



Purpose: *“To ensure that everyone has a place to call home.”*

<https://www.helpusa.org/>

New York, NY

Hybrid Employment

ASSISTANT DIRECTOR OF DEVELOPMENT, INSTITUTIONAL GIVING

THE OPPORTUNITY

HELP USA works to ensure that everyone has a place to call home. The organization is one of the nation’s largest non profit homeless services providers and low-income housing developers serving at-risk populations including families, individuals, veterans, survivors of domestic violence, people with physical and mental health challenges and disabilities, and seniors. With an annual operating budget approaching \$150 million and 1,400 employees working in nearly 60 programs, HELP USA has helped over 500,000 people facing homelessness and poverty to build better lives.

HELP USA seeks a self-starting and entrepreneurial professional to serve in the newly created position of Assistant Director of Development, Institutional Giving (Assistant Director). The candidate will be a key player on the Development team and be integral to achieving HELP USA’s three-year fundraising goals. Charged with overseeing a portfolio of institutional donors with a focus on corporate and foundation contributions, the Assistant Director will partner with the Senior Vice President to cultivate and steward major and leadership gifts. The ideal candidate will be a seasoned fundraising professional with experience researching, soliciting, and closing five- and six-figure gifts – from corporate grants and sponsorships – in a fast-paced environment. The successful candidate will develop a pipeline of institutional prospects, source new contacts, establish relationships, build connections, and secure new revenue partners.

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

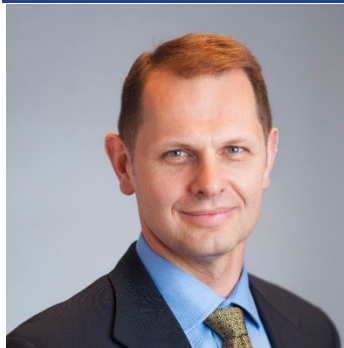
ABOUT HELP USA

HELP USA ensures that everyone has a place to call home. The organization provides shelter to meet people’s immediate needs, as well as support to succeed as individuals, as families, and as communities. HELP USA envisions a world where safe and stable housing is a starting point for everyone, because housing is the foundation upon which people can build better lives.

HELP USA was founded in 1986 to address the nation’s growing homelessness crisis. From its beginning as a shelter for families in Brooklyn, the organization has expanded to become a leader in the fight against homelessness. Today, HELP USA serves people of all backgrounds, including families, individuals, veterans, survivors of domestic violence, people with health challenges and disabilities, and seniors. HELP USA has helped over 500,000 people facing homelessness and poverty to build better lives.

To read more about HELP USA’s mission, programs, and impact, [visit the HELP USA website](#).

LEADERSHIP



Dan Lehman, CEO and President

Mr. Lehman was appointed CEO and President of HELP USA on November 15, 2023. Mr. Lehman is a seasoned nonprofit and government executive with more than 30 years of experience and a strong track record of strengthening and transforming organizations. He came to HELP USA from New York City-based Primary Care Development Corporation, where he has been Executive Vice President and Chief Financial Officer since 2021.

Previously, Mr. Lehman has served as a Deputy Commissioner at both the New York City Human Resources Administration/Department of Social Services and the New York City Health Department, as Chief Financial Officer, and then as Officer Chief Operating Officer at Children’s Aid New York (formerly The Children’s Aid Society); and as the interim CEO for the Collegiate Church of New York.



Samantha Conlan, Senior Vice President of Development and Communications

Ms. Conlan joined HELP USA in 2022 and has over 20 years of experience in communications, marketing, and development. She leads the HELP Fund, the fundraising affiliate of HELP USA, and is responsible for all private, institutional, corporate and foundational fundraising. In addition, Conlan oversees the organization’s communications and marketing. Previously, she was the Vice President of Institutional Giving at the Museum of Arts and Design, the Associate Vice President of Strategic Partnerships at the New York Botanical Garden, and the Director of Corporate Partnerships and Promotions at the Wildlife Conservation Society. Ms. Conlan earned a Bachelor of Arts degree in political science from Lafayette College and a Master of Arts degree in communications from the New York Institute of Technology.

