



Ending hunger and poverty in a sustainable way by supporting and investing alongside local farmers and their communities.



Opportunity Guide

Vice President of Transformational Gifts
and Foundation Giving

www.heifer.org



About Heifer International

Dan West was a farmer from the American Midwest and member of the Church of the Brethren who went to the front lines of the Spanish Civil War as an aid worker. His mission was to provide food to people displaced by the conflict, but he soon discovered the single cup of milk rationed to weary refugees once a day was not enough.

And then he had a thought: What if they had not a cup, but a cow?

That philosophy is what drove West to found Heifer International. And now, 76 years later, it still inspires Heifer's work to end hunger and poverty around the world.

Today, Heifer works in 21 countries, supporting local people to build sustainable food and farming businesses through community-owned interventions and has equipped more than 36.9 million families with the tools and training to end poverty in their communities. Recognizing that development solutions need to be relevant to local contexts, Heifer has

developed a values-based community development model underpinned by their 12 Cornerstones for Just and Sustainable Development to serve as the foundation for community growth. By organizing their work into large-scale programs focused on long-term partnerships and sustainable change in many parts of the globe, Heifer works alongside local communities and other project partners to improve access to income, education, sanitation, water, health care and infrastructure.

Heifer's contributed revenue come through multiple streams, including Marketing (annual giving, catalog revenue, online, mid-level), Philanthropy (individuals and foundations), Institutional (institutional partnerships), Global Partnerships (corporate) and most recently, Impact Investing. Each of these areas is led by an expert that reports up to Heifer's Chief of Mission Effectiveness. Additionally, planned giving at Heifer is a shared responsibility between Philanthropy, Marketing, and the Heifer Foundation.



The Opportunity: Vice President of Transformational Gifts and Foundation Giving

Heifer International seeks an executive philanthropic leader to serve in the role of Vice President of Transformational Gifts and Foundation Giving (the VP). The VP is a partner and champion in ensuring integrated and strategic approaches to all contributed revenue. This role has primary accountability for individual major giving/transformational giving and foundation partnerships. Possessing an entrepreneurial mindset, the Vice President will catalyze an exceptional team of gift officers to achieve their finest work, encouraging fresh approaches to further engage donors in Heifer's inspiring mission. The VP will oversee the big picture and execute on individual initiatives while leveling-up the team to ensure a donor-centric philosophy for integrated revenue. Key among the Vice President's responsibilities will be to develop and champion the strategy, in partnership with the Heifer Board and Executive Leadership, to ensure the greatest possible impact from contributed revenue. The VP leads a highly motivated and exceptional Philanthropy Team of 14, with four direct reports, in the areas of major gifts and global foundation partnerships.

The VP will drive the team's effectiveness by modeling an overall hunger for closing gifts as a result of robust research, donor acquisition, strategic portfolio management, and creativity matching donors with opportunities. They will be a forward thinking, persuasive, and insightful visionary with an optimistic perspective and concrete ideas on how to set and achieve stretch goals. The VP provides leadership and strategic direction for the team in a manner that is consistent with Heifer International's

mission, vision, and values. They will be able to articulate a strategy that addresses Heifer's emerging model of creating and nurturing multi-year comprehensive programs versus short-term projects with more limited ROI. A leader who understands how philanthropy and international nonprofits are shifting models toward larger projects with defined outcomes will perform well in this role. Creative in their approach, the new Vice President will identify ways to engage new donors, including high-net-worth (HNWI) donors, in the high-profile work of Heifer and secure primarily unrestricted funding to support the organization's mission.

By the end of their first year, the new VP will manage a personal portfolio of gifts, with a focus on HNWI. Additionally, they will engage with the Board and Executive leadership in their personal portfolio creation and management by the start of their second year. With an ultimate goal of stewarding donors and prospects with the capacity to make transformational gifts of \$1 million or more, Heifer will call upon the VP to ensure a coordinated and strategic approach exists through all levels of donor-interaction, from acquisition to planned giving.

The Vice President will report to the Chief of Mission Effectiveness [Hilary Haddigan](#), and work closely with Heifer International's President and CEO, [Pierre Ferrari](#), and the President of Heifer Foundation, [Ardyth Neill](#).

