

ASPEN LEADERSHIP GROUP

DIRECTOR OF DEVELOPMENT, MAJOR GIFTS
[DIDI HIRSCH MENTAL HEALTH SERVICES](#)
LOCATION—HYBRID (LOS ANGELES COUNTY)



The Aspen Leadership Group is proud to partner with Didi Hirsch Mental Health Services in the search for a Director of Development, Major Gifts.

The Director of Development, Major Gifts will oversee Didi Hirsch’s individual and major gifts programs. The Director of Development will serve as the primary relationship manager to a portfolio of 100 to 125 major donors, developing and implementing strategies that move prospects toward established goals and increase the pipeline of individual and major gifts, making assignments to other staff and volunteers, and ensuring timely follow-through. The Director of Development will work in close partnership with the Vice President of Development, supporting leadership as well as the Board of Directors in the cultivation of relationships that achieve fundraising goals.

Didi Hirsch Mental Health Services was the first community-based adult outpatient clinic in Los Angeles and one of the original agencies to be federally designated as a Community Mental Health Center. Founded by volunteers, the agency had one site and a budget of \$5,000 in 1942 when it incorporated. Today, Didi Hirsch Mental Health Services is a leading provider of mental health, substance use, and suicide prevention services with a mission to save and transform the lives of children, adults, and families through world-class, whole person mental health care and suicide prevention—including where discrimination and injustice limit access.

The seed that became Didi Hirsch Mental Health Services was planted in the 1930s by philanthropists who saw the need for and promise of psychiatric services for unemployed women impacted by the Great Depression. After seeing the benefits of these services, Los Angeles area community organizations supported the expansion of services to include both men and women. Over the decades that followed, partnerships and services continued to expand, along with government support. In the early 1970s, the agency launched a capital campaign with the goal of building a center that could provide everything from community education to outpatient services. That dream was realized in 1974 when the current headquarters was opened on Sepulveda Boulevard in Culver City. It was at this time that the agency was renamed to honor longtime friend and supporter, Didi Hirsch. As a social worker, Hirsch knew firsthand the impact of untreated mental illness on families and communities. She was a tireless advocate for mental health and substance abuse services, and along with her husband I. Kingdon Hirsch, made a generous contribution that enabled the agency to qualify for a matching grant for the new building.

Now, 80 years later, Didi Hirsch Mental Health Services assists over 180,000 individuals and families each year at 11 sites and nearly 100 schools throughout Los Angeles County. The agency participates in many coalitions including the Westside Shelter and Hunger Network; Los Angeles County Suicide Review; LAPD Task Force on Mental Illness; and Westside Domestic Violence Network. Didi Hirsch also collaborates and coordinates with other organizations to provide comprehensive services to the mentally ill, such as Venice Family Clinic, Transitional Living Center, Step Up On Second, the Center for Healthy Aging, Department of Public Social Services, Department of Children and Family Services, among others.

Didi Hirsch has continued to build for the future with support from major foundations. The November 2004 adoption of the Mental Health Services Act created a new permanent revenue source. This new funding allowed for the growth of services to the severely mentally ill and the expansion of prevention and early intervention services. In 2010, Didi Hirsch Mental Health Services began providing bereavement services to individuals and families who have lost a loved one to suicide. And in that same year the agency opened its Glendale center, expanding services to a community with diverse cultures and unmet needs. A growing number of services are now accessible and field-based where necessary. Services are innovative and culturally competent; promote recovery and wellness; and involve clients, family members, and the community.

Didi Hirsch's Suicide Prevention Center, which was founded in 1958, is the nation's first and a model for suicide prevention centers across the globe. It helped over 135,000 people last year alone. The *Survivors of Suicide Attempts Manual for Support Groups* curriculum has been shared more than 2,200 times with mental health professionals in 50 states and 42 countries. It is the only suicide prevention center to offer such a comprehensive array of crisis services, therapy, outreach, and training to so many people. The center also participates in leading edge research that is transforming the field and saving lives.

The effects of mental illness can be wide-reaching for individuals. Didi Hirsch provides evidence-based treatment to low-income children and adults with mental health conditions or behavioral challenges. Integrated care is available at most facilities and there are programs to help recovering adolescents and adults build resilience and coping skills. As more than half of people with mental illness also have a co-occurring substance use disorder, the agency offers integrated substance use and mental health services for teens and adults. Services include assessment, prevention, and treatment services for individuals who meet program requirements.

