one that will propel BGCGM on a sustainable path for accomplishment in the coming years. As a partner and advisor to the President & CEO, the Chief Development Officer will set and articulate a vision for the organization's next fundraising chapter, and build and execute a development plan and evaluate outcomes with a metrics-based approach. The Chief Development Officer will embody the values and mission of BGCGM and, as a result, inspire and motivate others about improving the lives of kids.

The mission of Boys & Girls Clubs of Greater Milwaukee is to inspire and empower all young people, especially those who need it most, to reach their full potential as productive, caring, responsible citizens. Boys & Girls Clubs of Greater Milwaukee has helped local kids and teens since 1887 when Annabell Cook Whitcomb transformed two basement rooms at Plymouth Church on Milwaukee's east side into a Club for boys. Today, Boys & Girls Clubs of Greater Milwaukee is the largest youth-serving agency in the city and has grown to be one of the largest Boys & Girls Clubs in the country. Every day, thousands of Milwaukee's youth stream through the Clubs' doors and participate in academic and recreational programming. The Clubs provide safety and support during critical hours of the day as well as meals, strong role models, organized athletics, and access to the arts. At the Clubs, there's a way for every kid to get involved and learn something new.

Boys & Girls Clubs of Greater Milwaukee's vision is to build the community's social and economic fabric by ensuring the academic and career success of every Club member who walks through its doors or engages with its programs virtually. It achieves this by providing more impactful programs that appeal to its members, strengthening their academic performance, building character, encouraging healthy lifestyles, and meeting the basic needs of Milwaukee's youth. The Clubs' talented youth development professionals work hard to foster the unlimited potential in its members. Their success is why it does what it does. At the Clubs, a proven model for success is followed. Research shows that kids and teens who have an optimal Club experience are more likely to have positive self-esteem, be engaged in school and learning, and volunteer in their communities. The Clubs' youth development professionals provide young people with safe spaces, deeply impactful programs, and key resources to help them achieve academic success, make healthy life choices, and reach their full potential.

## REPORTING RELATIONSHIPS

The Chief Development Officer will report to the President & CEO, Kathy Thornton-Bias. The Chief Development Officer will work with the Board, Senior Leadership Team, development team, donors, and other key constituents to advance BGCGM's development efforts. The Chief Development Officer will lead a team of ten professional staff.

## FROM THE PRESIDENT & CEO

*Great futures start here! BGCGM has been on an amazing journey for the past 133 years, and the destination has always been to build great futures for the youth of Milwaukee. On this journey we have evolved from simply being a safe place for kids to becoming an enriching, engaging, and experiential asset that brings opportunities to our community's youth that they would otherwise not be afforded. Along the way, we've paid close attention to the parts of our organization that would ultimately contribute to our success: our ambassadors, our volunteers, our donors and community, and of course our staff.*

*The Clubs are passionate about helping kids find a path and live out their dreams. In the past 18 months, we have seen some dark days. We are working hard to meet the ever-growing and amplified needs of the community that we serve. Yet, the pandemic also taught us new lessons and ways of operating – resulting in us being forced to do things differently and band together in ways we never thought possible. These new lessons learned also re-energized our can-do attitude which is why the audacious goal of amplifying are impact feels within reach. As we set our sights on 2022 and beyond, we are doubling down on our commitment and promise to be a leader in making progress on behalf of Milwaukee's youth.*

- *We will serve more kids!*
- *We will focus on quality in Impact!*
- *We will be nimble, creative, and resourceful!*
- *We will divest to invest!*
- *And we know that we have the will, together, to make these things happen!*

*We are realistic about the head winds and force factors facing our organization. But we are also ready to leverage the assets at our disposal.*

- *We have one of the largest, most powerful board of trustees in the state.*
- *We have the support of the largest youth serving agency in the nation, Boys and Girls Clubs of America.*
- *We engender the trust of our community and our investors.*
- *We have zero debt and a very healthy balance sheet.*
- *We have leaders and staff that will do whatever needs to get done.*

*This work will require us to continue to build new capabilities, consider new ways of working, and focusing our resources in areas where we will see the largest impact. We are comfortable shrinking in scale to deliver with pride and purpose. These adjustments will improve the quality of our services while allowing us to serve more kids than ever before. Our approach will be thoughtful, impactful, and deliberate and when we are through, we will deliver on the promise of great futures for Milwaukee's youth. Great future start at the Boys & Girls Clubs of Greater Milwaukee, and if you're up for the challenge, great futures will also start with you.*

