

Recruitment Profile
for
Chief Development Officer



VALLEY COMMUNITY HEALTHCARE
Sherman Oaks, CA

January 2025

LEADERSHIP TRANSITION | EXECUTIVE SEARCH | BOARD ADVISORY

POSITION DESCRIPTION

Title: Chief Development Officer

Organization: Valley Community Healthcare (valleycommunityhealthcare.org/)

Reports to: President & CEO

Location: Sherman Oaks, CA

ORGANIZATION:

Valley Community Healthcare (VCH) is a nonprofit community health organization providing high quality, integrated health and wellness services at little or no cost to patients. VCH is the provider of choice for individuals and families in the San Fernando Valley who often have nowhere else to turn for healthcare. Originally founded in the early 1970s as a counseling center and free clinic, VCH is now a well-established FQHC (federally qualified health center) operating two full-service clinics; its flagship location in North Hollywood and a location second North Hills. Though its size, scope, and service offerings have evolved significantly since its founding, VCH has been a cornerstone of community wellness and advocacy, and it remains dedicated to improving the health and well-being of San Fernando Valley residents.

VCH is committed to providing high-quality, comprehensive, and culturally competent healthcare services, regardless of a patient's ability to pay. This commitment extends to vulnerable populations who often face significant barriers to accessing healthcare: immigrants, the unemployed, low-income families, the unhoused, and others who have fallen through the widening cracks in the healthcare system. Recognizing that access to care is critical to maintaining good health, VCH offers primary health, preventive care, case management, and specialty services in a welcoming, bilingual, and culturally competent setting. This helps ensure that *everyone* in their service area can receive the care they need to thrive.

VCH's service area comprises the northeast San Fernando Valley in Los Angeles County, including North Hollywood, Panorama City, Van Nuys, Mission Hills, North Hills, Pacoima, San Fernando, Sherman Oaks, and Sun Valley. This service area encompasses many zip codes federally designated as Medically Underserved Areas and Health Professional Shortage. Ninety-eight percent of VCH patients live below 200% of the Federal Poverty Level. Its patient population includes many who are challenged with issues around immigration status, multiple chronic disease diagnoses, and limited English proficiency.



VCH employs a staff of 250 people and an operating budget of approximately \$33 million. The vast majority of its current revenue comes through programs such as Medicare and Medi-Cal. VCH is the "family doctor" to many of its more than 21,000 patients and it serves as a vital healthcare safety-net for the San Fernando Valley. In 2025, it will see more than 62,000 primary care visits.

To learn more about Valley Community Healthcare, please visit
www.valleycommunityhealthcare.org

OPPORTUNITY:

Following a leadership transition in the summer of 2024, with the retirement of a 30-year CEO, VCH is ushering a new era of leadership, vision, and strategy. As part of this vision, VCH hopes to innovate and expand well beyond the programs and services that are supported by government funding programs. The Chief Development Officer (CDO) will play a key role in facilitating this growth by building new, integrated development and communications programs to significantly raise VCH’s profile and expand private revenue opportunities. By so doing, the CDO will level-up VCH’s ability to deliver impact and results for its patients. This role is an exceptional opportunity for an experienced and creative development and communications expert who wants to use their previous experience, expertise, and perspective to design and build ‘something of their own.’

REPORTING:

Reports directly to VCH President and CEO [Anita Zamora](#) (she/her) RN, CNS, MSN. Serves as a member of the Executive Leadership Team. Works collaboratively with the Board of Directors and the Resource Development Committee of the Board. Supervises a Grants Manager and Communications Manager (currently an open position).

THE POSITION:

The Chief Development Officer (CDO) is responsible for creating and overseeing a re-imagined fundraising and communication effort for this long-time community partner serving the [San Fernando Valley](#). A primary responsibility of the CDO will be to design and implement strategic development plans – across all revenue categories and donor audiences – to ensure VCH’s ongoing success and sustainability. Key strategic objectives of this role include:

- ❖ Assessing, improving, and integrating new and existing fundraising and communications programs
- ❖ Creating and delivering consistent, compelling narratives to raise VCH’s profile and community awareness
- ❖ Actively engaging local businesses, philanthropic, and community leaders in supporting VCH
- ❖ Implementing systems, processes, tools, and best practices to improve fundraising capacity and results
- ❖ Leading efforts to create a culture of philanthropy at all levels of the organization

The CDO will be charged with re-building and leading a high-functioning team capable of elevating individual giving (annual, major, and planned gifts), institutional funding (foundations, corporations, public funding sources), and strategic communications efforts. This person will also serve as a key thought and strategic partner to the President and CEO and the VCH Board of Directors and will work collaboratively to help instill a culture of philanthropy throughout the organization.

