
PERFORMANCE PROFILE FOR:

Vice President of the Al Sigl Foundation

ORGANIZATION:

Al Sigl Foundation ("the Foundation") and Al Sigl Community of Agencies ("Al Sigl")



Al Sigl Community of Agencies ("Al Sigl" or "The Organization")

Al Sigl was founded in 1962 in response to an emerging need for high-quality, reasonably priced real estate for nonprofit agencies that serve children and adults with disabilities and special needs. Community leaders in the Rochester region were savvy enough to recognize that meaningful cost containment synergies could be created when agencies with similar missions "live" in close proximity to one another. Today, Al Sigl has evolved into a national role model for the provision of collaborative, social purpose real estate solutions and business services that benefit a growing number of nonprofit agencies. Looking forward, Al Sigl will continue evolving, proactively scanning the environment for better ways to support the changing needs of the clients of the nonprofit agencies it serves.

The Organization currently offers three relationship tiers to area nonprofits: (1) a membership relationship, whereby select agencies ("Member Agencies") have entered into a formal agreement with Al Sigl; (2) an affiliate relationship with nonprofit agencies ("Affiliates"); and (3) a tenant/landlord relationship, where tenants are referred to as neighbors ("Neighbors"). The aforementioned Membership Agreement outlines a more defined relationship beyond that of tenant/landlord, describing parameters for providing financial support to Member Agencies from various collaborative fundraising initiatives led by Al Sigl throughout the year. Affiliates meet minimum square foot leasing and rental longevity parameters and benefit from more limited collaborative opportunities, and Neighbors lease space and receive infrastructure support from Al Sigl. At present, Al Sigl has a Member Agency relationship with seven independent nonprofit human service organizations: CP Rochester; Empowering People's Independence (or EPI, formerly Epilepsy-Pralid Inc.); Medical Motor Service; National Multiple Sclerosis Society; Rochester Hearing and Speech; Rochester Rehabilitation Center, and Starbridge. Al Sigl currently has an Affiliate Member relationship with two nonprofit Agencies: Mary Cariola Center and the Arc of Monroe. Al Sigl has a Neighbor relationship with 11 additional nonprofit organizations, including Hillside Children's Center and the University of Rochester. All of the Member Agencies, Affiliates and Neighbors are tenants of Al Sigl.

Al Sigl provides real estate solutions specifically tailored to the needs of each agency, in addition to well-appointed shared space to be used by all. The Organization's real estate and property management expertise allows tenants the freedom to focus on what they do best - directly serving the needs of their clients. While some agencies share buildings or campuses with other Al Sigl affiliated nonprofits, some are the sole tenant of their building. Nonprofit organizations are leasing property from Al Sigl with increasing frequency based on the Organization's reputation for excellence, and Al Sigl maintains an active waiting list of a dozen or more nonprofit prospects. Al Sigl is most frequently recognized for expertise in championing the needs of agencies that serve people with disabilities and special needs. Most landlords respond to requests to adapt

real estate for special needs as an afterthought, but at Al Sigl the concepts of access and inclusion are the first consideration. The organization owns over 750,000 square feet of real estate spread across 6 campuses and 20 buildings in the greater Rochester area.

Creative collaboration is part of the organization's core values. Al Sigl frequently collaborates with other organizations to bring new services to the community in the most efficient way possible. As a result, the Organization teams with one or more partners on the following joint ventures/collaborations: Center for Information Services (CIS); Future Care Planning Services, the Move to Include initiative with WXXI; Effective Access Technology with RIT and a founding member of the Golisano Autism Center.

Al Sigl Foundation (“the Foundation”)

The Al Sigl Foundation is a nonprofit membership corporation that was formed to provide funds and support for the benefit of Al Sigl Community of Agencies. With a staff of six, the Foundation raises approximately \$1.0 to \$1.5 million annually and has an endowment of approximately \$27 million. The Foundation is led by an active, engaged Board of Governors who volunteer and help guide the strategic direction of the Foundation. The Vice President of the Foundation reports to the President of Al Sigl who also holds the title of President of the Foundation.

The Foundation provides a variety of platforms for fundraising for its Member Agencies in the form of annual events, including a golf tournament (53 years), a food and beverage pairings/silent auction event called Fine Tastings (18 years), a costume-themed indoor inclusion walk called WalkAbout (30 years), a tennis tournament (10 years) and a newly organized annual ski outing. In addition to these events, the Foundation also manages an annual appeal and the Just One campaign, including marketing and underwriting of direct mail outreach and a special event entitled Just One Night. The proceeds of the Just One campaign and the annual appeal are retained by the Al Sigl Foundation to help fund its staff and operations, and the proceeds of other events are shared with Member Agencies and Al Sigl.

The Foundation has led two successful capital campaigns over the past twenty years to raise funds for real estate acquisition, improvements, and additional needs identified by Member Agencies, and supported work on the capital campaign for the Golisano Autism Center. The proceeds are shared with Member Agencies, including annual interest income from agreed upon endowment funds. The Boards and Al Sigl leadership recognize that the organization will launch a new capital campaign within the next three years based on the current need for available space to lease to nonprofit prospects.

The Opportunity

The next Vice President of the Al Sigl Foundation will develop and execute the long-term fundraising strategy of one of Rochester’s largest and most recognizable charitable organizations. While the Foundation has a history of running successful events that benefit Member Agencies, the Foundation recognizes the potential of a strategy focused on the long-term solicitation of major gifts, corporate gifts, government grants and foundation grants. The Board of Governors and the President of Al Sigl are energized to team with the Vice President of the Foundation in the development of a fundraising strategy that capitalizes on these untapped opportunities.

