

## Chief Advancement Officer



### Chief Advancement Officer

**An opportunity to lead philanthropy, marketing, and engagement to advance one of Massachusetts' most esteemed non-profits – and change the lives of children and families experiencing homelessness.**

## Chief Advancement Officer



For more than 30 years, [Horizons for Homeless Children](#) has been the only organization in Massachusetts focused exclusively on the needs of children and families experiencing homelessness and alleviating the trauma and stress of that experience on both children and their families.

Reporting to the CEO, [Kate Barrand](#), the incoming **Chief Advancement Officer (CAO)** will serve as an integral member of the Executive leadership team of the organization, providing thought leadership and managing strategic and **entrepreneurial** partnerships to advance this critical mission.

### The Position

Horizons for Homeless Children is seeking a **Chief Advancement Officer** to provide **innovative** and **entrepreneurial** leadership, a **commitment to philanthropic engagement and growth**, and a **passion for the mission**. The CAO will be a **thought partner** to the CEO and the board and will play a key role in **advancing brand awareness** and expanding both corporate and individual partnerships to achieve **ambitious fundraising goals of over \$8M annually**. The CAO will be a **nimble** and **empowering** manager who thrives in a **fast-paced culture** and who will also build strong internal relationships with educators and program leadership.

The Chief Advancement Officer will provide leadership in the following areas:

## Chief Advancement Officer

### Leadership & Management

- Oversee the development of the annual marketing and development department-wide plan of work that will optimize brand development and drive fundraising growth year-over-year.
- Lead and motivate the Development and Marketing teams to insure integration and the appropriate allocation of resources throughout the year while delegating the management of all individual members to the Managing Directors of both respective functions to meet individual fundraising, marketing, and professional development goals.
- Guide and mobilize the CEO and Board of Directors as funding influencers, drawing out their individual abilities to be fundraising facilitators engaging with external investors.
- Serve as a member of Horizons' Executive Team helping to identify opportunities and make organizational decisions at the highest level.
- In keeping with its mission, educate and develop talent and skills within the organization that position Horizons for Homeless Children for success.
- Nurture and build a sustainable future for the organization by serving as point person for the Board of Directors, keeping them connected and informed both as a group and individually.

### Philanthropy

- Identify creative and traditional strategies to advance key local and national funders to support Horizons mission.
- Create initiatives to expand Horizons' prospect pipeline and revenue streams by accessing and optimizing new and traditional networks and building a direct to consumer campaign.
- Actively manage a select portfolio of Horizons' highest net worth individuals including members of the Board of Directors, key advisors and stakeholders.
- Drive strategies and activities to engage the next generation of donors and leaders.
- Oversee the development of the annual marketing and development department-wide plan of work that will optimize brand development and drive fundraising growth year-over-year. The plan will include fundraising goals, metrics, donor engagement, and next generation funding.
- Develop strategies to engage key national foundations to support Horizons' work in developing a national model for an early education intervention to mitigate the impact of housing insecurity and homelessness on young children.

### External Relations & Communications

- Serve as thought leader for a comprehensive marketing and communications strategy to build awareness for Horizons as a leading Boston-based non-profit serving young children and families experiencing homelessness.
- Build external corporate and marketing relationships that become mutually beneficial and position Horizons for brand building and philanthropic success. These relationships include Best Practice organizations that support our program and areas of expertise (the Children's Museum, The Museum of Science, others as needed.)
- Assess market drivers, identify opportunities, and prioritize marketing and fundraising initiatives so they align with strategic organizational objectives.
- Oversee an integrated and innovative marketing strategy to engage current and potential donors.

## Chief Advancement Officer

- Partner with senior colleagues and team leaders to ensure consistent application of Horizons' messaging in all communications.
- Serve as one of Horizons' spokespeople in one-on-one meetings, media opportunities, and more.
- Ensure timely delivery of impact and financial reports to partners and funders.

### Volunteer Engagement

- Build volunteer strategy and oversee the implementation of a program to support the Children's Library and STEAM Laboratory at Horizons.
- Increase philanthropic and policy engagement of our shelter-based and classroom volunteer corps over time.
- Actively measure and increase volunteer engagement over the next 3 years.