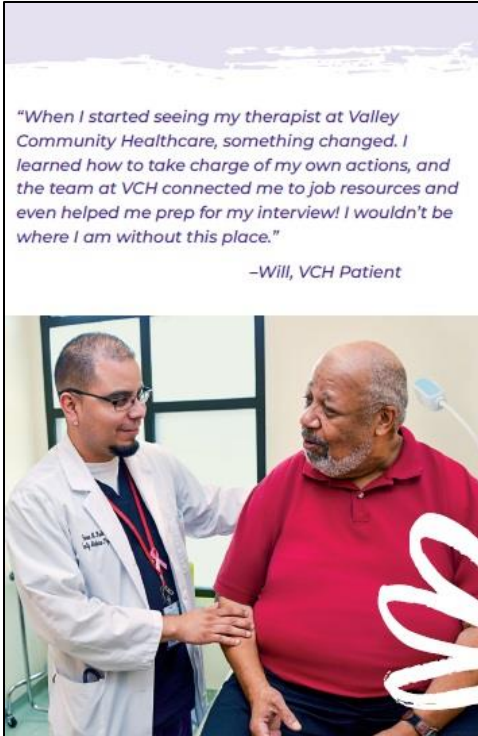
PRIMARY RESPONSIBILITIES:

[NOTE: It is understood that no single candidate will have expertise across all areas of responsibility. Successful candidates will demonstrate a compelling combination of many of them and the self-awareness and professional maturity to leverage existing or new resources in the area(s) where they lack personal mastery.]

1. Organizational Leadership and Strategy

- In partnership with the President and CEO, develop clear strategic priorities and operating plans for the development and communications teams;

- Assess organizational needs, prepare and manage annual budgets, and set overall fundraising objectives, including current and long-term revenue goals and performance expectations;
- Develop and improve fundraising infrastructure – including processes, systems, policies, and tools – to maximize efficiency and support current and future growth;
- Ensure compliance with relevant laws and ethical standards in all fundraising and development activities.



2. Revenue Growth and Diversification

- Develop strategic, multi-year fundraising plans to diversify revenue and expand the donor base;
- Cultivate, expand, and innovate the existing portfolio of funding sources and relationships;
- Build and maintain strong relationships with donors and other key stakeholders, including the developing targeted stewardship plans for individual and institutional donors;
- Lead efforts to grow new revenue from private sources, including:
 - **Major Gifts**
 - Implement tools and best practices to attract and retain individual donors capable of giving \$10K+ annually
 - Identify major donor and planned giving prospects – including from current/ lapsed donors and annual fund participants – and create intentional, strategic cultivation plans for them
 - Increase size and demographics of donor population with an eye toward building a new generation of major donors and gifts

- **Annual Giving, Campaigns, & Appeals**

- Implement strategies and tools to grow annual giving campaigns
- Leverage annual campaign data for lead generation and donor cultivation
- Create and execute an annual giving calendar, including specific campaigns and year-end appeals

- **Corporate and Foundation Giving**

- Manage the Grants staff and/or external consultants in expanding prospect research to identify new private foundation supporters
- Actively engage with potential local and national business partners to support VCH's work and mission
- Create and implement strategies to scale the organization's institutional giving programs, including employee engagement and volunteer opportunities

- **Events**

- Create and execute donor engagement, recognition, cultivation, and fundraising events of appropriate size and focus

3. Strategic Communications

- Develop communication and marketing strategies that promote the organization's mission and impact, and ensure consistent messaging across communication channels;
- Create annual communications plan to elevate VCH's brand/profile and ensure VCH's immediate and longer-term funding goals are met or exceeded;
- Update, improve, and/or professionalize marketing and communications tools – donor engagement materials, case for support, campaign literature, appeals, etc. – for consistency and impact;
- Supervise and support a Communications Manager (currently open).

4. Team Development & Supervision

- In partnership with President & CEO, assess organizational needs and build a high-performing development and communications team to advance VCH's mission;
- Revise team structure, roles, and responsibilities as necessary (and within budget parameters) to maximize capacity and drive revenue;
- Ensure an inclusive environment of trust, respect, openness, and collaboration.

5. Internal & External Relationship Management

- Work in close collaboration with President & CEO, Resource Development Committee of the Board, Executive Leadership team, and other internal champions to create a culture of philanthropy and ensure alignment of advancement strategies with the organization's overall goals and mission;
- Collaborate with the Board of Directors, provide regular updates on fundraising efforts and engage their support and involvement, and assist in new Board Member cultivation
- Work in partnership with the finance and executive team to ensure effective financial planning and budgeting for all development and communications activities;
- Nurture and develop relationships with community leaders, government agencies, partner organizations, local businesses, elected officials, and other external stakeholders;
- Attend community events and cultivate speaking opportunities to deepen local networks and expand community presence.

CANDIDATE PROFILE:

The CDO plays a pivotal role in building and sustaining relationships with donors and other key external stakeholders. This position requires strategic thinking, strong leadership, and a demonstrated ability to secure financial support for VCH. The successful candidate will be an experienced, innovative, and dedicated leader with a proven track record of building/re-building high functioning teams and expanding fundraising and communications programs, and results. All candidates should bring a transparent and inclusive leadership style and a genuine commitment to collaboration, cooperation, and team building. They should have personal and/or professional passion for VCH's mission of providing access to high quality, culturally sensitive care to all those in need.

