



EXECUTIVE DIRECTOR SEARCH

THE SUSAN TERRY FOUNDATION

ORGANIZATIONAL SUMMARY

In the early 1980's a mysterious disease was affecting young gay men. There was much research that began to take place. This disease was prominent in the New York and San Francisco areas of the United States. In 1982, the CDC labeled the disease as acquired immune deficiency syndrome (AIDS). In 1987 a small clinic opened up East Street in Sarasota called Sarasota AIDS Support, Inc. to help patients diagnosed with AIDS. In 1992, Dr. Jeffery Stall and Susan Terry founded the nonprofit Community AIDS Network (CAN) and joined forces to begin the fight against HIV/AIDS. The word spread that there was a clinic in Sarasota and patients began to come from all over the state of Florida to learn about the work being done at CAN. These patients came because, at the time, there were no other clinics like this in their communities. The patients left their communities and tried to escape the social stigma that came along with their HIV diagnosis which persists to this day.

During Susan Terry's tenure as Founder & CEO from 1991 to 2009, the organization grew from a budget of \$120,000 and 80 patients to a budget of over \$1.7 million and 500 patients. In 2017 CAN announced a new brand from the Community AIDS Network to CAN Community Health and a world class team composed of leadership to expand its services by adding dental services, pharmacy services, case management, behavioral health, and many other services for our patients. Today, CAN currently operates 39 clinics and has over 100 providers who care for more than 26,000 patients nationwide. CAN currently operates in 6 states (Nevada, Arizona, Texas, Virginia, South Carolina, and Florida).

In 2022, the Susan E. Terry Foundation, Inc. (STF) was established as a separate 501 (c) (3) to honor its founder with a mission to support the parent organization CAN Community Health and other like-minded mission based organizations through compassion, community, and equity by supporting vital programs and services. The Board is now looking for its first Executive Director who shares in our philosophy to uphold human dignity above all else and is guided by the belief that organizational excellence stems from embracing inclusivity, compassion, and respect for all individuals.

POSITION SUMMARY

Reporting to the Board, the Executive Director provides leadership to develop, direct and

execute all activities of the Foundation on behalf of CAN's partners with the purpose of inspiring people to support the mission in the communities we serve. The Executive Director is responsible for carrying out the business plan while promoting the mission, vision, and values of the Foundation. The Executive Director will set fundraising priorities, manage the organization, and maintain STF's leadership position in service delivery, fundraising and advocacy.

MAJOR FUNCTIONS

Leadership and Managerial:

- Promotes the Foundation's mission, vision and values to internal and external stakeholders, partners, and the general public
- Oversees all operations and manages human/financial resources of the Foundation, in an effective and efficient manner in collaboration with CAN
- Managing multiple priorities and projects, achieving objectives
- Provides effective leadership and direction to staff and volunteers
- Works collaboratively with the CAN's management teams and Boards as needed and required strategy, planning and Execution:
- Develops the organization's strategic and annual plan in conjunction with the Board and its strategic goals and directions
- Executes, monitors, adjusts as necessary and evaluates and reports on the strategic plan; implements plan with the operational team
- Develops and delivers annual plan for fundraising operations, budget and communications and marketing
- Serves as the key liaison for media and communications for the Foundation
- Liaises with CAN's leadership regarding fundraising priorities and other strategic issues
- Promotes collaboration and alignment with CAN

Donor/Stakeholder Relations & Fundraising:

- Acts as key spokesperson for the Foundation
- Addresses the fundraising needs by ensuring that the Foundation has a diversified mix of proactive fundraising revenue initiatives
- Builds the case for support that will motivate donors to give
- Determines approach, goals, and resources for existing and new philanthropic revenue streams
- Provides fundraising leadership and direction for all fundraising revenue streams
- Develops and achieves fundraising targets and timelines
- Keeps abreast of emerging issues and trends in the non-profit sector and the healthcare sector

- Establishes, cultivates, and maintains positive communications and relationships with donors
- Plans and/or oversees all fundraising initiatives including direct mail, major gifts, campaigns, special events, and planned giving

Communications:

- Develops implements and evaluates communications marketing and media plans for the Foundation including campaign/project specific key messages, key stories, and overall communications plan
- Acts as an inspiring spokesperson for the organization, preparing strategic messaging to align with the current focus
- Attends events and participates in community activities to establish personal and STF's profile and credibility and to build networks and supporters
- Writes donor and foundation correspondence , including solicitation materials, newsletters, acknowledgments , emails, and meeting follow ups

Board Relations:

- Participates in recruitment and development of new Board members and supports assessment and growth of the Board
- Communicates effectively with the Board and provides in a timely and accurate manner, all information necessary for the Board to function properly and to make informed decisions
- Supports the Board on all strategic agenda items
- Provides to the Board appropriate policy recommendations
- Supports the Board in addressing needs of major stakeholders
- Acts as fundraising expert and advises, educates the Board on fundraising best practices

Financial Management:

- Ensures transparent stewardship of donations
- Develops and executes an annual operating budget in support of overall organizational direction and in conjunction with the Foundation's annual plan and the future strategic directions of the organization
- Ensures comprehensive financial reporting and appropriate analysis to the Board
- Oversees, directs, and manages banking, investments, and securities
- Ensures all regulatory and reporting requirements are met and maintains current knowledge of CRA Regulations

REQUIRED QUALIFICATIONS

The ideal candidate will be a proven leader with exceptional communication, interpersonal and relationship-building skills. Candidates should be politically astute with an open

management style that is collaborative, team oriented and inspires growth. Serve as an advocate for respect and equality irrespective of race, color, creed, national origin, (dis)ability, veteran status, gender, gender identity, gender expression, sexual orientation, or financial means.

- At least 3-5 years of executive level experience of a non-profit organization or foundation and, ideally, experience leading a startup nonprofit related to public health, governance, infrastructure, and fundraising.
- Demonstrated experience as a transformative, visionary, and innovative leader.
- Proven experience as a consensus builder, skilled in collaboration and negotiation.
- Able to articulate and sell the story of STF as its ambassador.
- Experience with public relations, marketing, and fundraising/ development as a key leader of an organization.
- A bachelor's degree preferably in Business, Public Health, Public Administration, or related discipline.

DESIRED QUALIFICATIONS

- Knowledge of and experience in the public health, clinical or prevention sector with an understanding of the health system in our service areas and the grant and funding landscape.
- Understands the challenges faced by at-risk patients and families, the primary beneficiaries of the Foundation.
- Master's degree (in public health, business, finance, public administration, organizational management, social services, or a related field).
- Experience working with and providing support for local and regional boards, committees, and/or health foundations.
- Proven communication skills, both written and verbal.
- Knowledge of and experience working with public and private partnerships. Knowledge of the Florida health system is a plus.

SALARY & BENEFITS

- The starting salary range is \$120,000 - 125,000 that will commensurate with experience.
- STF provides the following as part of the total compensation package: medical, and life insurance, and 403(b) retirement plan with a company match.
- STF provides paid holidays and PTO days that accrue based on years of service.

HOW TO APPLY

The Susan Terry Foundation has retained **Catalyst Consulting Services** to conduct this search on their behalf. To be considered for this opportunity, please send a cover letter of interest, and resume to:

Michelle Turman, MA, CFRE

President & CEO

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