Position Specification
Senior Vice President of Advancement

St. Paul/Minneapolis, MN

June 2023 | Confidential
**Senior Vice President of Advancement**

**Reporting To**  
Chief Advancement & Public Engagement Officer

**Location**  
St. Paul/Minneapolis, MN

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**Catholic Charities of St. Paul and Minneapolis**

[https://www.cctwincities.org](https://www.cctwincities.org)

Catholic Charities of St. Paul and Minneapolis (Catholic Charities) has a history of over 150 years of service to the community and is a critical element of the social and civil infrastructure in the Minneapolis-Saint Paul region. As the largest, most comprehensive social service and civic impact organization in the Twin Cities, Catholic Charities is an enduring institution that continues to evolve in response to the needs of the people and communities it serves.

Today, Catholic Charities serves nearly 23,000 people annually with over 500 dedicated staff and an annual operating revenue of approximately $56 million. The work of Catholic Charities is supported by major sources of revenue: private contributions (36%), government contracts (41%), program fees (19%), and investment earnings (4%). Catholic Charities is committed to enhancing trauma-informed practices in all areas of operation, from direct service to administrative, communications and public engagement activities. The nonprofit works to advance racial equity and social justice both internally through employment, governance, and direct service, and externally through advocacy and public engagement.

A commitment to maximizing impact across the Minneapolis-St. Paul region is evident in the $100+ million Dorothy Day Place completed in the fall of 2019. Likewise, in 2021 Catholic Charities opened Catholic Charities at Elliot Park, co-locating Endeavors Residence, providing critically needed deeply affordable housing; medical recuperative care units; a community clinic operated in partnership with Hennepin County; and a new administrative center. These historic public/private partnerships provide a model upon which Catholic Charities will seek to build future innovation and impact.

Catholic Charities’ long track record of financial sustainability is being challenged by the combination of a deepening housing and homelessness crisis and traditional sources of revenue that have not kept up with increased costs. With 30% or more of funding coming from private resources, a new model of public/private partnership is necessary to sustain the impact of Catholic Charities. Fundraising and administrative expenses are consistently well below the Charities Review Council standard of 30% (FY2019 is 16%); every dollar of Catholic Charities’ budget is used to advance the mission. Catholic Charities is among a rare group of nonprofits nationwide (fewer than 25% of those reviewed) with the distinction of 4-star ratings from Charity Navigator in consecutive years.

The culture of Catholic Charities is shaped and driven by the foundational values of Catholic Social Teaching: the dignity of every person, rights and responsibilities, preferential option for the poor and vulnerable, and a deep commitment to the common good. These values speak to those from many faith and cultural traditions. Catholic Charities serves, employs, is governed by and collaborates with people and organizations regardless of faith, background or circumstance. Differences
of race, background and faith are welcomed. Catholic Charities is especially committed to combating racism and promoting racial equity and social justice.

**VISION.** “Poverty for no one; Opportunity for everyone.”

**MISSION.** Catholic Charities serves those most in need, rooted in Christian faith and grounded in Catholic Social Teaching, solving poverty, creating opportunity, and advocating for justice in the community. The importance of Catholic Charities of St. Paul and Minneapolis’ mission given the impact of COVID-19 driven economic crisis has increased the demand for the vital services they provide.

**VALUES.** Catholic Charities serves and employs people, and collaborates with community partners, regardless of faith, background, or circumstance; the organization seeks an integrated approach to advance high performance, accountability, and results.

**DIRECT SERVICES.** Catholic Charities has approximately 29 direct service programs in 18 locations at sites throughout the community serving nearly 23,000 men, women, children, and families in three primary areas, largest to smallest:

**Individuals Experiencing or At Risk of Homelessness.** More than 540,000 nights of housing and emergency shelter and 1.1 million meals are provided annually in programs and facilities including the Dorothy Day Residence in St. Paul, Higher Ground Minneapolis and Saint Paul emergency shelters, Hope Street for Homeless Youth, The Mary Frey Minneapolis Opportunity Center, Richard M. Schulze Family Foundation Saint Paul Opportunity Center, Ramsey County Family Service Center, and Hennepin County Family Diversion.

**Older Adults and People with Disabilities.** As our population continues to age, it is expected that the specialized skills that Catholic Charities has in working with vulnerable people will allow more people to live independently and avoid institutional care, both for their benefit and that of the broader community.

**Children in Need.** Catholic Charities programs serve children and work with their families so that children can achieve developmental and educational goals. Significant programs in this area include Day Treatment, which provides mental health and educational services; and the Northside Child Development Center, which provides day care to infants, early childhood education to toddlers, out of school care and various family supports.

Health support services are provided across direct service customer groups.
PUBLIC ENGAGEMENT, ADVOCACY AND VOLUNTEERISM.
Catholic Charities is unique among nonprofit social service agencies in the effort and resources devoted to public engagement, advocacy, and volunteerism. Catholic Charities engages volunteers from civic, business and faith organizations to support its direct service programs, maintain and enhance its facilities and to inform them of the work of Catholic Charities so they can be community ambassadors.

