



THE 360 GROUP
— EXPECT THE UNEXPECTED —

Give Kids The World

Chief Advancement Officer

Position Description & Candidate Profile

Chief Advancement Officer

Location

Orlando, FL (must live in the Orlando region, occasional travel required)

Reports to

President/CEO

Our Client

Give Kids The World Village (GKTW) is a nonprofit “storybook” resort that provides week-long, cost-free wish vacations to critically ill children and their families from around the world who want to visit Central Florida. Located in Kissimmee, FL and near the finest theme parks in the world, GKTW guests enjoy the unparalleled hospitality of The Village as well as full access to their favorite attractions. Since 1986, Give Kids The World Village has welcomed more than 200,000 families from all 50 states and 78 countries. The Village is made possible by the support of generous donors, community and corporate partners, as well as thousands of passionate volunteers – who donate their time and talent making wishes come true.

The story of Give Kids The World begins with a little girl named Amy, a wish, and the desire of one man to make that wish come true. Amy had leukemia and a wish to visit Orlando’s theme parks. To facilitate this wish, a respected hotelier was asked to provide a complimentary stay for Amy and her family. Although the hotelier gladly obliged, the remainder of Amy's travel plans took too long to arrange, and her wish was never realized because Amy’s time ran out. This unfulfilled wish inspired the hotelier, Henri Landwirth, to make a vow that no child in need would ever be failed again, a mission that has been realized since 1986.

Landwirth enlisted the support of colleagues in the hospitality and tourism industries to assist him in bringing these special families to Central Florida. He called the project Give Kids The World, providing magical experiences with a vacation that means the world to children with critical illnesses and their families. As the program expanded and the number of families continued to grow, it was apparent that Give Kids The World would need to create a place that could better serve the needs of families. In 1989, the gates of Give Kids The World Village opened and what once was a dream is now an 90-acre reality. The Village includes 188

customized private villas, a café and ice cream parlor, rides, miniature golf, a pool, parades and countless activities and parties. This fully immersive experience brings immeasurable joy and memories to families and the army of those who make it happen.

At The Village, volunteers fill 93,000 shifts a year, resulting in total more than five million volunteer hours over The Village's thirty-five year run. Similarly, staff (whom GKTW calls "story tellers") are wholly invested in the mission, all well-versed in GKTW's history and there to ensure each family has an exceptional experience. With a current staff of nearly 200, The Village nurtures a deep sense of meaning in its employees, donors, volunteers and dedicated selection of nonprofit and corporate partners. This notion of purpose is infused in all those who work and serve with GKTW.

Learn more about Give Kids The World at <https://www.gktw.org>.

Position Responsibilities

Give Kids The World seeks an experienced strategic and mission-driven Chief Advancement Officer (CAO) to lead and manage development programs which are dedicated to advancing GKTW's strategic priorities and long-term relationships for the financial health and sustainability of the organization.

Give Kids The World currently has a \$24 million annual operating budget. This position will be responsible for delivering minimum revenue of \$13-15 million a year, growing as the Village expenses grow or special projects demand support. GKTW seeks to operate as effectively and efficiently as possible, using every dollar raised to deliver on its mission.

Additionally, GKTW's budget includes \$35 million in annual in-kind corporate support. In partnership with the leadership team and board of directors, the CAO works strategically to ensure ongoing stewardship of these resources. The budget also includes a \$74 million endowment that serves to protect The Village and fund CapEx needs, which falls outside of CAO responsibilities.

This is a broad-based role, including:

- Stewarding strategic relationships and partnerships with individual, institutional and corporate donors

- Developing new strategic relationships with individual, institutional and corporate donors
- Executing and enhancing special events
- Growing individual giving
- Managing and growing fundraisers
- Developing new opportunities to grow support

Specific Objectives

The CAO will have the following priorities as set by the President/CEO and Board of Directors:

- Meet FY24-25 development goals by establishing a cohesive, motivated, and productive development department team with clear goals and accountability for each team member
- Meet with Chair of Board Development Committee, reviewing KPIs and establishing strong, collaborative working relationship
- Over the first six months, work with President/CEO and Board Development Committee to identify and engage with key GKTW donors; leverage these relationships to inform future development strategies
- Develop a strong and collaborative working relationship with the Marketing team to coordinate chance-to-win and other online fundraising opportunities
- With the Development team, examine opportunities to increase revenue by enhancing current initiatives or creating new ones
- Lead a data-informed approach to enhanced donor engagement, based on analysis of existing and prior GKTW donor trends
- Lead the development of an annual development plan with the Development and Finance Committee(s) that includes strategies and KPIs for each revenue category (individual giving, events, corporate, etc)
- Create a GKTW standardized stewardship plan stratified for all levels of donors

Profile of the Successful Candidate

The Chief Advancement Officer (CAO) will be an experienced, empathic leader who is passionate about development, with a real capacity to deliver results. The new CAO will be as comfortable working on strategy with a group of C-suite executives as they are engaging with families and children in The Village. The CAO will be experienced, authentic, approachable, and accessible to all of the organizational

stakeholders. Experience demonstrating empathy and solid fundraising and management fundamentals that align with GKTW's culture will be of utmost importance. The values alignment between this purpose-driven fundraiser and GKTW, combined with unimpeachable personal and professional integrity, are paramount to success.

More specifically, Give Kids The World seeks a professional who embodies the following:

- 10+ years of successful experience of major fundraising or related non-profit or for-profit experience with increasing levels of responsibility
- A track record of overseeing successful and sustainable nonprofit fundraising programs and/or relationship or client account management that requires similar traits and outcomes
- Excellent leadership skills and presence with the ability to engage and inspire others within the Development team and across the organization
- Capable of translating plans and ideas into action that produces measurable results as well as providing the appropriate direction and input to the Marketing team for them to effectively support business objectives
- Exceptional ability and confidence in engaging high-net-worth individuals, board members and other high-profile individuals
- Track record of leading high-impact corporate engagement and employee giving programs
- Experience building and growing individual giving programs and campaigns that closely reflect the mission and values of their respective organizations
- Creative problem-solving and analytical skills
- Business acumen and fiscal responsibility
- Superior verbal and written communication skills
- Self-starter, goal oriented, and the capacity to manage multiple priorities with attention to details
- Able to work independently as well as promote collaboration and work with diverse groups
- Ability to operate a motorized vehicle, including battery-operated golf cart
- Valid driver's license and clean driving record
- Professional certifications, such as CFRE or related, preferred
- Knowledge of Salesforce and/or other fundraising donor management systems a plus

Start Timeframe

We seek to have someone in place before the end of Fall 2024.

Compensation

This position offers a competitive salary range of \$225,000 to \$275,000 and includes a comprehensive benefits package. We actively welcome all candidates from a wide range of backgrounds who have the skills to fulfill this role – regardless of compensation history.

To Apply

All applications are held in strict confidence. Please submit your credentials and a letter of interest through our private applicant portal to The 360 Group at:

<https://the360group.us/portal/>

Applications should be directed to the attention of Monica Rodgers, Senior Consultant or Melissa Ulum, Of Counsel. Applications will be reviewed on a rolling basis. Earlier applicants may receive priority consideration. To be considered, The 360 Group encourages all interested candidates to submit their applications promptly, via the confidential applicant portal linked above.

At The 360 Group, we know that a richly diverse mix of professionals makes organizations more effective. Using that principle as our “North Star,” we make diversity a hallmark of our firm, and all of our search engagements.

Learn more about The 360 Group at the360group.us.