

ByalaSearch LLC

SENIOR VICE PRESIDENT OF INDIVIDUAL PHILANTHROPY

ByalaSearch LLC is pleased to announce that our firm has been retained by UNICEF USA to identify candidates for the position of Senior Vice President of Individual Philanthropy.

ABOUT UNICEF USA

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children.

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does — in programs, in advocacy and in operations. The past two decades have seen important progress on child rights, yet while much has been achieved, sharp disparities remain. In most countries, inequality is higher today than a generation ago, including in middle income countries where most of the world's poor children now live. The rapid pace of urbanization and the growing youth bulge in Africa and parts of Asia will require significant expansion of the provision of essential services for children. These challenges are compounded by the scale and complexity of crises triggered by conflict, natural disasters or epidemics. The global community faces these challenges when the political and economic environments pose challenges of their own, testing the world's commitment to protecting the most vulnerable. In this environment, strong and consistent leadership of UNICEF is critical to enable the achievement of results for children.

UNICEF USA (UUSA) is a private, independent, U.S. nonprofit that rallies the American public to support the world's most vulnerable children through the unmatched reach of UNICEF. Headquartered in New York City, UUSA has some 300 employees distributed across nine regional offices in the U.S. To fuel UNICEF's life-saving work across the globe, UUSA raises nearly \$600 million dollars from private sources every year, and advocates for U.S. Government policies and funding to help children around the world.

PRIMARY FUNCTION

Reporting to the Chief Philanthropy Officer (CPO), the Senior Vice President of Individual Philanthropy (SVP) will lead individual philanthropy team, including direct response, leadership annual giving, major giving, principal giving and planned giving. The SVP will be a visionary leader who will bring related philanthropic team members together and motivate and model the team at all levels.

The SVP will lead a team in integrating donors across the spectrum of giving while coordinating and implementing strategies that engage, cultivate, solicit and steward individual donors efficiently and effectively. The candidate will recognize the potential in each department to maximize giving from donors. The SVP will have a track record of using data and analysis to inform strategy and increase revenue.

POSITION DESCRIPTION

Specific Responsibilities of the Senior Vice President of Individual Philanthropy:

Management:

- Lead the Individual Philanthropy team to reach its goal of approximately \$200 million, with a focus on increasing unrestricted gifts
- Responsible for overseeing the hiring and management of an experienced and talented staff, fostering an environment of commitment, passion, and professionalism
- Inspire and lead by example the team of 60 with direct reports including: Vice President, Donor Strategy and Experience; Vice President, Major Giving; Senior Managing Director, Principal Giving; and Managing Director, Planned Giving
- Establish strong metrics for the upgrade and downgrade transitions between the Direct Response, Leadership Annual Giving and Major Giving teams to ensure the teams are working in a donor-centric manne
- Prioritize Individual Philanthropy needs, ensuring key initiatives and investments move forward in alignment with an integrated vision for the entire Individual Philanthropy program
- Establish a principal giving team to continue to solicit and steward donors with capacity of \$1 million and above
- Drive qualification strategies and expectations for all Individual Philanthropy teams
- Recommend enhanced processes and leverage business intelligence data to maximize individual revenue
- Guide strategy for transparent, data-driven frontline performance KPIs and manage

fundraising supervisors to those articulated expectations

- In partnership with the Vice President, Major Giving, accountable for integrated national strategy and increased coordination across nine regions

Integration:

- Integrate direct response with major and principal giving in order to upgrade interested donors to higher giving levels
- Ensure the Planned Giving program is fully integrated across the entire Individual Philanthropy program continuum, and prioritizes documenting the value of planned giving prospects intended commitments
- Forge partnership with the President of the Impact Fund for Children to develop and implement blended solicitation strategies for high-net-worth individuals/families
- Partner and work closely with the Vice President, Philanthropy Advancement and the Philanthropy Advancement team on donor stewardship, special events, prospect development and board operations
- Liaise with UNICEF Private Sector Fundraising Partnerships on opportunities and investments that strengthen the Individual Philanthropy programs

Strategy:

- Create a cohesive, integrated strategy across the entirety of the individual donor spectrum to move donors along the giving continuum, with an emphasis on both upgrading and retaining individual donors
- Guide collaborative strategies between the institutional and individual fundraising teams
- Partner with the Philanthropy Advancement team to improve donor stewardship strategy to grow individual gifts at all levels

Other:

- Manage a small portfolio of 10-20 major and principal giving donors
- Willingness to travel nationally and internationally
- Additional responsibilities as needed.

