ASPEN LEADERSHIP GROUP

VICE PRESIDENT OF PHILANTHROPY
ADIRONDACK FOUNDATION
Lake Placid, New York
Adirondack Foundation

ADIRONDACK FOUNDATION

The Aspen Leadership Group is proud to partner with Adirondack Foundation in the search for a Vice President of Philanthropy.

The Vice President of Philanthropy, working closely with the President and Chief Executive Officer, Chief Financial Officer, and Vice President of Communications and Strategic Initiatives, will lead the Donor Services team to grow the foundation's assets and increase its grantmaking capacity. Asset development work at the Foundation includes a combination of attentive and professional service to donors, identification of new potential donors, cultivation, stewardship, and solicitation of new funds, and raising awareness about the foundation. The Vice President of Philanthropy will lead the foundation's asset growth work into a robust new campaign.

The Vice President will manage and lead staff and Board efforts to build and retain lasting relationships with potential donors and professional advisors; oversee and strengthen the foundation's service platform for existing donors; lead donor prospecting activities; and participate in the overall leadership of the Adirondack Foundation. The foundation's 250-plus existing funds include donor advised funds, nonprofit endowment funds, issue-specific funds, planned gifts, and supporting foundations.

The successful candidate should possess a strong knowledge of charitable and planned giving strategies and tools. Adirondack Foundation seeks a seasoned professional with the depth of experience to achieve its ambitious development and donor services goals. As the foundation's work has become more expansive and visible, the asset development strategy must keep pace in order to grow resources to better support Adirondack communities and organizations.

Adirondack Foundation was established to help philanthropically inclined individuals and families achieve their philanthropic goals and maximize the impact of their giving. Its collection of funds, established through gifts, is pooled and invested. The income from these funds is distributed through grants. The foundation knows the issues its communities face, and it knows the nonprofits working to solve them. It researches each nonprofit organization before it makes a grant to make sure that it is financially and programmatically sound. By joining a community of donors, an individual can have greater impact because their grants are combined with those of other generous donors.

REPORTING RELATIONSHIPS

The Vice President of Philanthropy will report to the President and Chief Executive Officer, Cali Brooks.

PRINCIPAL OPPORTUNITIES

The timing has never been better for Adirondack Foundation to realize its fundraising potential. Several factors have come into alignment that make its chances for success likely.

- Cali Brooks, President and CEO, has been leading the foundation for 18 years. In addition to being well-known and admired by donors, nonprofit leaders, elected officials, and others, she embodies the spirit and purpose of community foundations. She is able to provide the Vice President of Philanthropy with context, support, and motivation by sharing insights, making connections, and empowering those around her to grow and develop professionally.
- The foundation's mission to enhance the lives of people in the Adirondacks through philanthropy is compelling to many people – especially those with deep generational connections to the region. The Adirondacks is deeply loved for its scenic beauty and outdoor recreation, attracting millions of visitors annually and shaping a way of life for residents seeking simplicity and safety. At the same time, like other rural areas, isolation, insufficient public transportation, and long distances to healthcare and other services pose challenges to year-round residents. Increasingly, local nonprofits, civic groups, schools, and government agencies are working together to help meet basic human needs and set a path toward prosperity. Adirondack Foundation, with a track record of success and a new strategic direction, is uniquely positioned to understand local needs, bring stakeholders together, and help to find cross-sector solutions to complex challenges.

Adirondack Foundation is one of more than 795 community foundations across the country that help to connect generous donors with the causes they care about in the places they love. It works every day to connect people, ideas, and resources to strengthen communities while embracing differences and encouraging collaboration. It makes grants to nonprofits, schools, and communities, and awards scholarships to students. It deploys social, political, human, moral, and reputational capital to make the region even stronger through work like leading the Adirondack Birth to Three Alliance (BT3) and Adirondack Nonprofit Network (ANN).

Since its founding in 1997, the foundation has awarded more than $30 million in grants, attracted thousands of donors, and built a reputation for integrity and action. The foundation, like many of its peers, is poised to embrace an expanded role as a community leader, to direct its grant dollars toward the greatest needs, while also facilitating greater giving and continuing to provide high-quality donor services. The foundation's most important role is to be of service to the community – a community of donors, nonprofits, schools, and others who define and contribute to the Adirondack Region.

