



## Vice President of Resource Development

### ABOUT BRIDGE HOUSING

Today in America, and especially on the West Coast, the need for affordable housing is greater than ever. The shortage of affordable homes affects everyone and everything. Parents work multiple jobs, yet rents are out of reach. Employers in cities cannot expand the workforce, because their staff have nowhere to live. Seniors and people with disabilities struggle to stay in their homes. Many families and individuals are living on the streets or at best in cars, and the social and fiscal costs of home displacement are alarmingly on the rise. Unaffordable housing is now a major driver of serious socio-economic issues.

In 1983, BRIDGE Housing was formed from a \$600,000 charitable gift given to spearhead new solutions to the lack of affordable housing. This came about as San Francisco Bay Area community and business leaders were voicing serious concerns that high housing costs were undermining the region's workforce and economy. BRIDGE Housing leveraged this anonymous donation into more than \$3 billion in completed developments and homes. Today, BRIDGE has become the leading nonprofit developer, owner, and manager of high-quality affordable housing in California, Oregon, and Washington State. BRIDGE Housing doesn't just build affordable homes, they help transform and enrich the lives of communities.

BRIDGE's dedicated staff includes top experts in real estate, project development, finance, and management, operating in offices in San Francisco, Orange County, San Diego, Portland, and

#### Key Facts

- \$23 million annual budget
- Over 400 staff with five offices in three states
- 3 development staff positions
- On track to raise \$11 million this year
- Over 2,500 passionate donors

#### Mission

*BRIDGE's mission is to strengthen communities and improve the lives of its residents, beginning – but not ending – with affordable housing.*

#### Visit



Seattle offices. Their on-site staff brings talent in real estate leasing and management, maintenance, senior living, youth, and community services. BRIDGE has participated in the development of more than 17,000 homes for families, with 11,700 apartments currently under property or asset management and a development pipeline that's 7,000 strong and growing. Since 1983, BRIDGE has won over 160 national and regional awards for its stunning beautiful affordable homes where people can take pride in their communities.

Working with other nonprofits, BRIDGE partners to deliver more than 350 high-impact educational, wellness, and support programs that help residents move toward lifelong success. BRIDGE also provides value to communities by creating much needed amenities such as child-care centers, neighborhood-serving retail, health clinics, and parks. While BRIDGE receives financing from public sources for housing development activities, it is not enough to generate homes at the speed and scale of which BRIDGE is capable. No subsidies can fully fund BRIDGE's resident programs and community development activities, both of which play a vital role in their ability to transform communities and improve people's lives. As part of BRIDGE's Strategic Plan for 2019-2023, the organization is creating a three-pronged capital strategy in order to amplify its impact: ensure strong financial fundamentals to continue to secure and grow its existing debt/equity partners, working capital base and revenue streams; strengthen and expand access to new and innovative capital vehicles; and build philanthropic relationships and create a long-term fundraising campaign.

The BRIDGE comprehensive Campaign to Strengthen Communities is a \$35 million to \$50 million fundraising effort to transform the vitality of people, neighborhoods, and cities through increased affordable housing with holistic supportive programs. During the next five years BRIDGE plans to accelerate the development and acquisition of affordable and mixed-income apartments so families, seniors and individuals can have a place to call home. This five-year comprehensive campaign will support hundreds of programs and services for residents of all ages and fund three core components: housing development and innovation, community transformation, resident opportunities. The flexibility of the \$35 million to \$50 million goal is intentional, based on an analysis of a recent donor feasibility study conducted by Campbell & Company, BRIDGE's campaign counsel. The current targeted gift plan shows the potential of \$50 million in gifts from approximately 400 major gift donor prospects. The campaign will advance the development of 9,000 apartments, primarily for people with low incomes, provide housing for more than 400 formerly homeless individuals, accelerate family mobility through employment and education, and deliver more than 350 programs across 80 properties housing 21,000 residents.

We invite you to learn more at [www.bridgehousing.org](http://www.bridgehousing.org).



## THE POSITION

The Vice President of Resource Development role represents an exciting and distinctive opportunity to experience deep purpose and joy in leading the funding growth of programs and services that will positively impact the lives of thousands of West Coast individuals and families in need. The Vice President of Resource Development, a skilled listener, communicator, and relationship builder, provides overall leadership and strategic direction for BRIDGE's fundraising and signature campaign initiatives. This position reports directly to BRIDGE's Chief Investment Officer Jim Mather, with a dotted line reporting relationship during the campaign to Cynthia Parker, President and Chief Executive Officer. The Vice President serves as a high-functioning member of the senior leadership team and collaborates closely with the senior staff and the Board of Directors. The Vice President currently leads and manages a talented team of three resource development professionals with an expectation to grow the team in future. This position is based in BRIDGE's San Francisco office with the flexibility for working remotely as needed.

