



Center for Child and Family Health

Director of Development

Position Announcement
January 2023



Durham, NC

The firm of [moss+ross](#) has been retained to lead the search.

Please send nominations or cover letter and resume to:

CCFHsearch@mossandross.com

Candidates are encouraged to apply by February 20, 2023.

Center for Child and Family Health

Position Profile: Director of Development

Hiring Range is \$65,000 to \$75,000 with competitive benefits

Applications will be accepted until position is filled

The Opportunity

The [Center for Child and Family Health](#) (CCFH), a leader in treatment and prevention programs addressing abuse, neglect and other childhood traumas, seeks an experienced Director of Development who brings enthusiasm, creativity and impassioned communication to its fundraising efforts. Affiliated with Duke, North Carolina Central University, and the University of North Carolina, CCFH works towards a vision that “every child has the right to be loved, nurtured and safe”. The Director of Development will bring expertise in the planning and implementation of a multi-faceted development effort. They will relish the charge of meeting or exceeding CCFH’s goal of raising \$500,000 annually in unrestricted private funds. These funds are needed to cover the essential elements of the organization’s services that are not funded by the more than \$8 million in restricted grants from government, foundation funding and earned program revenue, which are primarily secured by the program staff. The ideal candidate will have an entrepreneurial spirit and the eagerness to explore what has been done in the past, but also the resourcefulness and vision to build and lead the agency’s efforts into the future.

Background

For more than 25 years, the Center for Child & Family Health has been at the forefront of evidence-based interventions for children and families. Violence and other trauma affecting children occurs at an alarming rate with consequences most accurately measured in terms of loss: the loss of trust, personal safety and security, lost potential, and the loss of life. Formed as a non-profit collaborative between Duke University, North Carolina Central University, and the University of North Carolina at Chapel Hill, the CCFH has grown to become a national leader in research, training, and the treatment of childhood trauma.

Today, the CCFH’s treatment and prevention programs reach more than 2,500 children in Durham, NC and surrounding communities. In addition to providing direct clinical services, the agency trains hundreds of child-serving professionals each year throughout North Carolina and beyond in the same highly effective practices used by CCFH’s clinicians, steadily improving access to trauma-informed care and services for thousands of children and families. Faculty and staff contribute to vital research in the areas of child abuse, neglect, and trauma and have published more than 200 articles in professional journals and provided witness testimony affecting numerous appellate court decisions.

CCFH's direct service is concentrated in the core service programs of mental health and prevention. The agency currently operates several clinical and community programs serving children from birth through adolescence and their caregivers. The highly lauded Urbaniak Clinic in Durham serves an average of 200 children and their families each year, offering a treatment regimen with a proven history of success. Services are provided to children from a wide diversity of backgrounds and family situations. The Urbaniak Clinic is the primary beneficiary of the fundraising efforts because Medicaid benefits, which cover many of those served, only pay a portion of the cost. Ongoing unrestricted funding is vital to the unfortunately growing need for the clinic's services for children impacted by trauma.

The Center for Child and Family Health is governed by a 17-member Board of Directors with 9 of the members being professionals from Duke University, the University of North Carolina at Chapel Hill and North Carolina Central University. The remaining 8 board members are from the community at-large. In 2022, the Board oversaw an annual budget of approximately \$8.7 million with 72% derived from public and foundation grants and contracts, 22% from training and consulting, 1% from clinic billings, and 5% through fundraising, charitable gifts, and grants. The 80+ member staff is led by Robert Murphy, PhD and is composed of social workers, psychologists, psychiatrists, counselors, and other professionals. CCFH is housed in a recently built 33,000 square foot building near downtown Durham, which is undergoing exciting growth and change. The administrative staff works using a hybrid model, two days a week in the office coupled with three days of virtual technology and off-site appointments.