### Key Qualifications

- Strong passion for Horizons' mission to improve the lives of young children experiencing homelessness.
- Creative thinker with an understanding of best practices and entrepreneurial ideas.
- Minimum 10 years of progressive development experience, including strategic direction, team leadership, and board relations.
- Demonstrated success building philanthropic relationships and/or revenue partnerships at 6- and 7- figure levels.
- Experience leveraging corporate, foundation, institutional and government relationships to access new sources of support.
- Proven ability to engage younger stakeholders in volunteer leadership and philanthropy
- Demonstrated success in setting and executing a best in practice, comprehensive fundraising strategy that includes marketing in the new digital landscape.
- Working knowledge of capital campaign strategy, planning and implementation.
- Experience building and managing a highly engaged volunteer corps.
- Strong management skills that include the ability to motivate, influence, and hold staff accountable to high standards and goals.

### Benefits:

- Horizons is pleased to offer comprehensive and generous [benefits](#) to its employees

## Chief Advancement Officer



“Quando no puedas correr, camina. Quando no puedas caminar, gatea. This is an inspirational saying my auntie used to say to me. It means “When you can’t run, walk. When you can’t walk, stroll.” In other words – do what it takes to get you to the goal even if it means taking small steps. That’s what I’ve been doing, and Horizons has helped me all along the way.” Horizons parent

### Philanthropy at Horizons

Horizons’ comprehensive fundraising plan includes broad-based appeals, individual major gifts, and Horizons’ signature events: its extraordinary [Women’s Breakfast](#), [Golf Tournament](#), and [Spring Gala](#), the last of which recently exceeded its fundraising goal, raising more than \$1.3M for Horizons programming.

Horizons relies upon support from individuals, foundations, corporations, and state and federal government entities. In 2022, the organization raised over \$7.3M, and more than \$6.6M was raised in FY21 through individual, corporate, and foundation support as well as event revenue. [View the 2021 Annual Report here.](#)

In early 2021, the [Edgerley Family Horizons Center](#) – a dynamic learning environment for children and a source of major support and inspiration to their families – opened its doors. This state-of-the-art center serves as a centralized location for Horizons’ early education centers and headquarters and expands early education opportunities and resources for families experiencing homelessness in Boston. The Center enables Horizons to serve 30% more children in an environment expressly

## Chief Advancement Officer

designed for their needs. **Click on the video below for a virtual tour of the Edgerley Family Horizons Center.**



"Time was the greatest medicine to the sadness I felt after giving birth. Friends and staff at Horizons helped me get through. Just checking on how I was doing was so helpful. They gave me reassurance that I would get through and that there were people who cared for both me and Sasha." Horizons parent

### Organizational Overview

**More than 23,000 children under 6 years old experience homelessness in Massachusetts.** These children have twice the rate of learning disabilities and three times the rate of emotional-behavioral disorders than children who are housed. For parents, homelessness is a traumatic experience that leaves them feeling disempowered.





## Chief Advancement Officer

Horizons for Homeless Children is leading the state's **fight to help alleviate the trauma and stress of homelessness on both children and families** by providing high-quality early education, vital opportunities for play, support for parents, and crucial advocacy on behalf of some of our most marginalized citizens. It is **the only organization in the Commonwealth dedicated exclusively to supporting and advocating for the needs of homeless children and their families**. Through its two-generational model, Horizons utilizes evidence-based practices for proven impact. By partnering with Lesley University, The Children's Museum, The Museum of Science, Brazelton Institute at Boston Children's Hospital, National Association for the Education of Young Children (NAEYC), and JumpStart, Horizons has adopted and contributed to the best practices that exist to support children and families facing homelessness.

This model was designed from the ground up to address the specific needs and challenges of this population. This is reflected in its teacher to student ratios, vigilance around "trauma triggers" and focus on consistency and routine in the classroom. Horizons is **ranked among the top 5% for quality** according to the Massachusetts Quality Rating and Improvement System (QRIS) for Early Education.

### Programs

Specially trained staff are supported by hundreds of committed volunteers and donors, ensuring families served are provided with hope and opportunity.

[Early Education Center:](#) Through its early education center located in Roxbury, