

VP of Development



POSITION PROFILE



United Way of Pierce County

Be Part of Transforming Our Community!

Vice President of Development

United Way of Pierce County in Tacoma, WA has embarked on a search for a talented, creative leader who has the leadership, relationship, and development skills to be its next Vice President of Development.

United Way, along with its community partners, has forged a bold path to lift 15,000 households out of poverty and into financial stability by 2028, one family at a time. **At this time, more than 6,300 households have are moving toward self-sufficiency and on their way to building wealth.** As a catalyst for change, we bring people together to convene around public problem solving that focuses on the continuum of moving families out of poverty. Getting people out of poverty isn't a linear path. To create lasting impact, we take an integrated approach:

A Strong Foundation of Basic Needs: By ensuring basic needs such as food, clothing, transportation, health and shelter are met families can move out of crisis and into stability.

Breaking Down Barriers: Navigating supportive services like affordable childcare, English language skills, technology, legal assistance, and safety needs provide greater family stability.

Financial Stability: Employment placement, financial coaching, education and workplace skills move families from stable to thriving.

Creative solutions to community problems require innovative approaches to solving the complex issue of poverty. All the resources raised are invested in our poverty-fighting work and community partners that are aligned with our mission to address the barriers of poverty and move more families to self-sufficiency.

Leading a staff of eight, the VP will be responsible for all the development activities of United Way to strategically diversify revenue, including major gifts and Alexis de Tocqueville Society, grants, sponsorships, planned gifts via Legacy Society, direct mail, special events, corporate gifts and volunteering. This includes the traditional annual campaign and other fundraising and engagement activities, which generates approximately \$5 million. In addition, the once-in-a-lifetime milestone Centennial Campaign, is coming to a close in December 2023, and has raised \$6.8 million to date and 26 planned gifts.

The position offers great professional and personal satisfaction through its high profile work with a wide range of top community leaders from the corporate, nonprofit, government, education, business, philanthropic and organized labor sectors of Pierce County.

**COMMITTED TO LIFTING 15,000
HOUSEHOLDS OUT OF POVERTY AND
FAMILY AT A TIME INTO FINANCIAL
STABILITY BY 2028,
ONE FAMILY AT A TIME**

Today in Pierce County, one in three local households have incomes above the federal poverty level, but below the cost-of-living threshold. While employment has been on the rise, more than half of newly hired workers earn less than what they need for their families. These families are ALICE (Asset Limited, Income Constrained and Employed). They are often working more than one job and still can't make ends meet.

As a community convener, we work across sectors to make the meaningful changes that are needed to fight poverty. This need is also the driving force behind our annual From Poverty to Possibilities summit where we work together, as a community, to uncover key challenges facing families. This year's summit highlighted the cliff effect (families losing their public benefits before they are ready to be self-sufficient), the need for more training and higher participation in changing public policy and the need to address systematic barriers.

Everyone should have the opportunity to achieve a sound standard of living with the dignity that comes from being engaged in and respected by their community. Three key conditions guide our work: economic success, autonomy and being valued in the community

The transformation that occurs from our work is far greater than what a small group in the community or an organization can achieve alone. Thanks to the community's generosity, in 2022 we improved conditions for 144,708 people in Pierce County through our direct network of partners, programs and services. In addition, we helped people gain stability and greater financial self-sufficiency.



Our Mission

We mobilize and unite the caring power of Pierce County to tackle our community's toughest challenges to improve lives in measurable and lasting ways.

Our Vision

A just, equitable and inclusive Pierce County community where everyone has access to opportunities and the resources needed to thrive and achieve their highest potential.

Bold Goal

United, we will lift 15,000 households out of poverty by 2028 and into financial stability, one family at a time.

For More Information visit: <https://www.uwpc.org>



THE POSITION



The Vice President of Development oversees and develops plans to gain diverse resources to support UWPC's community focused strategic objectives. The VP will be responsible for achieving clearly defined revenue goals through cultivation of relationships with local businesses, leaders, and CEOs. The VP also works intentionally in plans to develop greater engagement with our companies year-round as well as Major Gifts and the Individual Donor Experience. The VP oversees all fundraising efforts including workplace campaign, corporate giving, and foundations and works collaboratively with the Vice President of Community Impact to achieve organizational and revenue goals. The VP will work closely with United Way's marketing consultant to implement the organization's strategic communications.

Leadership Competencies

Talent Management & People Development

- Builds and leads a diverse team, hires the right people, demands high performance and results; Ensures people's work is aligned with mission & strategy
- Open to new ideas; Invests time and resources in training, development and succession for the department; Identifies and grooms high potentials; Delegates effectively.
- Coaches and mentors employees and teams.
- Receives and provides feedback in a constructive way that builds confidence among staff; Addresses performance problems.

Business Acumen & Strategic Direction

- Identifies diverse revenue opportunities and is a forward thinker for innovative, creative initiatives with the ever-changing philanthropic environment oversee applications for foundation assistance.
- Demonstrates understanding and knowledge of United Way network; Understands business of the organization and effectively creates strategy.
- Understands the community and its business environment.
- Understands general business and financial principles required to effectively lead, manage and align resources for performance; Able to read financial statements, create budgets.
- Contributes to the bottom line by helping organization grow its resources and capacity.
- Understands the current and projected philanthropic trends and is able to execute fundraising principles and strategies.

