



Mission: “*To unleash the inherent power, dignity, and hope of communities in informal settlements – creating opportunities for them to thrive.*”

shofco.org
New York, NY
Hybrid Employment

DIRECTOR OF DEVELOPMENT

ABOUT SHOFCO



Shining Hope for Communities (SHOFCO) is the largest grassroots organization in Kenya. To empower communities to transform urban poverty to urban promise, SHOFCO provides critical services, operates community advocacy platforms, and builds female leadership to create lasting change. In 2023, SHOFCO impacted 2.4 million urban slum dwellers through its critical services in girls leadership and education, water and sanitation, health services, sustainable livelihood programs, and essential services.

With registered offices in both New York and Nairobi, SHOFCO has been growing at an exponential rate, with impact, funding and recognition to match that growth trajectory. SHOFCO’s impact has grown 300% in the last 5 years, with a budget that reflects this growth from \$7M in 2019 to a budget today of \$28M.

SHOFCO is at an exciting moment in its history. SHOFCO has recently received a transformational eight-figure gift and continues to move towards receiving large gifts. In addition to these gifts, the organization is strategically poised to build a base of sustainable philanthropic support.

SHOFCO seeks an entrepreneurial and passionate Director of Development (Director) to lead the significant expansion and diversification of philanthropic income sources. Building upon SHOFCO's significant acclaim and large gifts, the Director will partner with the Chief Advancement Officer to build a base of sustainable philanthropic support. The ideal candidate will carry a portfolio of individuals and foundations and solicit \$8 million annually, with responsibility to grow the portfolio to \$10 million in the next two years. In parallel, s/he will further build and operationalize a comprehensive development office, ensuring the retention and increased giving from existing donors with an emphasis on stewarding new and annual gifts of five- and six-figures or more.

The Director is responsible for managing all initiatives to strengthen SHOFCO's base of individual support to sustain the organization's operations and long-term stability, including annual and special fundraising, major gifts, e-philanthropy, and constituency building. The successful candidate will have breadth and depth of experience working with individuals and with local, regional, and international foundations. S/he will build a robust annual giving program focused on the identification of new prospects and upgrading donors to the major gift level. The candidate will develop best practices, expand and diversify the prospect base, and lead the identification, cultivation, solicitation, and stewardship of prospects.

The Director will report to the Chief Advancement Officer, who is based in New York City, and partner with them to support the Development Committee of the Board of Directors. The candidate will work closely with the Development Manager and Development Associate, and collaborate with the Director of Marketing and Communications, in Washington, D.C., and the Director of Partnerships and Impact, in Nairobi, Kenya.

The ideal candidate will have highly attuned cultural sensitivity with the ability to work effectively with people from diverse cultures. S/he will be flexible to adapt to, and work in, a highly nimble and growing organizational framework, adapting to the time zones of international colleagues.

SHOFCO has retained [Freeman Philanthropic Services, LLC](#) to assist with this crucial recruitment.

ABOUT SHOFCO

Shining Hope for Communities (SHOFCO) was founded 20 years ago by Kennedy Odede, a young man raised in Kibera, the largest slum in Africa., where he experienced extreme poverty, violence, lack of opportunity, and deep gender inequality. However, Kennedy also witnessed the palpable hope that persists in slums and recognized that people sought something different for themselves, their families, and their communities. Visionaries like Martin Luther King Jr. and Nelson Mandela showed Kennedy that great, systemic change can come from within. Women like Kennedy's mother inspired him to build the solutions to urban poverty through addressing one of its core obstacles—the prohibitive level of gender inequality.

In 2007, Kennedy met Jessica Posner, a bright and driven American student studying abroad. Together they devised the model that SHOFCO utilizes today. Kennedy and Jessica's partnership is a unique, pioneering collaboration in the field of international development. Bolstered by grassroots knowledge, they have dedicated their lives to bringing hope to urban communities. In 2015, they released their New York Times best-selling book: *Find Me Unafraid: Love, Loss, and Hope in an African Slum*.

Kennedy was appointed by administrator Samantha Power to the USAID Advisory Committee and has served as a Fellow with Humanity in Action, Aspen Institute and Echoing Green. He is also a Young Global Leader at the World Economic Forum, an Obama Foundation Africa Leader and a member of the Clinton Global Initiative. Prior to this, Kennedy served on the United Nations International Commission for

Financing of Global Education Opportunities, and on the Board of Directors of Wesleyan University. He regularly attends the World Economic Forum and publishes op-eds for national and international media.

SHOFCO and Kennedy are regularly featured in the media, including Fortune, The New York Times, The Guardian, CNN, and Project Syndicate. Awards and recognition include:

- 2024: Time100 Most Influential People
- 2022: Schwab Foundation Social Entrepreneur Award
- 2021: UN Habitat Scroll of Honor
- 2018: Conrad N. Hilton Humanitarian Award

SHOFCO's notable supporters include:

- US Ambassador Meg Whitman
- Salma Hayek
- Madonna
- Bill and Chelsea Clinton
- Tony Goldwyn
- Lupita Nyong'o

LEADERSHIP



Kennedy Odede, Founder and Chief Executive Officer

Kennedy Odede is one of Africa's best-known community organizers and social entrepreneurs. Kennedy grew up in Kenya's Kibera slum, the largest slum in Africa, where he experienced the devastating realities of life in extreme poverty first hand. At age ten he became a street child. Still, he dreamed about changing his community. In 2004, he had a job in a factory earning \$1 for ten hours of work. He saved 20 cents and used this to buy a soccer ball and start Shining Hope for Communities (SHOFCO).