The Vice President of Philanthropy has the opportunity to flex their skill set in a variety of fundraising activities, including the foundation's first-ever dedicated campaign to grow assets to amplify impact. The Vice President will also drive major donor cultivation and solicitation, analyze results and practices, shape strategies, and identify prospects. The successful candidate will have the opportunity to be a real leader for this organization, creatively developing a fundraising plan at a pivotal time of growth and opportunity. Because community foundations are here for "good," the Vice President's work today will have lasting benefits for generations to come.

PRIMARY RESPONSIBILITIES

The Vice President of Philanthropy will

- lead the Donor Service team and collaborate closely with the President and CEO, Data Management Officer, and Board committee members in developing an ambitious fundraising and tracking strategy for asset growth to include the Generous Acts Fund, the Foundation Fund, Birth to Three Alliance, and other discretionary funds including the development of a targeted campaign to significantly grow unrestricted assets supporting the needs of the community;
- identify new potential donors and reach out to them for deeper engagement;
- establish new major funds (over $100,000), secure legacy plans, and coordinate joint funding ventures with other funders who support Adirondack issues;
- develop major gift efforts to increase capacity for discretionary giving in the near term for the benefit of Adirondack communities;
- plan and orchestrate donor meetings, appropriate donor recognition, and provide follow-up support and integration of new donors and their funds;
- develop and implement personalized plans for all funds exceeding $100,000 and other special case funds;
- engage Board, Advisory Council, and Next Gen Council members in donor relations and asset development through identification, cultivation, solicitation, and stewardship;
- integrate a strong planned giving element to all donor and prospective donor interactions;
- build the Adirondack Foundation Legacy Family by leading donors and their financial advisors in discussions about how planned giving can help them realize their charitable goals;
- work with the Grants and Program team to bring regional needs and foundation priorities to the attention of donors and fundholders to support or influence “co-giving” aligned with the foundation;
- connect donors with grant recipients through impact tours, and invite donors to issues-focused calls with the Funders Collaborative;
- provide the highest possible quality of service and information; respond to donor requests for information about grantees, fund balances, fund administration and policies governing funds;
- maximize technology to capture and track donor information and to segment targeted audiences;
- learn from donors what they seek from their relationship with the foundation, identify ways to engage them further, and respond to their requests – relay feedback to staff and board to inform communications approaches;
- work with Adirondack Foundation team to identify and apply metrics on donor engagement; and
- work with the Vice President of Communications and Strategic Initiatives to develop compelling messages for donor engagement, website content, publications, and social media activity.

KEY COLLEAGUES



Cali Brooks
President and Chief Executive Officer
After working with nonprofit organizations in Southeast Asia, Central America and the United States, Cali returned to the Adirondacks on the staff of the HKH Foundation where she conducted a survey to assess the economic, social, cultural, and environmental strengths of the Adirondack region. She then joined the Public Affairs office of the New York State Department of Environmental Conservation and co-founded the Wildlife Conservation Society's Adirondack Communities and

Conservation Program. She has a BA from the Evergreen State College and master's degree from The School for International Training.



Connie Prickett
Vice President of Communications and Strategic Initiatives
Connie holds a master's degree in Environmental Education from Lesley College, a bachelor's in sociology from Montclair State University, and has more than twenty years of experience working for nonprofits in the Adirondacks. Most recently, she worked for the Adirondack Chapter of The Nature Conservancy, where she held various roles since 1999, including fundraising, communications, marketing, and community engagement.



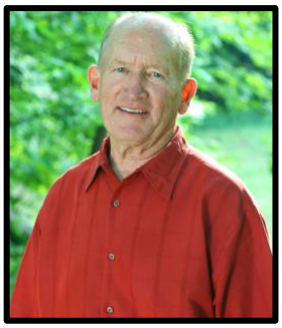
Janine Scherline
Director of Donor Services–Development
Janine brings fundraising experience from Mountain Lake PBS and SUNY Plattsburgh. The former Director of Development for Mountain Lake PBS, she oversaw Membership, Major and Planned Giving, and wrote and received many significant grants for the organization. Most recently, she was responsible for seeking support from private foundations on behalf of strategic initiatives as the Associate Director of Development at SUNY Plattsburgh. A trained and professional musician, Janine has been adjunct instructor of clarinet at SUNY Plattsburgh since Fall 2002. She holds a master's in Clarinet performance from Ithaca College, as well as a bachelor's in Music Industry from James Madison University.