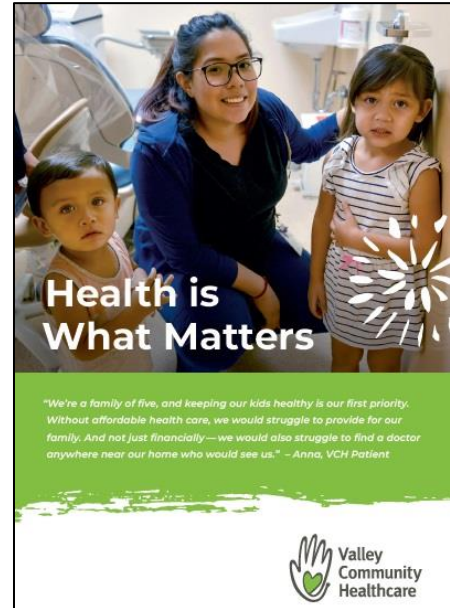
REQUIRED SKILLS AND EXPERIENCE (Must Have):

- A minimum of 7 to 10 years of successful, donor-facing development experience, inclusive of annual giving, major gifts, corporate and foundation relations, grants, special events, and communications/marketing
- Depth of understanding of nonprofit funding and revenue generation and a history of leading development efforts in an organization of similar (or larger) size and complexity
- Progressive leadership track record in fundraising and communications, including roles such as CDO/Vice President of Development, Development Director, Chief Advancement Officer, or similar
- Experience and talent for managing and supporting teams to achieve their highest potential
- Ability to bring new strategies, tools, and best practices for expanding a donor base and growing revenue
- Knowledge and experience of leading donor- and public-facing strategic communications efforts
- Ability to organize and execute the logistics of events and programs, including materials, information, and volunteer engagement to optimize efficiency
- Exceptional written and verbal communication skills, including public speaking and presentations
- Strong financial acumen and ability to develop budgets, project costs and revenue, and control costs
- Knowledge of/experience with donor databases of record (such as Salesforce, Blackbaud, Raiser's Edge, Donor Perfect, etc.), understanding of record keeping and data collection, and ability to track, analyze, and report accurately on funds and donors

- Advanced PC proficiency, including Microsoft Office or similar Software
- Bachelor’s degree in a relevant field or any combination of education and experience which would provide an equivalent level of experience; Master’s degree is a plus

ADDITIONAL/DESIRED SKILLS AND EXPERIENCE (Nice to Have):

- Previous experience in a community health or other nonprofit healthcare-related organization
- Knowledge and/or experience with government funding systems (Medicaid, Medi-Cal, etc.) that support nonprofit healthcare
- Existing connections to individual and/or institutional funders in the San Fernando Valley and/or greater Los Angeles region
- Track record of managing external vendors such as marketing/public relations firms, grant writing consultants, and event production vendors
- Knowledge of/experience with planned giving programs and strategies
- Fluency in social media applications and knowledge of digital fundraising



PERSONAL CHARACTERISTICS:

- Demonstrated passion for community building and for centering the needs of vulnerable individuals and populations
- High levels of professional maturity, emotional intelligence, and self-awareness
- Cultural competence and understanding of the diverse needs, experiences, and contributions of the people and communities VCH serves
- Personal style and abilities that naturally build trust and rapport with a diverse range of people and groups
- Natural curiosity and genuine interest in engaging with people across a wide variety of settings and contexts
- Self-starter with a bias for action, but also able to work collaboratively with cross-functional teams
- Ability to pay keen attention to detail without losing sight of larger objectives
- Nimbleness and flexibility to pivot, shift gears, and/or re-prioritize as needed
- Demonstrated commitment to prioritizing diversity, equity, inclusion, and belonging

COMPENSATION & BENEFITS:

Valley Community Healthcare is offering a comprehensive compensation package for this position, including a base salary in the range of \$190,000 to \$220,000 and full benefits package. Benefits include employer-subsidized health benefits, dental and vision benefits, retirement savings plan with employer contribution (5% in recent years), flexible/hybrid work scheduling, PTO (vacation and personal/sick days) and 11 paid holidays, short-term disability, and parental leave offerings.

CONTACT:

Kevin Chase Executive Search Group has been retained to lead this recruitment effort on behalf of Valley Community Healthcare. Kevin Chase Executive Search Group works only with equal opportunity employers. No applicant will be discriminated against because of racial or ethnic identity, religion, sexual orientation, gender identity or expression, or disability.

To apply, please submit a complete resume with full employment history and a cover detailing your interest in the position and the professional and/or lived experience you believe make you a uniquely qualified candidate for this role. All inquiries, applications, or referrals will be held in strict confidence.

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Please note that all education, dates of employment, compensation and other information provided will be verified prior to an offer of employment.