IMPORTANT AND REPORTING RELATIONSHIPS

The Assistant Director will report to the Senior Vice President of Development and Communications. The candidate will collaborate with the Development team: Senior Grant Writer, Marketing Manager, and external consultants in events, marketing, design, and website.

CHALLENGES AND OPPORTUNITIES

The ideal candidate will be responsible for the following:

- Manage a portfolio of institutional funders, primarily corporations, corporate foundations and corporate individuals;
- Preserve and expand long-term alliances with existing donors, while systematically identifying and targeting new prospects;

- Independently develop monthly workplans with targeted outreach across all fundraising channels including grants, sponsorships, cause-marketing, in-kind services and products, promotional and marketing partnerships, and individuals as assigned;
- Manage prospect identification and research in an environment where the prospective donor constituency is not defined or only partially identified;
- Build a dynamic pipeline of prospects through research, outreach, and networking at industry events, cultural events, and happenings;
- Oversee a robust corporate volunteerism program including coordinating with sites, creating outreach materials, and organizing and managing events;
- Lead stewardship of assigned portfolio including ensuring timely execution of deliverables, regular touchpoints with clients, and thorough reporting;
- Collaborate with marketing, communications, and program teams to ensure partnerships are publicized and amplified to raise awareness about HELP USA;
- Maintain and update funder profiles and records in Salesforce;
- Active member in professional societies and organizations to represent HELP USA;
- Support the Senior Vice President in developing materials, proposals, and presentations for major gift solicitations; and
- Participate in securing corporate gifts, planning and executing fundraising events and galas.

IDEAL CHARACTERISTICS AND EXPERIENCE

HELP USA seeks an experienced fundraising professional with the stature, ability, and demonstrated track record to respond effectively to the opportunities and challenges above. In addition to the proven ability to meet and exceed the responsibilities listed in the preceding section, the ideal candidate will possess the following experience, characteristics, and attributes:

- Passion for, and commitment to, HELP USA's mission and vision;
- Self-starter, independent, flexible, and out-of-the-box thinker who enjoys the challenge of cold-calling and solution-selling;
- Stature, intellect, and interpersonal skills to effectively engage and support executive leadership, staff, colleagues, prospects, donors, and high-net-worth individuals;
- Demonstrated track record of leading philanthropic growth in a start-up not-for-profit environment;
- Development experience with demonstrated success in corporate fundraising, including management of corporate volunteer and/or membership programs;
- Excellent communication skills (writing, proofreading, speaking, presentation, and listening) with comfort pitching ideas in person and on the phone;
- Adept at building collaborative relationships with diverse personalities and levels of seniority;

- Ability to work nights and weekends and to travel, as needed;
- Familiarity with Salesforce and GiveSmart preferred; skilled at creatively using internet resources and social media outlets to identify contacts; and
- Bachelor's degree required.

DIVERSITY

It is, has been, and will continue to be the policy of HELP USA, to provide equal employment opportunity without regard to race, color, religion, sex, national origin, age, disability, or veteran status. Further, it is the policy of HELP USA to undertake affirmative action in compliance with all federal, state, and local requirements to recruit a diverse pool of applicants and to ensure that our employment practices are, in fact, non-discriminatory. Such affirmative action shall apply to all employment practices, but not limited to hiring, promotion, transfer, recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship and on-the-job training. Decisions relating to personnel policies and practices shall be made on the basis of an individual's capacity to perform a particular job and the feasibility of any necessary job accommodation.

COMPENSATION AND BENEFITS

The compensation and benefits package will be competitive and commensurate with the successful candidate's background and experience. The compensation range is \$90,000 to \$100,000.

The Assistant Director will work in a hybrid capacity, with the expectation of working from the office two days a week.

CONFIDENTIAL INQUIRIES AND HOW TO APPLY

HELP USA has retained [Freeman Philanthropic Services, LLC](#) (FPS) to assist on this executive recruitment. FPS is a national leader in recruitment for the nonprofit sector and related concerns 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 e-mail at HELPUSA-IG@glfreeman.com.

All applications must include (1) an up-to-date resume/CV, (2) a letter of intent (addressed to FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity is the logical and desired next step in his/her career, and (3) a list of references. Additional materials and information will be requested during the search and interview process.