Ideal Skills and Experience:

- Minimum of 12 years of leadership experience in development, with demonstrated track record of personally soliciting and closing 6- and 7-figure gifts;
- Experience overseeing direct response and annual giving programs;
- Bachelor's degree; advanced degree preferred;
- Highly organized individual with strong management skills and the ability to prioritize and manage deadlines and do the same for a team;
- Strong oral and written communication skills;
- Strong interpersonal skills;
- Flexibility and ability to work independently and as a team player with a range of constituents and colleagues;
- Commitment to the mission and growth of UNICEF USA;
- Experience with humanitarian organizations a plus;
- Experience with CRM databases and data-driven decision strategies;
- Excellent computer skills and advanced proficiency with Microsoft Office (Excel, Power-point, Word) programs;
- Must demonstrate UNICEF USA Core Values: Trust, Respect, Accountability, Innovation, Teamwork, and Service.

Critical Competencies for Success

- Track record of soliciting major and principal gifts and moving donors along the giving continuum within a matrixed environment.
- Ability to build a team and processes to steward donors from annual to major and principal giving.
- History of integrating departments within a complex organization so teams work collaboratively to meet goals.
- Experience to leverage data and resources across the entire spectrum of individual engagement in order to meet ambitious fundraising goals.
- Evidence of creating the strategy and organization-wide culture of leading individual giving and blended transformational giving.

Other Characteristics

The successful candidate will be passionate about the mission of UNICEF USA and value how fundraising contributes to that mission. The candidate will be a seasoned professional, capable of proactively developing and articulating strategies. The SVP will thrive in a fast-paced environment, maintaining flexibility and a sense of urgency with the intellectual curiosity to dig deep into UNICEF's mission and programs. The ideal candidate will be organized and entrepreneurial, able to work with senior management as well as establish and manage a collaborative team, to enable staff to perform at the highest level to achieve the best possible outcomes. The candidate must possess the maturity, poise, and sophistication to represent UNICEF USA with passion and authority, communicating the organization's mission and activities, while modeling best practices for a team, managing complex relationships with a broad pool of current donors with high capacity. Relationship management abilities, communications skills, project management experience and a collaborative work style are essential to the SVP of Individual Philanthropy at UNICEF USA.

The SVP will be able to partner effectively across this complex organization. The SVP will be confident in leading the team by example and serving as an experienced partner to the CPO, leading UNICEF USA to continued success.

UNICEF USA is an Equal Opportunity Employer and is committed to complying with all federal, state and local equal employment opportunity laws. UNICEF USA prohibits discrimination because of the individual's race, creed, alienage, citizenship, color, sex (including pregnancy), sexual orientation, gender identity or expression, marital status, partnership status, religion, national origin, age, disability, genetic information or predisposing genetic characteristics, military status, domestic violence victim status, prior arrest or conviction record, or any other characteristic protected by law. This policy applies to all UNICEF USA activities, including, but not limited to, recruitment, hiring, compensation, assignment, training, promotion, performance evaluation, discipline and discharge.

We are an equal opportunity organization and our core values—Trust, Respect, Accountability, Innovation, Teamwork and Service—guide us in how we carry out this mission each day.

DIVERSITY AND INCLUSION STATEMENT

UNICEF USA embraces the attributes, characteristics, and perspectives that make each person unique. We respect all differences, visible and invisible, and challenge prejudice and bias that consciously or unconsciously target people from all walks of life. Just as we are dedicated to the principles of diversity and inclusion, we expect our staff, partners, volunteers and supporters to commit to these same values.

At UNICEF USA, we believe that the benefits of diversity and highly engaged employees can propel an organization to dream, communicate, build, and create in ways thought to be unimaginable. We value and incorporate the diverse experiences, perspectives, ideas, and backgrounds of our employees to build a solid foundation that enables us to achieve our mission for Every Child.

Kindly send nominations or expressions of interest to:

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