Didi Hirsch Mental Health Services envisions a future where everyone can thrive with access to high-quality care that treats mental and physical health as inseparable.

REPORTING RELATIONSHIPS

The Director of Development, Major Gifts will report to the Vice President of Development, Danielle Serrano. The Director of Development will oversee one staff member with the possibility of up to three as the department grows.

FROM THE VICE PRESIDENT

What drew me to working at Didi Hirsch was the authentic culture of service here and the genuine passion of our staff and leadership for the organization's mission, which is to save and transform the lives of children, adults, and families through world-class, whole-person mental health care and suicide prevention, including where discrimination and injustice limit access.

It's incredible to work alongside leaders, colleagues, board members, donors, and partners who have been ardent advocates for mental health care, erasing the stigma associated with mental illness in our culture, and tackling the mental health crisis with real solutions. It's that last part where I see the greatest opportunity for the candidate coming into this new role as Director of Development, Major Gifts.

Didi Hirsch is celebrating 80 years of service to the community and has achieved some incredible milestones of growth over the course of its history. The moment we're in now is one such time. With mental health elevated more prominently into public awareness, Didi Hirsch is leading exciting and innovative work across our three areas of focus—mental health care, substance use recovery, and suicide prevention.

Moreover, we're in the midst of finalizing the priorities of our new, three-year strategic plan which will inform and further focus our fundraising strategies across all constituency areas, including major gifts and individual giving.

You will come into this position with the tailwinds of a highly successful fundraising year, and in a period of build-up and investment in the development and communications department at Didi Hirsch. The investment in the team has included operational support and systems to maximize frontline roles such as this so that your time can be best spent building relationships, making asks, and closing gifts. There is opportunity within this new role to lead the formalization of a major gifts and individual giving plan that will help us further diversify our revenue and institute strategies for sustainable growth. Our team is looking to partner with a seasoned professional that has creative and bold ideas and can execute on those with clear and thoughtful strategy.

Thank you for your consideration in joining our team and organization. I very much look forward to learning about how your experience and ideas will contribute to our collective success and help us raise the resources to achieve new heights and real impact for the people we serve.

—Danielle Serrano, Vice President of Development

DIDI HIRSCH MENTAL HEALTH SERVICES' COMMITMENT TO EQUITY, DIVERSITY, AND INCLUSION

The services provided by Didi Hirsch Mental Health Services, local or national, are kind, welcoming, culturally sensitive, and responsive to marginalized and vulnerable populations' needs. Didi Hirsch honors, respects, and collaborates with diverse clients, families, staff, professionals, communities, and payers to identify and cultivate resources and ensure impact. The organization is committed to pursuing justice in health care access, outcomes, financing, recruitment, and staff development and promotion, rooting out systemic discrimination and stigma in health and human services.

PRIMARY RESPONSIBILITIES

The Director of Development, Major Gifts will

- develop and oversee a comprehensive plan for individual donors at all levels (including events and campaigns throughout the year) in partnership with the Associate Director, Major Gifts and in close collaboration with other members of the development team;
- identify and cultivate major donor prospects (\$5,000+), utilizing one-on-one visits, site tours, events, and leveraging relationships with the Board of Directors, Chief Executive Officer, and Vice President of Development to achieve fundraising targets;
- in partnership with the Associate Director, Major Gifts, create and implement effective strategies and systems to raise a total of \$1,500,000+ from individual donors annually;
- partner with the communications and marketing team to plan and design strategic stewardship materials, cultivation events, and fundraising appeals;
- in collaboration with the Vice President of Development and Senior Directors, recommend short- and long-term fund development plans to retain and increase giving from individual donors;
- work closely with the Board of Directors, providing fundraising support and coaching in the identification, cultivation, and solicitation of major gifts;
- ensure that all major donors receive appropriate, consistent engagement, acknowledgement, and updates on the impact that their gifts have on community needs;

- stay informed about programmatic activities, maintaining a capacity to converse with donors regarding the work of the organization as well as develop written cultivation and stewardship materials that relay that work and impact effectively;
- provide strategic guidance to direct reports and to staff whose work is tangential to or directly related to fundraising;
- with support from the development operations team, measure, track, and report progress against revenue targets and other established metrics as well as ensure gift compliance; and
- provide staff support for committees of the Board of Directors related to fundraising activities.

