



Senior Director of
Major & Principal Gifts

Children of Fallen Patriots Foundation

New York City Metro or
Washington DC Metro | Spring 2019

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About Children of Fallen Patriots Foundation

Children of Fallen Patriots Foundation (Fallen Patriots) was founded in 2002 by David and Cynthia Kim to provide college scholarships, supplemental grants, and educational counseling to military children who have lost a parent in the line of duty. In 1989, Sergeant William Delaney Gibbs from the 7th Infantry Division was killed in action during Operation Just Cause in Panama, leaving behind a young wife and an unborn daughter. David Kim served with Sergeant Gibbs and, inspired by his sacrifice, co-founded Children of Fallen Patriots Foundation.



Fallen Patriots believes that a college education is the single most important gift it can provide to these children, and that education is an important investment in the future of America. The vision of Fallen Patriots is to ensure that every child of a fallen patriot receives the college funding they need, and it believes that this is one of the best ways we can honor those who died defending our country. Since 2002, Fallen Patriots has grown in its mission and vision to extend peace of mind through college scholarships to Gold Star families in all 50 states, in all branches of the military.

Fallen Patriots estimates that nearly 20,000 Gold Star children have lost a parent in the line of duty over the past 35 years. Currently there is no centralized system to track the children who have lost a parent in the Armed Forces. Without a centralized tracking system, families cannot find organizations that could provide resources, and organizations cannot find families who need support. Fallen Patriots has worked hard to identify these children and has identified about 40% so far. Fallen Patriots is committed to finding each and every child and providing the education and support they deserve.

To learn more about Children of Fallen Patriots Foundation and who it serves, please click this link to watch their video "Who We Serve": <https://youtu.be/l3E9FlrfYGw>

About Services Provided by Children of Fallen Patriots Foundation

Fallen Patriots provides scholarships and educational counseling assistance to Scholars, the children of service people lost in the line of duty.

Scholarships

Many surviving families struggle to make ends meet, with 63% of surviving spouses making less than \$50,000 per year. This presents a challenge for students who wish to attend college but are faced with financial barriers. Even after every other source of aid is considered, a persistent gap of about \$8,000 per year remains, totaling on average \$32,000 per child. That is where Fallen Patriots can make a real difference.

- In 2018 alone, Fallen Patriots has awarded \$6.8 million to support education for military children. 796 students at 382 different schools received support, with 94 of them graduating that year.
- To date, Fallen Patriots has awarded over \$29 million to support the education of more than 1,400 children and start a pipeline for 7,000 more. These scholarships not only relieve these families of a huge financial burden, they also remind them that their fellow Americans will never forget their loved one's sacrifice.



Corporate Career Services

As Fallen Patriots has grown, their corporate sponsors have committed to growing their support as well. With this support, Fallen Patriots also helps provide their Scholars with internship and career opportunities, which helps prepare the students for their chosen career paths.

About Philanthropy at Children of Fallen Patriots

Operating costs are almost fully covered by a generous and committed Board, so that approximately 96% of the philanthropic revenue raised goes directly to programming and Scholar support. As a result, Fallen Patriots has been awarded a 4-star rating from Charity Navigator, an A+ rating from the Better Business Bureau, and a Platinum GuideStar rating.

Also, Fallen Patriots receives substantial support from corporate donors and national sponsors, including: Citigroup, Clark Foundation, Credit Suisse, Goldman Sachs, IHOP, Johnny Mac Soldiers Fund, Royal Bank of Canada, Military Times, and PepsiCo.

The Fallen Patriots' Board includes many accomplished executives who are passionately dedicated to serving military families. Board members come from the military (they have 15 veterans or military family members), media, operating companies, and finance and are united in their desire to give back to those who gave all for their country.

The Board-driven fundraising has been leveraged by a development operations staff located at Fallen Patriot's headquarters in Northern Virginia. To date, more than \$48.7 million has been raised, including \$12.9 million in 2018.



The goal of Fallen Patriots is to take philanthropy to the next stage by doubling the amount raised in the next three years to \$25 million in annual revenue. Conditions are in place to make this ambitious goal a reality, including a compelling case for support, a growing and engaged high potential prospect base, a nimble operations team, and a supportive Board. In this context, the leadership of Fallen Patriots has decided to invest in the creation of a new Senior Director of Major and Principal Gifts position, one of two new strategic front-line fundraisers to be added to the senior team.

About the Position

The Senior Director of Major and Principal Gifts will report to Chief Executive Officer David Kim, and will be responsible for significantly increasing individual giving, donor engagement and the new prospect pipeline. The Children of Fallen Patriots' development team is fast paced, unconventional, and growing rapidly. The new Senior Director will have the unique opportunity to strategically interact with donors and high-net worth prospects to achieve the goals and impact the mission of Fallen Patriots. The position requires a professional with a strong track record, an outgoing personality, a desire to learn, and the ability and enthusiasm to make connections to broaden the base of support.

Key Responsibilities

- Serve as a member of the senior management team
- Develop and execute short and long-term strategies to meet ambitious annual and long-term goals
- Maintain a portfolio of 75-125 highly qualified prospects and donors
- Engage high net-worth individual donors
- Drive donor development connected with the Greenwich and NYC galas, which are multi-million-dollar events with significant major and principal giving potential
- Continually create, test, and revise case for support
- Assist with board stewardship and development including the future establishment and management of boards at the state and local level
- Design and implement unique, non-fundraising experiences (e.g. shoot with SEALs) for VIP donors
- Liaise with the Development Operations Coordinator on donor relations activities to show impact and cultivate for ongoing support
- Prepare comprehensive business reports, including written commentary and financial reporting
- Travel nationally on a monthly basis

Ideal Qualifications

- Authentic interest in the mission of Children of Fallen Patriots
- Minimum of 5-10+ years of individual fundraising experience, including the identification and engagement of new donors
- Successful solicitation of multiple 6- and 7-figure gifts from individuals and family foundations
- Track record of succeeding in an entrepreneurial and collaborative fast paced environment (similar to a successful venture capital fund)
- Capacity to relate well to diverse group of internal and external stakeholders
- Disciplined, process oriented, and hands-on approach to work
- Solid management skills and the ability to establish strong operating procedure and protocols
- Good team player; respond well to coaching
- Enthusiasm for collaborating and iterating with other Fallen Patriots personnel to find the optimal solutions
- Dedicated to excellence
- Ability to organize, prioritize, and manage multiple priorities
- Excellent oral, written, and interpersonal communication skills

Qualifications of added value may include but are not limited to:

- 15+ years as a professional fundraiser
- Personal or family military service

- Track record of converting event donors to high level ongoing support
- Marketing/public relations/corporate sales experience
- Board and volunteer development

Fallen Patriots is an Equal Opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, national origin, disability, or protected veteran status.

Please email your cover letter and resume in confidence to:

FallenPatriots@developmentguild.com

Bill Weber

PRESIDENT

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Tracy Marshall

SENIOR VICE PRESIDENT

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For more information about Children of Fallen Patriots Foundation, please visit

<https://www.fallenpatriots.org>

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About Development Guild DDI

Development Guild DDI is a nonprofit leadership development consulting firm that provides nonprofit executive search, fundraising counsel, and campaign services. We bring a powerful combination of discipline and innovation to every client engagement, delivering solutions that are both strategic and deeply rooted in experience and analysis. Drawing upon more than 2,500 client engagements and 40 years working in every nonprofit sector, our collaborative approach is distinguished by candid dialogue and supported by cutting-edge technology. We commit to understanding and respecting your unique culture and to translating that knowledge into viable solutions.