In addition to leading the Foundation, the Vice President will also be a member of the leadership team of Al Sigl Community of Agencies, contributing ideas and leadership to an organization that

positively impacts the lives of thousands of Rochester area individuals and families. The Board of Trustees of Al Sigl, and the Board of Governors of the Foundation are populated by highly engaged multi-generational community leaders who believe deeply in the value that Al Sigl brings to the community through its support of Member, Affiliate and Neighbor agencies. These professional leaders are eager to be called upon to act on behalf of the Foundation in a variety of ways that ultimately contribute to the organization's success – from sponsoring and volunteering for events to facilitating high-impact introductions.

The successful candidate in this role will be supported by a development director, an events manager, a marketing manager, a data management professional and an administrative support professional. The team is looking forward to mentorship opportunities from the Foundation's new leader and an infusion of fresh creative energy to take the Foundation to new levels of support for Al Sigl.

In addition to the opportunity to build a productive relationship with the team, the Vice President of the Foundation will have the privilege of teaming with Member Agencies to find new ways to collaborate on marketing and fundraising initiatives.

WHY IS THIS OPPORTUNITY UNIQUE?

This opportunity should be of particular interest to fundraising and advancement professionals who have never felt empowered to act on their ideas and initiatives without going through layers of approval and red tape. The Al Sigl Foundation is encouraged to experiment with new approaches and adjust accordingly. The next Vice President of the Foundation will also experience the feeling of being supported; recognition for a job well done is part of the organization's DNA, in sharp contrast to the "what have you done for me lately?" attitude experienced by many fundraising professionals in prior roles. Lastly, the successful candidate will be contributing to the great work of *many* nonprofits through the multiplier effect of Al Sigl's unique mission.



GOALS AND RESPONSIBILITIES

- Team with the Al Sigl Foundation Board, staff, and the President of Al Sigl to develop and execute a multi-year strategic plan for fundraising and development that supports the strategic plan for Al Sigl Community of Agencies.
- Meet in-person with a range of three to five donors and/or prospects each week.
- Utilize creativity and events experience to refresh the Foundation's platform of long-standing annual events.
- Develop a key indicator dashboard to be reviewed and updated regularly with staff and the Foundation Board against annual goals.

- Conduct an RFP process for purchasing new donor management software that better fits the needs of the Foundation. Team with staff to execute a smooth conversion to the new system.
- Identify first-time grant opportunities from Government and Foundation sources that align with the unique value proposition that Al Sigl provides to Member Agencies. Determine an optimal staffing solution for grant-writing needs.
- Team with the Marketing Director to develop a document, to be refreshed annually, that captures the financial and other forms of support provided by Al Sigl to each of its Member Agencies.
- Mentor the capabilities of staff under management and provide access to training and development with a goal of building a best-in-class, creative and accountable foundation operation.
- Team with the Marketing Director and the President of Al Sigl to develop marketing collateral that tells the Al Sigl “story” in support of fundraising and development efforts.
- Develop subject matter expertise in planned giving and execute a strategy to proactively educate and pursue potential planned giving opportunities with current donors and prospects.
- Proactively identify and manage an appropriate response to changes in organizational priorities and economic conditions as needed.
- As the “face” of the Al Sigl Foundation, develop and deliver engaging, informative presentations for community and donor events, demonstrating expertise in the value proposition provided by Al Sigl for Member, Affiliate and Neighbor agencies.

CANDIDATE QUALIFICATIONS

The successful candidate will possess the following:

- Three or more years of success as the leader of a foundation or nonprofit fundraising/advancement team, or multi-year experience as a director/vice president of major gifts. Fundraising experience with agencies focused on improving the lives of those with disabilities is a plus.
- Experience as an individual contributor with multiple facets of a sophisticated fundraising/advancement organization, including annual giving, major gift solicitation, planned giving solicitation, corporate sponsorship, grant solicitation, giving societies/circles and event management.
- A reputation for mentoring and motivating staff to their fullest potential, including holding staff accountable for measurable results.
- Certification as a fundraising executive (CFRE credential) or other fundraising certification or demonstrated adherence to the Association of Fundraising Professionals (AFP) code of ethics is preferred.
- A track record for developing efficient processes for fundraising, data management and status reports.

- Proven experience with developing and delivering engaging, content-rich presentations tailored for a wide variety of audiences – government, donors, volunteers, community groups, etc.
- Capital Campaign experience is a plus.
- A natural inclination to “lead by example,” demonstrating flexibility, proactive problem identification and resolution, and a sense of urgency.
- A reputation for diplomacy and respect for and empathy with individuals from all cultures, socio-economic backgrounds, and differing abilities
- Unquestioned professional and personal integrity.

This description is not meant to be an all-inclusive list of duties and responsibilities but constitutes a general definition of position scope. The AI Sigl Foundation and AI Sigl Community of Agencies are Equal Opportunity Employers and do not discriminate on the basis of sex, race, color, religion, creed, national origin, age, marital status, sexual orientation, disability, genetic predisposition, veteran status, or status as a member of any other protected group or activity.

HOW TO APPLY/MAKE INQUIRIES:

This retained search is being conducted exclusively by Patty Phillips of Clarity Recruiting and Career Management, Inc. for the AI Sigl Foundation. All applicants must contact Patty directly, as all applicants and inquiries, regardless of how sourced, will be forwarded to her attention.

If interested, please submit a cover letter and resume to: patty@clarityracm.com. In your cover letter, please explain the basis for your interest in the position and highlight relevant experience for the role.