Stanzi Bliss
Director of Donor Services–Communication
Prior to joining the foundation, Stanzi spearheaded marketing initiatives as Digital Content Fellow at The Wild Center. Previously, she was Senior Digital Marketing Specialist at Adworkshop, where she led the agency's social media strategy and execution and promoted Adirondack and New York State clients across industries including Travel and Tourism, Hospitality, Finance, Education, Nonprofit, and Health Care. She graduated from St. Lawrence University with a bachelor's in Economics, Fine Arts, and African Studies and also served as a Community Economic Development Agent in Senegal West Africa for the United States Peace Corps.



Margot Ernst
Trustee
Margot Ernst is a retired Curator and Associate Director of the Japan Society Gallery. Her volunteer leadership roles include the Smithsonian's National Museum of the American Indian in New York, National Audubon, Island Press, National Public Radio, Audubon NY, and Adirondack Museum. She and her husband own and operate a wilderness retreat in the Adirondacks that draws visitors from around the world.



Craig Weatherup
Trustee

Craig Weatherup began his PepsiCo career in 1974, running Pepsi's business in Japan. He then ran much of Pepsi's international business over the next ten years, before spending the 15 years as CEO of Pepsi's North American business and the Worldwide beverage business. He finished his PepsiCo career as the founding Chairman and CEO of the Pepsi Bottling Group. Today Craig is a Trustee of Arizona State University and sits on the Advisory Council of Saint Vincent de Paul. He served as a director of Macy's, Starbucks, and PepsiCo. He also served as a trustee of Tuskegee University and Carnegie Hall. Has participated in the Adirondack Funders Collaborative and has established an unrestricted fund with the Foundation.

PREFERRED QUALIFICATIONS

Adirondack Foundation seeks a Vice President of Philanthropy with

- belief in and the ability to advocate for the power of philanthropy;
- the ability to model fundraising that is about partnership and collaboration with philanthropists and fellow staffers;
- demonstrated success as an effective team player;
- a depth of experience working in development, a sophisticated understanding of development tools and strategies, with an emphasis on working with individual donors, as well as compassion and warmth;
- leadership and management experience with the ability to inspire and supervise a team that has great performance results, high morale, and a sense of connection to the foundation's mission;
- an established track record of setting and meeting ambitious goals (including targeted fundraising campaigns), assessing feasibility, and successfully leading a team; and
- a good sense of humor.

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

DIVERSITY, EQUITY, AND INCLUSION

Adirondack Foundation is committed to diversity, equity, and inclusion. This is reflected in its values, which include "inclusive and welcoming of diversity," and incorporated into its strategic plan as follows: "Embrace a workplace culture that values diversity, empowers innovation and creativity…" and "Capitalize on Board expertise and influence, work toward a more diverse composition to scale-up our geographic and programmatic impact."

Additionally, it played a lead role to establish the Adirondack Diversity Initiative, which recently received $250,000 in state funding, allowing it to be brought under the auspices of one of its partners, the Adirondack North Country Development Association. Foundation staff continue to serve in an advisory capacity to this initiative.

SALARY & BENEFITS

The Adirondack Foundation offers a competitive and comprehensive salary and package of employee benefits.

LOCATION

Adirondack Foundation is located in Lake Placid, New York, one of the oldest resort regions in the United States. The Lake Placid Region is in the northern Adirondacks. Lake Placid gained international fame as host of the 1932 and 1980 Winter Olympic Games and continues to operate as a training ground for new generations of athletes. The Adirondack Region boasts over 3,000 lakes and ponds and more than 30,000 miles of rivers and streams. It is home to the largest wilderness area in the Northeast, which includes the state's highest mountains. Summer in the Adirondacks offers an abundance of outdoor activities from golfing to road biking to paddling to hiking to fishing and so much more. The region also offers a vibrant arts scene including theater, concerts, and gallery openings in Lake Placid and other nearby communities.

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 apply for this position, visit:
Vice President of Philanthropy, Adirondack Foundation.

To nominate a candidate, please contact Don Hasseltine:
donhasseltine@aspenleadershipgroup.com.

All inquiries will be held in confidence.