Performance Objectives

Organizational Leadership

- Work effectively with the President and CEO, Chief of Mission Effectiveness, and other Heifer executives (Board, International Program Senior Vice Presidents, Country Directors, etc.) to triage and strategize donor-centric donor engagement.
- Serve as Heifer International's expert on current and emerging trends in philanthropy and share relevant information with internal and external stakeholders. Actively listen and learn from others about relevant subjects that may impact philanthropy.
- Work closely and often with the Senior VP of Marketing and the Heifer Foundation executive leaders to integrate all charitable contributions into a comprehensive strategy and pipeline (from initial gift to planned gift).
- Set goals with Heifer leadership and lead the Philanthropy Team toward meeting or exceeding overall revenue goals.
- Provide broad strategic leadership and direction to staff regarding fundraising best practices and ensure timely implementation of plans.
- Develop, implement, and monitor departmental plans, timelines, measurable objectives, strategies, and budgets.
- Provide collaborative leadership in maintaining a positive and productive working relationship among the Board of Directors, membership, partner organizations and volunteers.

Transformative Philanthropy

- Spearhead efforts to build out a new aspect of Heifer's donor program with a specific focus on identifying and inviting high-net-worth individuals (HNWI) to partner with Heifer on strategic investments around the globe.
- Create partnerships and alliances with like-minded donors/investors that will bring a fresh approach to developing Heifer's impact.
- Bring fresh ideas, new donor acquisition strategies (focused on HNWI), and elevate and emphasize the innovation Heifer offers to donors and investors.
- Build and manage a portfolio (by the end of Year 1) of major gift prospects and donors using short- and long-term fundraising plans, securing 6-7 figure gifts through systematic and effective cultivation, solicitation, and stewardship of individuals and foundations.



Performance Objectives

Donor and Department Management

- Ensure all aspects of the Major Gifts (Philanthropy) and Foundation teams are operating efficiently, with clear metrics and accountabilities that concisely demonstrate the teams' effectiveness. Update and/or enhance metrics as needed to uphold evolving standards and mission.
- Develop, implement, and monitor plans and budgets to fully reach the goals and objectives of the Department.
- Evaluate and redefine a donor-centric Moves-Management Process that ensures prospect identification, cultivation, solicitation, and stewardship efforts begin with the first gift and culminate in a planned gift, with all appropriate engagement along a donor-continuum.
- Work closely with Heifer International Foundation, as well as each area of Philanthropy, in cultivating and developing planned gifts in order to establish strategic objectives and ensure success in all areas while minimizing expenses.
- Demonstrate fiscal responsibility and efficient use of all organizational resources.
- Lead and manage staff through a lens of flexibility, openness to suggestions, and the ability to resolve/mitigate conflict.

Board and External Relations

- Educate the Board and Executive Leadership on emerging trends in philanthropy and ensure that best practices remain a constant in all philanthropic interactions.
- Ensure Heifer is visible with all partnerships, international peers, and venues where innovative philanthropy is driving global change.
- Partner with the Board of Directors, volunteer leadership/ambassador groups, and third parties to identify contacts, open doors, speak passionately on behalf of Heifer's mission, and solicit when possible.
- Represent Heifer in national and global forums that create awareness about Heifer's global impact and create opportunities for new partnerships.



The Qualified Candidate

The ideal candidate for the role of Vice President of Transformational Gifts and Foundation Giving (VP) will be a highly motivated, inspiring, philanthropic professional, a trust builder with a commitment to both teamwork and individual achievement. A professional demeanor with a track record of successful interaction with HNWI donors and prospects are essential for success in this role. The new VP will spend more than 50% of their time externally as an ambassador of Heifer's mission and one who catalyzes donor interest. The VP will serve as a resource and model to the team, balancing best practices with risk-taking techniques and challenging the status quo to maximize portfolio performance and secure "big bets" gifts.



Specific Requirements Include:

- A minimum of 15 years of career experience focusing on philanthropy, with 9 years of progressive executive experience in leadership and management and a documented ability to manage remote staff and lead teams in complex organizations.
- Proven track record of individual accomplishment and leading a team in raising substantial funds from major donors and foundations, both annually and through special initiatives at 6 and 7 figure levels.
- Current and substantive knowledge of fundraising best practices, emerging trends, and items of interest applicable to both the role and the nonprofit sector.
- Skill in combining effective team leadership, training, and working cooperatively with a diverse staff, fostering and maintaining a spirit of unity, teamwork and cooperation among all personnel and volunteers within Heifer International.
- Track record in financial management, stewardship, and developing strategies to successfully increase revenue.
- Ability to work with sensitive information and maintain confidentiality.
- Proven interpersonal and communication skills, with the capacity to relate to individuals and groups diplomatically and tactfully and match donor interests with institutional priorities.
- Proven comfort in addressing large groups and individuals, adjusting communication style and content as necessary to make the greatest connection with the audience.
- Strong analytic and strategic-thinking skills with demonstrated ability to create, implement and monitor complex plans, and translate those plans into goals and concrete strategies.
- Ability to work effectively from a home office with a mix of virtual interaction and in-person meetings as necessary.
- Willingness and ability to travel frequently (up to 30%). Heifer is currently following COVID-19 guidelines related to travel, i.e., travel is restricted and all staff are currently working from home offices – although the Philanthropy Team is 100% remote and distributed in regions across the US.
- Commitment to Heifer's mission, values, and model.
- Bachelor's degree in related field required; Master's degree preferred.

