



Episcopal Church Home

Call for Candidates: Director of Fund Development

Episcopal Church Home - Louisville, Kentucky

ABOUT EPISCOPAL CHURCH HOME

Episcopal Church Home (ECH) of Louisville, Kentucky was founded in 1881 with a vision of creating a place where aging adults could receive loving care in a faith-filled environment that felt like home. Today, ECH is a premier, nonprofit, continuing care retirement community serving older adults through an innovative, person-centered, and spiritually based approach. ECH delivers personalized living experiences to aging seniors in the Louisville Metro area through a continuum of care that includes independent patio home living, personal care, memory-care, and long-term nursing care. Residents at ECH benefit from access to advanced levels of care that allow them to remain in our community as they age and increasingly require more support. ECH serves 140 residents with a staff of 75 full-time and part-time employees, has an operating budget of \$11M, and is governed by a volunteer board of 9, plus 5 staff representatives. ECH is part of the larger nonprofit Episcopal Retirement Services (ERS) founded in nearby Cincinnati in 1951 and, like ECH, it is committed to providing older adults with the highest quality care in Independent Living, Assisted Living, Assisted Living with Memory Support, Long-Term Nursing Care, and Short-Term Rehabilitation. ECH is in the midst of a \$18.5M renovation project that includes new non-memory personal care apartments, newly renovated skilled-care apartments, and 27 additional patio homes for independent living.

THE OPPORTUNITY

ECH seeks a Director of Fund Development who will provide strategic leadership, planning and management for all fundraising activities and take responsibility for reaching set goals and for designing, implementing, and maintaining a comprehensive fundraising program for ECH. The primary purpose of this position is to increase support for all ECH programs and services through meaningful engagement of ECH constituents and other members of the community in a donor-centered way. The Director must secure critically needed annual funding for resident financial assistance, service expansion, and enhancement of the campus while establishing a pipeline for the Major and Planned Gifts Program. The Director will have experience in building long-term relationships and moving prospects and donors seamlessly through every stage of the giving cycle. Presently, the Director oversees an annual fundraising program that raises approximately \$ 300,000, plus bequests from 500 donors; additionally, in the near future, the Director will lead a special campaign for capital, endowment and estate gifts. The Director will work with and be supported by three volunteer boards that are aligned to ERS, ECH and the ECH Foundation. To this end, the Director must be an experienced major gifts fundraiser with a proven track record of cultivating, soliciting and stewarding donors at all levels and working thoughtfully with volunteers and staff to create a dynamic, successful fundraising program. The Director reports to the Executive Director and works collaboratively with other senior staff and administrators, including ERS staff and volunteer leaders at ERS and ECH.

CANDIDATE PROFILE AND DUTIES

ECH seeks a Director of Fund Development who has the skills and ability to embrace and lead these functions:

- Acquires and maintains sound knowledge and understanding of ECH needs and its ministries to develop appropriate communications messages and to identify funding opportunities that will be meaningful to individual donors, foundations and corporations.
- Manages the grant process; cultivates and maintains relationships with key foundation and corporations prospects.
- Leads planning and execution for a major campaign to support capital and endowment projects, planned for late 2021 through 2022.
- Manages all annual fund appeals and campaigns for the immediate purpose of engaging new and low to mid- level donors in support of annual funding needs while working to develop a pipeline for prospects to be elevated to the Major Gift and Planned Giving Prospect portfolio.
- Develops and manages strategic communications efforts for the purpose of educating donors and prospects on the need for, and impact of, the various communities, programs, ministries, and services provided by ECH to inspire engagement and increase philanthropic support.
- Provides internal leadership and oversight of corporate sponsors working in collaboration with other foundation team members and vendor relationship managers.
- Develops a work plan with financial goals, timelines, and funding opportunities.
- Maintains database records and files, including those used to track donors, donor prospects and gift.
- Cultivates internal staff, residents, and volunteers to develop collaborative working relationships and foster a strong culture of philanthropy amongst the staff.
- Works in a cross-functional environment, supporting and assisting in other areas of the Foundation.
- Serves as a team member within Fund Development by: Communicating the case and ministry of ECH in written and verbal format; Collaborating with peers to provide the best donor-centered practices; Placing team and ECH needs and goals ahead of personal needs and goals; Maintaining a presence consistent with the professional, ethical and moral standards of the development profession and Episcopal Retirement Services; Being committed to the process of continuous improvement and seeking additional skills within local development organizations and professional groups; Being available to work nights and/or weekends to facilitate special events; and Managing programs within a budget.
- As an ECH team member: upholds the philosophies of Donor Centeredness and Person Centered Care while performing duties; whenever possible acts to restore and/or provide Purpose, Choice and Freedom to our residents; Cultivates effective and respectful relationships with residents, families, volunteers, visitors, donors and staff; Exhibits behavior in accordance with ECH's core values; Provides outstanding customer service to all customers in accordance with ERS's expectations and values; Adheres to all of ERS's policies and procedures including our safety and Corporate Compliance programs. Maintains confidentiality of a resident's pertinent health and financial information in accordance with HIPAA guidelines. Promotes resident safety.
- The Director's time will be split between working in an office setting at ECH and meeting with staff, residents, volunteers, and current/prospective supporters and partners throughout the community.

