



EXECUTIVE SEARCH
FOR

**DIRECTOR OF DEVELOPMENT,
BONNIE BRAE**



Bonnie Brae
Small Victories. Every Day.

Winter 2020

THE OPPORTUNITY

The Angeletti Group invites nominations and applications for Bonnie Brae's next Director of Development. The organization seeks a dynamic leader to oversee its development program and increase philanthropic support so that it becomes a more meaningful revenue stream.

As one of the organization's senior leaders, the Director of Development will report to the Chief Executive Officer; in this role she/he will be responsible for leading and managing all of Bonnie Brae's development, fundraising and community relations activities, which include developing and implementing strategies to raise funds and increase community awareness of the mission and work of Bonnie Brae, as well as supervising the development office staff and inspiring volunteers. The Director of Development will dedicate the majority of his/her time to major gift identification, outreach, and solicitation. The selected candidate will be an externally-focused development professional with a passion for Bonnie Brae's mission-driven work.

ABOUT BONNIE BRAE

Located in Liberty Corner, NJ, Bonnie Brae's school and therapeutic residential community provides comprehensive care for at-risk youth and families throughout New Jersey. Bonnie Brae offers residential care, clinical treatment, education, recreation, aftercare services, transitional living, work experience, and health services to boys ages 8-21.



Founded in 1916 by Judge Harry V. Osborne as a safe place for boys and young men in crisis, Bonnie Brae has helped more than 10,000 boys and young men overcome personal and family challenges. Bonnie Brae is a nationally accredited Residential Treatment Center equipped with teams of clinicians, special education teachers, and highly trained residential staff who provide



individualized residential and educational services for youth experiencing significant trauma, mental health and substance use.

In addition to the main campus, Bonnie Brae has three community-based transitional residential treatment programs which provide independent living skills to young men transitioning from residential treatment back into the community. Across locations, Bonnie Brae serves up to 114 boys at a time, 93 on the main campus; 8 at the Community

Based Transitional Living Home in New Brunswick, the Powers House; 8 at the Community

Based Transitional Home in Bound Brook, the Van Houten House; and 5 at the Community Based Transitional Home in Bridgewater, the Brozowski House.

Within the past 15 years, Bonnie Brae has more than doubled the number of boys it serves each year and aims to keep the growth on an upward trajectory by expanding the unique continuum of care it offers to include more community-based services. Alumni surveys and studies continue to prove the lasting impact of a Bonnie Brae experience with 100% of all eligible Bonnie Brae seniors graduating while at Bonnie Brae school compared to the statewide average of 83%.

Mission

Empowering youth and families to achieve small victories every day through comprehensive care and education.

Vision

Transform more lives of at-risk youth and their families through a nationally recognized model of care.

THE DIRECTOR OF DEVELOPMENT

The Director of Development will be a development professional of exceptional skill, impeccable ethics, and proven experience. They will be responsible for Bonnie Brae’s development, fundraising, and community relations activities. Coming off of the Our Dream Campaign, an initiative which has raised nearly \$2.6 million, this hands-on leader will have as her/his major charge overall responsibility to increase Bonnie Brae’s philanthropic revenues. An important component of the position will be the ability to be an active community member who will personally cultivate and solicit a portfolio of major gift prospects as well as engage administrative and volunteer leadership in ways they can add the greatest value.

AREAS OF EMPHASIS FOR DIRECTOR OF DEVELOPMENT

The Director of Development will provide strategic direction, leadership, and daily management:

Perform and Oversee Development Activities:

- Implement a metrics-driven, major gift program; set and monitor related goals and objectives.
- Develop and manage the cultivation and solicitation of a personal portfolio of prospects including individuals, corporations, and foundations.

- Identify prospective donors to special project funds and supporters of ongoing operations through analysis of donor records, individual, foundation, and corporate contacts, and community knowledge.
- Research individuals, foundations, and public grant agencies to identify funding sources for major grants dedicated to research, community service, and other projects.
- Assign responsibility to staff and coordinate trustee/volunteer activity related to development and fundraising.
- Oversee the planning and implementation of fundraising and special events, analyzing the process and results of each event.
- Develop methods and materials to educate prospects on Bonnie Brae's compelling and emerging needs.
- Oversee the maintenance of the database/records of contributors and grants.
- Oversee the process of acknowledgement and stewardship of gifts.

Oversee Public Relations Activities:

- Oversee the development of public relations materials to enhance the organization's image and promote philanthropic support.
- Oversee the development and implementation of multi-channel strategies to increase community awareness of Bonnie Brae through various channels; create and maintain news release files, cultivating positive relationships with reporters and editors of targeted media resources as appropriate.
- Make presentations, arrange conferences, and assist Board members, other volunteers, and staff in informing targeted audiences about Bonnie Brae and opportunities to support its work. These audiences may include local civic groups, corporations, foundations, and organizations with matching interests in helping troubled youth and their families.
- Oversee the development of brochures and other print and multimedia materials to promote Bonnie Brae.

Perform Administrative/Leadership Functions:

- With the CEO and Board of Trustees, establish fundraising goals and develop and implement strategic objectives to raise these funds.
- Enhance and establish policies and procedures for development, public relations, and volunteer activities.
- Attend meetings of the Board of Trustees, Development Committee, and Leadership Team.
- Propose and manage an approved annual budget for development function operations and activities.
- Manage and direct a comprehensive development office including major gifts, direct response, special events, planned giving, targeted approaches to private and public funding sources, and appeals for specific needs (such as capital funds, major gifts, endowment funds, corporate and in-kind support).

- Maintain an in-depth knowledge of the full range of Bonnie Brae programs, activities, and treatment interventions; take actions in the best interest of Bonnie Brae with respect to community relations (within and outside Bonnie Brae), volunteer efforts, services, gifts, and fundraising from public and private sources.

QUALIFICATIONS & PREFERENCES

- Track record of identifying, cultivating, and soliciting major gifts.
- Excellent interpersonal, managerial, analytical, organizational and communication skills (both oral and written).
- A demonstrated understanding of and appreciation for Bonnie Brae's mission.
- Proven experience (5 or more years) in fundraising, public relations, and staff supervision.
- Flexible and enthusiastic regarding change; persistent in overcoming obstacles to change.
- Creative, innovative, and able to devise new approaches to philanthropy.
- Ability to think and act independently as well as collaborate with a team.
- Dependable and can be relied upon to complete tasks in a timely manner.
- High code of ethics.
- Proficiency in Microsoft Office and experience with fundraising databases.
- Bachelor's degree required.

APPLICATION PROCEDURE

Applications will be accepted until position is filled. To be considered, candidates should submit a resume and cover letter including a statement of interest to search@theangelettigroup.com.

Nominations and confidential inquiries made to:

The Angeletti Group
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search@theangelettigroup.com