How To Apply

This position offers a competitive salary with strong benefits. Applicants may live near any US city with a major airport. Regular travel to Heifer International Headquarters (central time zone) in Little Rock, Arkansas will be required, and the schedule will be determined as the pandemic evolves.

Heifer International is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, gender, gender identity, sexual orientation, age, status as a protected veteran, among other things, or status as a qualified individual with disability.

The application link is below and can be accessed by clicking on the words APPLY NOW in the yellow bar.

To assure confidential tracking of all applicants, no applications will be accepted via email. ALL INQUIRIES WILL BE HELD IN STRICT CONFIDENCE.

This search is being managed by Heather Eddy, President and CEO, and Laura Weinman, Vice President of KEES. Questions may be addressed to lweinman@kees2success.com.

APPLY NOW



About KEES

KEES (formerly Alford Executive Search) is a nonprofit executive search firm that builds diverse teams and dynamic leaders in the nonprofit and public entity sectors. A woman owned and operated firm, KEES offers a full array of nonprofit consulting services including executive search, leadership development, interim staffing, and HR support. For more information, please visit www.kees2success.com.



More About Heifer International

Heifer International believes ending global hunger and poverty begins with agriculture. For more than 75 years, it has invested in smallholder farmers around the world, supporting them to build businesses that are economically and environmentally sustainable. Through interventions designed to increase social capital, economic growth, and overall resilience, Heifer International connects farmers to markets. Operating in 21 countries across Africa, Asia, and the Americas, Heifer International provides farmers with technical assistance and opportunities to strengthen essential skills, including finance and business management. Farmers receive expert support to improve the quality and quantity of the goods they produce, as well as connections to local and international markets to increase sales.

Heifer International works across a range of value chains, including food crops, livestock, spices, and textiles. Alongside donor partners including the Bill & Melinda Gates Foundation, DFID, the European Commission, the Inter-American Development Bank, IFAD, MasterCard Foundation, SIDA, USAID, WFP, and the World Bank, Heifer International is strengthening value chain systems and delivering innovative agricultural solutions. Through partnerships with governments, the private sector, small businesses, non-profit organizations and other entities, Heifer International and its partners create unique solutions to local challenges, designed to build inclusive, resilient economies.

OUR GOAL: LIVING INCOME Living Income is the amount of money every person in a household needs per day to live a dignified life, including a nutritious diet, decent housing, other basic needs and unexpected costs. Heifer International works with farmers to build sustainable businesses that close the gap between actual and living income. 36.9 million families have been assisted by Heifer International since 1944.

HEIFER INTERNATIONAL'S MODEL Heifer International's community development model builds a platform for other partnerships that support farmers to grow their businesses. These include the deployment of different technologies and innovations in support of farmers, targeted financial support through Heifer International's impact investing program and broader values-based partnerships with corporations.



More About Heifer International

COMMUNITY MOBILIZATION Heifer International's approach builds a strong foundation for community mobilization. At the onset of each project, participants form self-help groups, each with 20-25 members. The groups use Heifer's community development model to identify problems and solutions within their communities. Some groups are formed to help save and invest money for individual and household needs or to start a business, providing access to capital when needed. To date, self-help group members have saved and invested \$39.1 million of their own money. As savings increase and groups strengthen, members agree on rules for the group and identify opportunities to increase their incomes, including registering as a cooperative or joining an existing one. Heifer International has worked with over 2,800 farmer-owned cooperatives with hundreds of thousands of members.

TECHNICAL ASSISTANCE Scaling up production can bring extra costs and greater risks for small businesses, but Heifer International's expert field teams provide technical assistance and support for adopting new processes, making better use of available resources. Technical assistance is tailored to farmers' needs, enabling farmers to increase the quantity and quality of the goods they produce, and meet market demand. Through a network of cooperatives and hubs, farmers learn new animal management practices and gain access to veterinary care and other services, as well as expertise to support the growth of non-livestock focused businesses. Heifer International also provides business training, enabling farmers to improve their record keeping and write business plans, both vital for securing access to financing for working capital and continued growth.

ACCESS TO MARKETS To close the living income gap, farmers need access to markets to increase sales. Heifer International undertakes rigorous economic analysis alongside farmers at the beginning of every project, identifying new income-generating opportunities linked to market demand. The integration of private sector partnerships increases the scale and impact of interventions. Heifer International partners with local and international private sector companies to facilitate job creation and training, so farmers are able to meet the demands of local and national economies.