LEADERSHIP

Danielle Serrano

Vice President of Development

Danielle Serrano has had nearly 15 years of nonprofit fundraising management experience with deep expertise in building sustainable development programs and largescale funding partnerships at both local and national levels. As Vice President of Development at Didi Hirsch, Danielle leads the strategy and implementation of the organization’s fundraising efforts, including foundation and corporate requests, government grants, direct mail, special events, major donor solicitations, planned and annual giving, and capital campaigns. Danielle feels deeply fortunate to have a career in fundraising and is passionate about developing opportunities to raise resources that help change lives and systems in a way that alleviates suffering and inequity.

Prior to Didi Hirsch, Danielle spent 10 years with Enterprise Community Partners, a national nonprofit organization focused on building and preserving affordable housing. She held multiple fundraising roles there, and was most recently a Senior Director of Development, overseeing half of the organization’s national fundraising staff. Danielle started her fundraising career out of an experience serving as an AmeriCorps VISTA volunteer with the Corporation for National & Community Service at Colette’s Children’s Home, a nonprofit transitional housing shelter in Orange County, California that serves unhoused women and children. After her service term, she was hired by the organization to lead and grow its fundraising team and volunteers.

She graduated cum laude with a bachelor’s degree in Speech Communication Studies from California State University, Fullerton.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Didi Hirsch Mental Health Services seeks a Director of Development, Major Gifts with

- a commitment to the mission of Didi Hirsch Mental Health Services—to save and transform the lives of children, adults, and families through world-class, whole-person mental health care and suicide prevention, including where discrimination and injustice limit access;
- an understanding of and experience with the principles and practices of fundraising within a multi-faceted and multi-program organization;
- experience developing sophisticated solicitation strategies including planning, implementing, and administering major gift solicitations of a significant level and complexity;
- experience successfully soliciting and closing gifts ranging from campaigns, annual appeals, and events to more complex solicitations;
- knowledge of communications, events, and development practices in a nonprofit environment, preferably including experience in an organization providing direct human services;

- an ability to communicate in a compelling and inspiring manner, utilizing outstanding verbal and written communication skills;
- an ability to communicate persuasively about Didi Hirsch’s fundraising goals and priorities as well as listen perceptively while conveying sensitivity and awareness;
- an ability to establish priorities while managing multiple tasks and multi-phase projects simultaneously from inception to completion, completed within deadlines with minimum supervision;
- experience conceptualizing, planning, and implementing special events as well as planned and targeted solicitations to an existing donor base;
- outstanding interpersonal skills with an ability to work harmoniously with organizational leadership, program teams, and other development staff toward the accomplishment of fundraising goals;
- experience working with donor software and moves management;
- a values-driven approach and a history of achievement, innovation, and management towards ambitious goals;
- an ability to imagine, research, develop, and propose new ways to engage prospective and current major donors;
- strong supervisory skills;
- a commitment to the Association of Fundraising Professionals Code of Ethical Principals and Standards; and
- an ability to adapt to changing needs by acquiring new skills and knowledge.

Didi Hirsch Mental Health Services will consider candidates with a broad range of backgrounds. A bachelor's degree or an equivalent combination of education and experience and at least seven years of progressive fundraising experience with individual and major gifts is preferred.

SALARY AND BENEFITS

The salary range for this position is \$144,000 to \$152,000 annually. Didi Hirsch Mental Health Services offers a comprehensive [package of benefits](#).

LOCATION

This is a hybrid position, based in Los Angeles County to allow for in-person meetings and tours with donors and prospects as well as participation in events as needed in and around the Culver City, California area.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Didi Hirsch Mental Health Services as well as the responsibilities and qualifications presented in the prospectus.*** Preference will be given to applications received by May 16, 2023.

To apply for this position, visit: [Director of Development, Major Gifts, Didi Hirsch Mental Health Services](#).

To nominate a candidate, please contact Steven Wallace, stevenwallace@aspenleadershipgroup.com.

All inquiries will be held in confidence.