Nearly 16,000 private donors give annually including individuals, organizations, and foundations. More than 4,000 volunteers work more than 100,000 volunteer hours providing supported services and contributed labor valued at $3.1 million. Over 5,000 social justice advocates engage in outreach to faith, civic, and business groups.

Recent advocacy leadership successes include record amounts of state, county, and city investment in affordable housing, emergency services including record resources for Homeless Youth Act, and funding/reforms for Minnesota’s Housing Support and Child Care Assistance Programs.

GOVERNANCE AND LEADERSHIP. Catholic Charities is a fully independent Minnesota nonprofit corporation which maintains tax-exempt status under Section 501(c) (3) of the U.S. Internal Revenue Code. It is governed by a self-sustaining Board of Directors which works with the President/CEO and executive leadership to establish and execute the organization’s strategy. There are currently 37 members of the Board of Directors who serve two three-year terms. A Board Chair is elected to serve a two-year term. Voting members are elected by the Executive Committee and include an ex-officio representative of the Archdiocese; nonvoting members are the President/CEO and Archbishop.

Senior Executive Leadership
President and CEO
Vice President and CFO
Chief Accountability Officer
Chief Program Officer
Chief Legal and Compliance Officer
Senior Director of Human Resources
Chief Advancement & Public Engagement Officer
Senior Vice President of Advancement
Division Director, Aging & Disability Services
Senior Division Director for Housing Stability
Senior Division Director for Children and Family Services
Director, Inclusion & Belonging

EMPLOYEES. A total of 520 employees in key positions including social workers, case managers, program leaders, youth counselors, teachers, nurses and mental health practitioners, cooks, housing specialists, fundraising, advocacy, IT, human resources, finance/accounting, legal, facilities and executive leadership and management.

Scope and Responsibilities
The Senior Vice President of Advancement serves as the Catholic Charities primary advancement officer.

In coordination with the CEO and Chief Advancement & Public Engagement Officer, the Senior Vice President of Advancement strategizes, maintains, and grows a robust and comprehensive advancement program, overseeing professional staff responsible for revenue in excess of $13 million annually through major gifts, annual gifts, planned gifts, corporate and foundation funding, capital/capacity-building campaigns, and contributions from small business donors and parishes.
This position manages a portfolio of select individuals, corporations, and foundation donors with significant major gift potential. Oversees the promotion of planned giving opportunities and establishes annual and multi-year measures of progress and advancement for all teams within Advancement.

ESSENTIAL FUNCTIONS

Strategic:
- In coordination with the Board Chair and CEO, designs and implements solicitation and stewardship strategies for the Board of Directors, Former Board members, prospective Board members and Executive Team.
- Provides leadership and direction in supporting the Board and CEO and the entire agency in special fundraising campaigns.
- Provides strategic counsel and staff support to the CEO and Chief Advancement and Public Engagement Officer.
- Establishes annual and long-term goals for the Corporation/Foundation Relations, Individual Donor Relations, and Planned Giving teams.
- Works closely with the Marketing, Communications and Advocacy staff to design and implement events and initiatives to broaden the agency’s outreach, brand, public voice and advocacy agenda.
- Oversees giving trends through data analysis, identifies opportunities and weaknesses of advancement efforts, and incorporates modifications as necessary to ensure ongoing success.

Supervisory Leadership:
- Develops and manages budgets in excess of $1.6 million for CFR, IDR and Planned Giving, actively working with Accounting on a monthly basis to forecast revenue and expenses.
- Provides leadership and professional development for advancement team members. Recruits, hires, trains, and supervises the professional fundraising staff.

Administrative/Donor Support:
- Maintains an in-depth knowledge of all Catholic Charities programs and projects.
- Engages organizational staff and volunteers in fundraising efforts when appropriate.
- Provides staff support and coordination to the advancement Committee of the Board of Directors and actively engages with the Governance Committee and Planned Giving Subcommittee.
- Maintains a personal portfolio and proactively develops long term relationships with high level individual, corporate, foundation and parish donors, including secondary and highereducation institutions.
- Creates effective verbal and written proposals and reports to donors.
- Oversees the development of program tours/engagement strategies, CEO events and other events to further donor engagement in the mission of Catholic Charities.
- Responsible for reviewing and ensuring the relevance, accuracy, and timeliness of data and reporting for purposes of accountability and client outcomes.
- Other duties as assigned.