Since early 2020, CCFH's development efforts have been in a state of transition due in part to COVID, which required the cessation of key events and to staffing fluctuations. Currently, a part-time interim development staff is under contract to manage fundraising efforts until a full-time Director of Development is hired. Fundraising consists of an annual appeal, newsletter communications, major gifts, unrestricted grants, and limited events. A community fashion show was a mainstay of the annual fundraising and donor relations efforts but has not taken place since 2019, and the next Director of Development will be charged with reviewing and reimagining events-based fundraising for CCFH. There are other issues which impact fundraising at CCFH and will benefit from careful consideration and creative approaches. The blend of community members and university professionals on the Board provides leadership that is deeply committed to supporting children and families affected by trauma, with limited experience in private fund raising. The highly successful restricted funding efforts yield over \$8 million and fuel the growth and success of the agency. However, these grants leave key gaps in funding, especially for the Clinic, which is a cornerstone of CCFH's programming, and for administrative costs.

Position Highlights

CCFH's new Director of Development will have an opportunity to use the full breadth of their fundraising talents and skills to create a highly functioning development team. Expanding the donor pipeline and creating a clear pathway for greater donor involvement will be key. Evaluating the appropriateness of reinstating past events like the fashion show will be an important discussion, but the Board, staff and volunteers also look forward

to the new Director bringing new approaches for fundraising and donor engagement. The organization has been successful in raising some major gifts and foundation support, but there is an opportunity to grow these parts of the effort and to begin implementing a planned giving effort.

The new Director will supervise an associate. It is anticipated the associate will concentrate her/his efforts on communications, events, stewardship, and data management. The Director must ensure that the development duo work well as an enthusiastic and well-organized team; clear in its duties and goals and flexible in assuming a variety of jobs to help grow fundraising results.

Although significant work has been done over the past few years to professionalize the fundraising records and other operational components, there is more work to be done. The next leader must know how to make the operations even better through regular evaluations and the implementation of best practices; from timely and personalized acknowledgements to data entry and reporting.

The next fundraising leader must be an energetic and dedicated networker, as comfortable in one-on-one meetings as in a group; able to communicate the CCFH story in both the spoken and written word. The Director will need to be comfortable with creating, or leading the efforts to create, fundraising materials and coordinating these efforts with the associate. The Director of Development will be the lead spokesperson in local outreach and community relations thereby allowing the Executive Director to focus on CCFH administration, research, programs, and professional networks.

Childhood trauma is not an easy subject. The Director of Development must be empathetic, knowledgeable, and comfortable with the issue, and the professional staff is available to help the new leader understand the topic and the work being done at the agency. The relationship between the new fundraising leader and the professional staff is critical, and although the fundraising program has been in existence for many years, its integration within the CCFH is not complete. There are opportunities to be seized that would benefit the fundraising program and the organization as a whole.

The Director of Development position offers an opportunity to be the leader of a fundraising effort that will have a direct impact on the lives of children and their families in our community and beyond. This is an ideal position for an independent and entrepreneurial fundraising professional with the vision and skills to drive this effort to new heights.

Responsibilities

- Develop a knowledge of the history, major accomplishments, and challenges of the CCFH, the key leaders and funders who have made a significant impact in the past and present, and a good working knowledge of childhood trauma and the work being done by the CCFH in its prevention and treatment.