BRIDGE Housing is poised for its most dynamic phase of future growth, requiring the next Vice President of Resource Development to be an innovative strategic thinker who can successfully guide BRIDGE's transformative campaign. This entrepreneurial leader will be expected to continue to build the structure, systems, and programs for BRIDGE's growing philanthropic programs. All philanthropic gifts made and pledged between 2019 and 2023 will be counted toward the campaign. Of prime importance will be the development of a cohesive resource development system that operates from an achievement-oriented environment built on aspirational goals, performance metrics, and fundraising excellence. In order to be successful, the Vice President of Resource Development must be a confident, collaborative, and results-oriented leader who can articulate clear and compelling cases for support that ensure the growth and vitality of one of the nation's premier provider of holistic affordable housing.

## RESPONSIBILITIES

The Vice President of Resource Development will have the following primary responsibilities:

- Lead, manage, develop, and mentor the team in a manner that ensures a comprehensive and integrated fundraising program and campaign.



- Build a strong campaign-focused infrastructure that optimizes BRIDGE's fundraising potential and leverages the strengths of the resource development team.
- Plan, manage, and coordinate a collaborative campaign strategy that provides staffing and support to the President and CEO and board in their donor engagement activities.
- Work closely with the Campaign Leadership Cabinet to oversee all campaign strategies and planning activities and help solicit leadership and major gifts.
- Lead a targeted, innovative strategy that enhances private philanthropy and builds a pipeline for major and leadership gifts from new and existing high-net worth donors and prospects.
- Manage a portfolio of approximately 50 to 75 leadership-level prospects, focusing on a pipeline of seven-figure plus prospects.
- Work closely with the Communications team on strategies to attract and retain donors and investors.
- Help develop and lead the necessary culture change both internally and externally to prioritize and solidify the philanthropic impact of new and existing programs and initiatives.
- Manage the BRIDGE's fundraising budget and expenses for strong return on investment.
- Maintain open and ongoing communication with BRIDGE's senior leadership team, providing complete and accurate activity reports, revenue forecasts, data analytics, and situation analyses on a regular basis.
- Represent BRIDGE leadership at public functions and events to raise the visibility of the organization as a strong, viable philanthropic entity.

## MAJOR OBJECTIVES

Within the first 12 to 18 months, the Vice President of Resource Development will achieve the following major objectives:

- Plan, develop, and implement a comprehensive funding plan that prioritizes BRIDGE's strategic funding and campaign goals and broadens the engagement of high-capacity donors significantly.
- Identify and cultivate an increasing base of major gift prospects and donors that will eventually secure 4-5 significant gifts toward the campaign.

Build strong, mutually beneficial relationships among BRIDGE's board, senior leadership team, and external stakeholders including corporate executives, institutional leaders, and



top donors, in order to maximize giving support for the organization.

- Lead, build, and support a high-performing development team that grows an increasingly larger and diverse donor base by ensuring supportive professional development, strong moves management, and increasing out-the-door engagements.

## QUALIFICATIONS

The ideal candidate will possess many of the following qualifications:

- A genuine, passionate commitment to BRIDGE's mission with a willingness to learn and understand the work of an affordable housing organization.
- A minimum of seven years of senior-level leadership experience in managing successful fundraising teams, including experience in planning and executing a major multi-year campaign.
- Proven experience in raising leadership and major gifts at the six-figure and seven-figure level.
- Proven ability to hire, supervise, motivate, and retain a fundraising team that strives to achieve and exceed goals.
- Executive presence and confidence to project credibility to high-level funders, donors, corporate executives, and other strategic stakeholders.
- Results-oriented, innovative, flexible, and collaborative; a strong listener and consensus-builder who thrives in a fast-paced, team-oriented environment.
- Excellent communication skills with a persuasive ability, including strong written, verbal and presentation skills.
- Strong interpersonal and motivational skills that establish rapport, confidence, and trust, including ease and skill in conveying BRIDGE Housing's mission to a wide variety of constituencies.
- Strong command of advancement technology and donor database management, including The Raiser's Edge.
- Ability to travel as necessary and attend activities as needed, including evenings and weekends.
- A bachelor's degree from an accredited college or university.



## APPLICATION

BRIDGE Housing has retained Campbell & Company to conduct this search. The team for this project includes Dan Nevez, Senior Consultant, and Emily Thompson, Associate Consultant.

BRIDGE offers a highly competitive salary with bonus and a generous benefits package, including: medical, dental, and vision insurance, including medical and prescription coverage; flexible spending accounts; 10 paid holidays with two floating holidays; five weeks of vacation; two weeks of sick leave; paid sabbatical leave; a 403(b) match and contribution; cell phone allowance; commuter and parking benefits; employee assistance program; short and long term disability; basic life and AD&D; and an inclusive work environment. Relocation assistance will be available for the successful candidate.

To be considered for this opportunity, please send a letter of interest and resume to:

### EMILY THOMPSON

Associate Consultant, Executive Search

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BRIDGE Housing is an Equal Opportunity Employer.



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