Qualifications/Technical Expertise
- Bachelor’s degree required, preferably in marketing, communications, or a related field; advanced degree and Certified Fund Raising Executive (CFRE) status and/or advanced degree preferred.
- 15 years of successful and comprehensive advancement experience including major gifts, annual fund, planned giving experience, corporate and foundation relations, campaigns, and prospect research. Experience working with nonprofit governing boards and high-level volunteers critical.
- Extensive experience managing large and complex budgets.
- Program analysis and strategic planning skills essential.
• Experience motivating, managing, and leading a diverse staff.
• Strong computer skills: high level competency with Salesforce required.
• Knowledge of Twin Cities' philanthropic community, nonprofit community, and nonprofit sector preferred.
• Clear and persuasive written and verbal communication, presentation, and organizational skills.
• Must have a valid driver's license acceptable to the insurance company, have proof of current auto insurance and pass a mandatory background screening.
• Frequent early morning, evening and weekend work is required.
• Ability to work with diverse and/or low-income populations, including those who may be experiencing homelessness, unstable housing, and/or mental illness.

Core Competencies

Ethical Standards & Values
Behaves consistently with clear personal values that complement the core values of Catholic Charities.

Flexibility
Adapts to changing work demands and circumstances without difficulty. Maintains composure and effectiveness under demanding circumstances.

Interpersonal Effectiveness
Interacting well with others to achieve goals without unhealthy conflict and confrontation.

Belonging & Inclusion
Plays a critical role in creating an inclusive and belonging culture by modeling key behaviors and actions.

Job Group Competencies

Business Acumen
• Business Savvy
• Political Savvy
• Influence

Leading Change
• Planning for Change
• Change Communication
• Commitment to Change

Innovation
• Knowledge Management
• Creative Thinking-Style
• Driving Innovation

Vision & Strategy
• Strategic Thinking
• Vision Creation
• Goal Alignment
Position Specification
Senior Vice President of Advancement

Location
St. Paul and Minneapolis

The Greater Minneapolis-Saint Paul region (Greater MSP) is home to one of the most diverse economies in the U.S. The region specializes in building and growing global companies. Every one of its 15 Fortune 500 companies/26 Fortune 1000 companies began as a local startup. Greater MSP is home to more than 40 companies with annual revenues exceeding $1 billion, including being home to:

- The nation’s largest private health insurer (UnitedHealth Care), digital health company (Optum), and medical device firm (Medtronic)
- The global leader in water, hygiene and energy technologies and services (Ecolab)
- Many of the world’s largest food companies (such as General Mills, Land O’Lakes, Cargill, and CHS)
- Two of the country’s largest retailers (Target and Best Buy) and many leading consumer brands (3M, Polaris, Toro)
- Leading Fortune 1000 financial services corporations (such as U.S. Bank, Ameriprise, Thrivent, Securian)
- Leading investment bank and institutional securities firm (Piper-Sandler)

Greater MSP is a tech hub hiding in plain sight, with more than 150,000 tech jobs powering these and other industry leaders like C.H. Robinson and Xcel Energy. The region is among the Top 10 in the U.S. for Technology and Science R&D spending. Talented people fuel the continued success of the Greater Minneapolis-Saint Paul region. Working adults stay in Greater MSP at among the highest rates in the country, bringing their expertise across firms and industries. Why do they stay? Greater MSP is consistently ranked as one of the country’s best places to live, including accolades such as:

- The #2 state to raise a family (WalletHub)
- The #3 happiest state in the nation (WalletHub)
- The #5 place to live in the country (U.S. News & World Report)

The Mississippi River flows through the center of both Minneapolis and Saint Paul, which are home to the nation’s #2 and #3 parks systems according to the Trust for Public Land’s ParkScore Index. The region is home to more than 1,750 lakes, with nearly another 10,000 nearby throughout the state of Minnesota. Additionally, Greater MSP is home to the country’s best Arts District (USA Today) and some of its top arts institutions. People in Greater MSP also experience the lowest commute times among large U.S. metros, as well as the nation’s top-ranked public transportation system. The region’s newest light rail line, connecting downtown Minneapolis and downtown Saint Paul, connects the stadium homes of the region’s NFL, NBA/WNBA, MLB, NHL, and MLS sports teams, in addition to the University of Minnesota and a minor league baseball team. People in the Greater MSP region are also among the most civically active in the country, leading the nation in volunteering rates and voting rates.

Additional Greater MSP statistics include:
- Top 10 Places to live in the US
- 46% of residents volunteer regularly - #1 in the U.S
- Top 10 Healthiest place to live in the US
- 36 Colleges and Universities in Greater MSP
- 1,750 Regional Lakes afford outdoor activity
- #5 in US for artistic and cultural creatives
Contact Information

John Martin
Managing Partner - Jobplex
Charlotte, NC
M: 719-740-1244
jmartin@jobplex.com

Clare Cizek
Partner, Minnesota Region
St. Paul / Minneapolis, MN
M: 612-865-7961
ccizek@dhrglobal.com

Amanda Yaffa
Senior Associate
Charlotte, NC
M: 561 613 2937
ayaffa@jobplex.com

Marissa Morey
Senior Associate
Chicago, IL
M: 504-250-0622
mmorey@dhrglobal.com