–Kathy Thornton-Bias, President & CEO

## **BOYS & GIRLS CLUBS' COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

Boys & Girls Clubs' mission centers around nurturing the enormous, equal potential inside every young person. Every kid and teen deserves access to experiences and opportunities that change their lives for the better – regardless of their socio-economic status, color of their skin, or other factors that contribute to inequity in the U.S. today. Boys & Girls Clubs work to provide solutions to support racial equity and social justice so that children, families, and communities can have a better tomorrow. Clubs are community catalysts, where kids and teens of all races and backgrounds are encouraged to have difficult conversations and use their voices to create positive change. Clubs provide inclusive environments where youth of all races, abilities, gender expressions, and backgrounds are encouraged to express themselves and be heard. Because youth are the leaders, innovators, and problem-solvers that communities – and the world – need most.

### **PRIMARY RESPONSIBILITIES**

The Chief Development Officer will

- set the strategy and develop the plan for BGCGM's development efforts and execute on that plan;
- actively manage a donor portfolio by personally participating in cultivation, solicitation, and stewardship;
- collaborate with the President & CEO and Board members to ensure that they are effectively supported and leveraged to achieve fundraising goals;
- develop tailored strategies for individual, corporate, and foundation donors that lead to sustainable fundraising achievement;
- develop new and creative approaches to increase corporate and foundation giving;
- contribute to the organizational strategy and culture;
- establish a state-of-the-art development capability by inspiring a high-performing development operation with a high level of professionalism and dedication;
- cultivate new revenue sources by creatively and strategically expanding the donor base, ranging from high profile individual donors to major national foundations and corporations;
- increase the effectiveness and productivity of the development team by serving as a coach and mentor, motivating team members with energy and passion and ensuring clear expectations and accountability;
- position BGCGM for long-term sustainable success through strong and growing philanthropic support, leading and inspiring a culture of philanthropy throughout the organization;
- grow the base of individual donors and private foundations;
- motivate staff through clear communication and transparency; and
- enhance stewardship and gratitude, consistent with BGCGM's culture and mission.

## LEADERSHIP AND KEY COLLEAGUES

### **Kathy Thornton-Bias**

#### **President & CEO**

Kathy Thornton-Bias is the 15<sup>th</sup> President and CEO of Boys & Girls Clubs of Greater Milwaukee and the second female to lead the Clubs since its founding in 1887 by Annabell Cook Whitcomb.

Kathy's career began at Saks Fifth Avenue in New York, where she would eventually become the first African American to hold the title Vice President for Divisional Merchandise. She then served as the President of the Retail Division for New York's Museum of Modern Art (MoMA), where she doubled revenues and tripled profits. After 11 years at MoMA, Kathy became Bang & Olufsen's President of North America, launching a new revenue stream which would ultimately produce 30 percent of the overall sales for the company. She later moved to Milwaukee to become the President and Chief Operating Officer of the Verlo Mattress franchise.

Kathy serves a board member for Boys & Girls Clubs of America's The Professional Association (TPA). Additionally, Kathy has served on numerous non-profit boards including as a current board member of the Milwaukee Art Museum and the JP Cullen Advisory Council. She is a member of the Affordable Housing Institute's Milwaukee Advisory Team, the Greater Milwaukee Committee, the Metropolitan Milwaukee Chamber of Commerce, and TEMPO Milwaukee. She is also a member of the Private Directors Association WI Chapter and The Links, Inc. Milwaukee Chapter.

Kathy has received widespread recognition from several esteemed publications including *Ebony Magazine*, which placed her on their "Power 100" list, and *Essence Magazine*, which named her to their list of "Game Changers."

Kathy has a degree in communications from the University of Virginia and an MBA from New York University.

### **Deonte Lewis**

#### **Vice President, Community Affairs and Engagement**

Born and raised in Milwaukee, the Club was Deonte Lewis' second home. His journey with the Clubs began at the age of four, where he was empowered and inspired by some key staff who are still prevalent in his life today. With a strong desire to give back to the organization and community that invested in him, he has had the honor of serving in numerous capacities within the Boys & Girls Clubs Movement both in Houston and Milwaukee. "Though my roles and location may have changed over the years, one thing remains, I am a product of 53206 and *The L* (LaVarnway Boys & Girls Club)!"