- The Director will be involved with residents, family members, personnel, volunteers, donors, and visitors. The Director must be willing to work beyond normal working hours, and travel when necessary.
- Communicates with other department personnel, maintains affiliations and memberships in organizations which foster professional growth and/or furtherance of the ERS mission.
- The Director supports various duties as assigned by the Executive Director.
- The Director attends workshops, in-services, and classes, and participates on committees when needed; Fills in for special needs within the department or serves on teams in the larger organization.

QUALIFICATIONS

- A Bachelor's degree is required.
- Prefer a minimum of 5 years of non-profit fundraising experience (as professional staff and/or volunteer leader) with proven record of fundraising skills in managing annual giving and soliciting major gifts, grant writing and donor database management.
- Prefer experience in planning and successfully presenting proposals for planned gifts
- Experience working in a health care nonprofit is preferred.
- A servant leader who has the vision to see the “big picture” and how one process affects another.
- Strong ability to prioritize and multi-task; exceptional written communication skills in the English language; ability to write clear, structured, articulate, and persuasive proposals
- Experience with research of prospective donors and foundations required.
- Will adhere to the ethical codes of the Association for Fundraising Professionals (<https://afpglobal.org/ethicsmain/code-ethical-standards>) and the Association for Healthcare Philanthropy (<https://www.ahp.org/about-AHP/governance/professional-standards-of-conduct>).
- Excellent project management, communication, interpersonal and research skills
- Must be able to work in a cross-functional team environment, highly self-directed with an attention to detail and ability to organize effectively; must be able to work independently with little supervision and able to handle multiple tasks while meeting deadlines.
- Experience using Raiser’s Edge fundraising software and PG CALC preferred; must be proficient in Microsoft Word, Excel, Power Point and Outlook.
- Must possess sight/hearing senses, or use prosthetics that will enable these senses to function adequately so that the requirements of this position can be fully met
- Must possess the ability to deal tactfully with personnel, residents, family members, visitors, government agencies/personnel and public.
- Must be willing to work harmoniously and effectively with other personnel, as well as be willing to communicate with residents based at whatever behavior or acuity level they are currently functioning.
- Willingness and ability to travel locally and work some nights and weekends.

COMPENSATION AND BENEFITS

ECH is prepared to offer a competitive salary in the range of \$70k to \$80k, commensurate with experience. Benefits include health and life insurance, employer-matched retirement plan, paid parking, vacation and sick leave, professional development opportunities and more. At ECH and ERS, we believe that our culture is what makes us different. We are so proud to offer a workplace that truly celebrates our employees’ talents, while also honoring them as individuals. It’s about

whether employees feel inspired and are given room to do great things. ERS is an equal opportunity employer. All faiths are welcome in our communities.

ABOUT LOUISVILLE

Louisville, Kentucky has a metropolitan area population of 1.2 million within a region that includes the Ohio River and Southern Indiana to the north and rolling bluegrass farms to the south and to the east. A revitalized downtown includes an entertainment district and riverfront park. A true arts town, Louisville boasts all major performing arts groups and numerous museums with national and international recognition. This busy, growing city is home to several colleges and universities as well as several Fortune 500 and Fortune 1000 headquarters or regional operating locations, including Churchill Downs, UPS, Ford Motor Company, General Electric, Humana, Yum! Brands (KFC, Taco Bell, Pizza Hut), Brown-Forman, PharMerica, Kindred Healthcare, Norton Healthcare and Papa John's Pizza, among many others. Famous for the Kentucky Derby, Louisville is steadily gaining notice for its great parks and historic neighborhoods, low cost of living, vibrant arts and restaurant scene, and nationally renowned collegiate and professional sports teams.

CONTACT

Ashley|Rountree and Associates has been exclusively retained by ECH for this search. **To apply for this position please submit a cover letter and resume to hr@ashleyroutree.com.** NOTE: Please put "Episcopal Church Home" in the Subject Line. For confidential questions or inquiries, contact Mark Rountree at mroutree@ashleyroutree.com . All inquiries will be kept strictly confidential.