Driven by the entrepreneurial spirit of the people of Kibera, SHOFCO became the largest grassroots organization in the slum. Today, SHOFCO impacts over 2.4 million slum dwellers across 50 sites in Kenya, and is the nation's largest grassroots movement. SHOFCO is on the front lines of COVID-19 response in Kenya's urban settlements, delivering health care, WASH, food relief, and economic stability at scale. In 2018, SHOFCO became the youngest-ever organization to receive the Conrad N. Hilton Humanitarian Prize, the world's largest humanitarian prize awarded to nonprofits that have made extraordinary contributions to alleviate human suffering. In 2021, SHOFCO was awarded the UN-Habitat Scroll of Honor, one of the world's most prestigious prizes presented to those working on sustainable urbanisation.

Although he was entirely informally educated, Kennedy received a full scholarship to Wesleyan University, becoming one of Kibera's first to receive an education from an American liberal arts institution. He graduated in 2012 as the Commencement Speaker and with honors in Sociology. He later served on the Wesleyan Board of Trustees. Kennedy was awarded the 2010 Echoing Green Fellowship, named to FORBES "30 under 30 list" for top Social Entrepreneurs in 2014 and won the Muhammad Ali Humanitarian Prize in 2014.

Kennedy is a New York Times best-selling author of *Find Me Unafraid: Love, Hope, and Loss in an African Slum*, co-written with his wife and partner, Jessica Posner Odede. Kennedy is the founder of Teach for Kenya. Kennedy has also published opinion articles on urban poverty in *The New York Times*, CNN, *The Guardian*, Project Syndicate. His work has been featured by President Bill Clinton, Chelsea Clinton, and on multiple occasions by Nicholas Kristof in *The New York Times*. Kennedy served on the United Nations International Commission on Financing of Global Education Opportunities. Kennedy is a Young Global Leader (YGL) at the World Economic Forum, an Obama Foundation Africa Leader, a UBS Global Visionary, a member of the World Economic Forum's Global Future Council, and a 2022 Schwab Foundation Social Innovator of the Year. Kennedy lives with his family in Nairobi.



Katherine Potaski, Chief Advancement Officer

Katherine Potaski is the Chief Advancement Officer of SHOFCO. Prior to this, she served as the Director of Development at the Synergos Institute, the Associate Director of International Fundraising at The Hunger Project, and as a Program Associate at the Vera Institute for Justice. Katherine holds a Master's in Public Administration with a concentration in International Organizations from New York University and a Bachelor's Degree in International Affairs from The George Washington University.

BOARD OF DIRECTORS

SHOFCO's Board of Directors is comprised of leaders and experts who are dedicated to the organization's mission, vision, values, and continued growth. The Board is a diverse group of corporate leaders, philanthropists, business, finance, legal, government, and not-for-profit professionals.

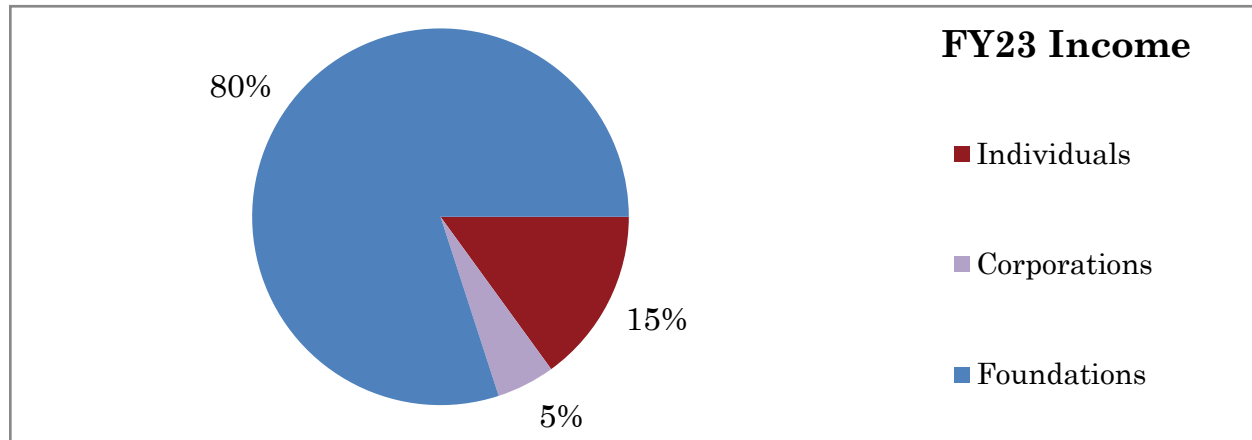
For a complete list of members of the Board of Directors, [please click here](#).