The Position Continued...

Operational Planning & Execution

- Establishes effective and efficient processes that align their department priorities with greater organization goals, strategy and mission.
- Collaborates effectively within the organization, as well as external partners.
- Inspires and motivates people that builds the culture of United Way as the Mission of Choice
- Engages key leaders and champion volunteers in a way that helps execute the strategy.

Outward Turning

- Develops strategic relationships to benefit United Way and the community; knowing key players in the community and is diligent in maintaining and expanding the network of partners.
- Seeks learning from inside and outside the network to build skills, knowledge, and abilities to challenge the organization in reaching its potential
- Effective spokesperson for United Way and its work

WORKING RELATIONSHIPS

The Chief Development Officer reports to the President and CEO. The VP is responsible for an 8-person team: Senior Donor Relations Officer, Donor Relations Officer, Community Engagement Manager, Grants Manager, Senior Operations and Marketing Coordinator, Director of Philanthropy and Donor Relations Specialist and Campaign Executive

QUALIFICATIONS

- M.A. preferred: exceptional experience and previous demonstrated successful performance at a management level may be considered equivalent. CFRE and/or CAP ideal.
- 7+ years of demonstrated success in leading large fundraising initiatives or comparable activities; preferably related to human services.
- Demonstrated success and strong track record in cultivating, acquiring, stewarding, and growing donors at all levels of giving
- Experience with strategic planning and management.
- Ability to apply knowledge in working with staff, volunteers and to direct, lead, coach and assist team in achieving organizational goals and objectives.
- Ability to foster relationships and execute work with diverse staff and support a diverse group of volunteers.
- Strong, positive relationships in the community would be beneficial
- Articulate and effective communicator
- Self-motivated and ability to work autonomously but effective in internal and external collaborations.
- Personal and professional interest in United Way's impact work and its success.

COMPENSATION AND BENEFITS

Salary Range: \$100,000 - \$125,000 Plus DOQ + retirement, medical/dental, group life and long-term disability. Relocation assistance may be available.



LIVING & WORKING IN PIERCE COUNTY, WA

UWPC is located in beautiful Pierce County, Washington. Surrounded by mountains and water, Tacoma and Pierce County feature picture-perfect views and abundant recreational opportunities year-round. Drawing families to its charming neighborhoods with big city amenities, true urbanites are drawn to downtown Tacoma for its living spaces with sweeping mountain, city and water views. Environmentally progressive, tech-savvy, artistic, festive and surrounded by water and stunning mountain views, this unique, vibrant and personality-rich city will delight each of your senses. Pierce County is much more affordable than other major metros, including King County and Seattle to the north.

Tacoma and the Pierce County area is a great place to live, visit and do business. The area is home to a very diverse population of more than 900,000 people. Whether you're looking for economic opportunity, cultural events or educational excellence, you'll find it—and much more—in Tacoma.

The city is also home to nationally known accredited educational institutions such as Pacific Lutheran University, the University of Washington Tacoma, the University of Puget Sound, Evergreen State College Tacoma, and local community and technical colleges. Many globally-recognized organizations are regionally or nationally headquartered in the Tacoma area. For a list of major employers visit [major employers](#). The entire Tacoma waterfront and Point Defiance Zoo and Aquarium are undeniably highlights to individuals and families living or visiting the area. Just a quick 30 minute drive to Seattle will allow you to root on national sports teams such as the Seattle Seahawks, Seattle Mariners Baseball Club, Sounders FC, Seattle Storm WNBA and the Seattle Kraken NHL hockey team.

Although the Pacific Northwest is known for its rain, Tacoma actually is far from one of the wettest cities in the United States. Rain jokes aside, Tacoma boasts gorgeous mid-70 to 80 degree summers. Mild winters sometime see a few days of snow. Within about 45 minutes you can reach the perfect destination for snow and water sports, plus golf, hiking and camping.

For more information on living in Tacoma go to www.cityoftacoma.org.



APPLICATION AND SELECTION PROCESS

The position will be open until filled. Interested and qualified people are encouraged to apply as soon as possible.

To apply please visit <https://www.hagelsearch.com/uwcd>

All submissions will be acknowledged and will be held in strict confidence. Finalists for the position will be required to participate in behavioral and emotional intelligence assessments, plus a formal background check. The assessments are designed to help match the candidate's traits with the desired traits detailed above. All results are held strictly confidential.

Contact Information

For further information please contact: Frank Hagel – frank@hagel.net.

EQUITY, DIVERSITY, AND INCLUSION

United Way of Pierce County fights for every person in every community every day. We believe that every person is entitled to be treated with dignity and respect – equal treatment and access to justice, not just because it is the right thing to do, but because it makes United Way a stronger organization. For United Way's full Equity, Diversity, and Inclusion Statement of Principles visit <https://www.uwpc.org/racial-equity>