Deonte believes wholeheartedly in the Milwaukee community. The mission has come full circle as he has been called to serve as the Vice President of Community Affairs and Engagement! "I look forward to breaking down silos, shuffling chairs, and creating tables that connect resources to positively shift the life trajectory of not only the youth we serve but also the community in which we dwell."

Deonte is a proud Alumni of Cardinal Stritch's African American Leadership Program (AALP) and serves as the Midwest Regional Chair for the Boys & Girls Clubs of America's Society of African American Professionals (SOAAP). Outside of work, Deonte enjoys golfing, traveling, and spending time with his family.

### **Dawn Matson**

#### **Vice President, Marketing**

Dawn Matson is a passionate marketer that has spent most of her career helping large organizations drive results and shareholder value. She has both advertising agency and corporate marketing experience. Over almost 10 years in Marketing at Kohl's Department Stores, Dawn held progressive positions in creative

and production, category and brand management, and media planning and execution. She has led partnerships and integrations with ABC, NBC, Good Morning America, Entertainment Tonight, The Voice, The American Music Awards, Food Network, Vera Wang, and Disney.

Prior to joining BGCGM, Dawn spent almost four years with Harley-Davidson Motor Company in Corporate Strategy and Consumer Experience roles. In addition, at Harley-Davidson she led annual company business planning, strategic planning, and execution for Board of Directors quarterly reviews and a strategic growth initiative focused on new retail formats.

Dawn is a native of South Dakota and holds a Bachelor of Science in Mass Communication from the University of South Dakota – Vermillion.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Boys & Girls Clubs of Greater Milwaukee seeks a Chief Development Officer with

- a commitment to the mission of Boys & Girls Clubs of Greater Milwaukee – to inspire and empower all young people, especially those in the most need, to reach their full potential as productive, caring, responsible citizens;
- experience as leader in the field of development with a measurable track record of success;
- expertise with a wide range of fundraising channels, with particular focus on major donors and campaigns;
- experience with donor-centric approaches to resource development;
- a strong data and analysis orientation and a proven ability to use metrics to drive development decisions and achieve strategic objectives;
- an ability develop appropriate system-wide policies and practices for the effective coordination of development activities;
- experience collaborating and leveraging relationships and ensuring effective support to achieve fundraising goals;
- experience in the execution of a development plan and evaluation of outcomes using a metrics-based approach;
- an ability to thrive within a fast-paced, team environment, which includes cross-department coordination;
- a diplomatic approach and a commitment to transparency, professionalism, and collaboration;
- expertise at building and sustaining excellent relationships at multiple levels with varied constituencies;
- an inspirational approach to building collaboration and buy-in and generating support internally and externally;
- an ability to communicate effectively with constituents from a variety of backgrounds and successfully convey BGCGM's objectives; and
- experience as a system-wide enterprise leader with an ability to build upon the team-oriented approach of the BGCGM development team, resulting in a stronger internal culture of philanthropy organization-wide.

## SALARY & BENEFITS

Boys & Girls Clubs of Greater Milwaukee offers competitive compensation and comprehensive benefits including a health, dental, and vision plan; 401K with employer contribution; flexible spending plan; life insurance; short-term and long-term disability; vacation time, personal days, and sick leave; employee referral program; employee assistance program; wellness program; and membership in The Professional Association of Boys & Girls Clubs of America. In addition, BGCGM's professional development programs can provide the skills to advance. BGCGM encourages its employees to become leaders by continuing their education and growth within Boys & Girls Clubs of America, and offers scholarships, discounts through specific universities, and funding for training and conferences including the BGCA Spillet Leadership University.

## LOCATION

This position is located in Milwaukee, Wisconsin.

## APPLICATION INSTRUCTIONS

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

To apply for this position, visit:

[Chief Development Officer, Boys & Girls Clubs of Greater Milwaukee.](#)

To nominate a candidate, please contact Steven Wallace, [stevenwallace@aspenleadershipgroup.com](mailto:stevenwallace@aspenleadershipgroup.com) or Ashley Buderus, [ashleybuderus@aspenleadershipgroup.com](mailto:ashleybuderus@aspenleadershipgroup.com).

*All inquiries will be held in confidence*