- Lead a diversified fundraising strategy, including but not limited to the annual fund, major and estate gifts, special events, and unrestricted grants. Evaluate the effectiveness of each component and make changes where necessary.
- Create a written, diversified, metrics-driven development plan with clearly defined goals, objectives, timelines, and assignment of responsibilities. Create an annual development calendar of activities, including marketing/communications.
- Prepare concise, accurate, and timely reports to the Board on progress made towards annual goals.
- Work with the Executive Director and Finance Director in the creation of the development program's operational budget with an eye towards keeping administrative costs within norm for a mid-sized non-profit.
- Work with the Executive Director, staff, Board of Directors, the Development Committee, and key volunteers to create a renewed culture of philanthropy with the goal to increase the fundraising program's integration into the organization, clarify expectations for Board personal giving, and be sure all are trained and ready to play a role in gift acquisition.
- Staffing the Development Committee and managing it to achieve the maximum impact from this team.
- Engage staff in understanding the importance of philanthropy and their participation in philanthropic efforts to the welfare of the organization.
- Manage a personal portfolio of 25-50 major gift prospects and support the work of Board and volunteers to reach out to another 15-30 major gift prospects.
- Determine the best way to incorporate volunteer leaders into the fundraising efforts and assist with the recruitment and retention of these volunteers.
- Create or make arrangements for the creation of key communications and marketing materials including print and web.
- Engage in networking opportunities in the community that will create greater awareness of the CCFH and increase its reputation in the community.
- Serve as a key liaison in arranging for speaking and media opportunities for the Executive Director, staff, and volunteers and also serve as a spokesperson for the organization.
- Supervise, mentor, and evaluate an associate; be clear on expectations and the important role the associate plays in the success of the development program. Hire and supervise contractors as needed.
- Ensure the operational side of the fundraising program is running smoothly and effectively, including but not limited to, entering and retrieving information from ETapestry, timely and appropriate gift acknowledgements, gift acceptance policies, and reports to the Board. Review all policies and procedures related to the development program on a regular basis and make revisions or changes as necessary.

Education and Qualifications

Education/Training: Bachelor's degree required.

Experience:

- Five or more (5+) years of professional experience in a non-profit organization, with a proven track record of fundraising success. (Success in the Triangle region of NC and/or in a mental health-, social service- or medically related institution are pluses.)
- Experience in a wide range of fundraising including annual funds, major gifts, communications, donor stewardship, sponsorships, grants, and special events.
- Experience in managing work groups and/or volunteers.

Skills:

- Exceptional planning skills.
- Goal-, results-, and detail-oriented expertise with the ability to set and meet deadlines.
- Able to construct, articulate, and implement written annual development plans and to prioritize tasks.
- Excellent written and oral communication skills with the ability to engage and influence a wide range of donors and key stakeholders.
- Expertise in communications/marketing through social and traditional media.
- Eager and skilled networker who enjoys getting out into the community, attending events, and participating in civic groups and activities, which will better position the organization for success.
- Ability to work a flexible schedule including occasional weekends and nights.
- Self-starter with a flexible and adaptable work style. One who can manage competing demands and work independently without close oversight; creative and entrepreneurial with a sense of humor.
- Strong team leader with experience managing work groups and/or volunteers.
- Passion for the mission and the ability to engage with clients and professionals.

Travel Requirements: Community travel only.

Compensation

\$65,000 - \$75,000 per year, with compensation commensurate with experience and abilities.

In addition, CCFH offers very competitive benefits and a hybrid work schedule. The benefits include an employer contribution to retirement (regardless of employee contribution); a significant coverage of the premium for the employee on health benefit(s) and a generous vacation/sick/holiday schedule. The work week includes 2 days a week in office and 3 days remote.

To Apply

Submit one document that includes your cover letter, how you learned about the position and your resume and send via email to: CCFHsearch@mossandross.com

Applications will be accepted through February 20, 2023, or until the position is filled.

Writing samples, a short presentation, and five references may be required from finalists.

The Center for Child & Family Health (CCFH) is an Affirmative Action/Equal Opportunity Employer committed to providing employment opportunity without regard to an individual's age, disability, ethnicity, gender identity national origin, race, religion, sex, sexual orientation or preference, or veteran status. CCFH is committed to building a diverse team based on the principles of excellence, fairness, and respect. As part of this commitment, CCFH actively values diversity in the workplace and seeks to take advantage of individuals' rich backgrounds and abilities. We strongly encourage candidates of color to apply.



Center for Child & Family Health

Restoring Stability and Hope for Children & Families