IMPORTANT AND REPORTING RELATIONSHIPS

The Director will report to the Chief Advancement Officer, who is based in New York City, and partner with them to support the Development Committee of the Board of Directors. The candidate will work closely with the Development Manager and Development Associate, and collaborate with the Director of Marketing and Communications, in Washington, D.C., and the Director of Partnerships and Impact, in Nairobi, Kenya.

FINANCIAL OVERVIEW

In fiscal year 2023, SHOFCO raised \$24 million from individuals, corporations, and foundations, which includes large, restricted gifts from foundations. SHOFCO's philanthropic income for fiscal year 2023, separated by sources of support, is included below:



KEY RESPONSIBILITIES

This Director role represents an unmatched opportunity to lead a strategic and operational plan for building and expanding annual revenue. S/he will be responsible for meeting the following responsibilities:

- Partner with the Chief Advancement Officer to strategically engage the Founder and Chief Executive Officer and Board of Directors in public outreach, Board expansion, and fundraising activities, providing meaningful engagement opportunities and philanthropic support;
- Carry a portfolio of individuals and local, regional, and international foundations with responsibility for raising \$8 million annually from face-to-face solicitation;
- Lead a robust individual and foundation giving program with the goal of increasing philanthropy from \$8 million to \$10 million in the next two years;
- Strengthen SHOFCO's base of individual support to sustain the organization's operations and long-term stability, including annual and special fundraising, major gifts, e-philanthropy, and constituency building;
- Identify new prospects and ensure retention and increased giving from existing donors, with a special emphasis on securing first-time gifts of five and six-figures or more;
- Further build and operationalize a comprehensive development office, including the development of robust major gifts and annual giving programs;
- Ensure financial sustainability by developing best practices, building a robust annual and major gifts program, expanding and diversifying the prospect base, and identifying, cultivating, soliciting, and stewarding relationships;
- Develop inspirational cases for support to engage and solicit significant gifts from national and

international prospects and donors;

- Partner with the Chief Advancement Officer to cultivate, solicit, and steward gifts from top individual and foundation donors;
- Prepare the Founder and Chief Executive Officer, Chief Advancement Officer, and Board members for the cultivation and solicitation of prospects, providing meaningful engagement opportunities and support; and
- Develop compelling fundraising materials, proposals, and presentations that most effectively communicate the impact of SHOFCO's work and reflect its transformative strategies.

IDEAL QUALITIES AND ATTRIBUTES

SHOFCO seeks a seasoned development professional who can meet the responsibilities listed in the preceding section in a complex, high-impact organization. Ideal experience and personal qualities include:

- Passion and energy for SHOFCO's mission with the ability to inspire the same passion in others, including donor constituencies and prospects;
- Stature, fundraising expertise, and authenticity to gain the trust and confidence of the Founder and Chief Executive Officer, Chief Advancement Officer, Board of Directors, colleagues, program staff, donors, and prospects;
- Demonstrated track record of leading face-to-face solicitation of individuals and local, regional, and international foundations;
- Experience building and leading individual and foundation giving programs, resulting in marked philanthropic growth;
- International fundraising experience preferred;
- Highly attuned cultural sensitivity and ability to work effectively with people from diverse cultures and with experience living and working in an international, intercultural environment;
- Dexterity and flexibility to adapt to, and work effectively in, a highly nimble and growing organizational framework, adapting to the time zones of international colleagues;
- Demonstrated track record of soliciting and closing leadership annual gifts at the five and six-figure gift range;
- Proven track record of closing significant gifts, including the design and execution of the identification, qualification, cultivation, solicitation, and stewardship strategies;
- Genuine team player with creative manner of approaching issues and devising sound solutions based on good judgment and collaboration;
- Excellent communication (writing, proofreading, speaking, presentation, and listening) skills and keen attention to detail, with the ability to effectively communicate with key internal and external constituencies;

- Willingness and ability to travel quarterly to meet with prospects, both domestically and internationally; and
- Bachelor's degree required; advanced degree preferred.

LOCATION AND COMPENSATION

The compensation and benefits package will be competitive and commensurate with the successful candidate's background and experience. The compensation range is \$150,000 to \$175,000. For extraordinary candidates, SHOFCO may consider higher compensation.

The Director will work in a hybrid capacity, with responsibility for working in the New York City office two days a week.

DIVERSITY

SHOFCO is an equal employment opportunity and affirmative action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender status, national origin, disability, veteran status, and any other classification protected by law.

CONFIDENTIAL INQUIRIES AND HOW TO APPLY

SHOFCO has retained Freeman Philanthropic Services, LLC (FPS) to assist on this recruitment. FPS is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse institutions.

Please send all confidential inquiries, applications, and nominations directly to FPS via email at SHOFCO@glfreeman.com.

All applications must include: (1) an up-to-date resume; (2) a formal letter of interest (addressed to Gail L. Freeman, President of FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity at SHOFCO is the logical and desired next step in their career, and (3) a list of references. Additional materials and information will be requested during the search and interview process.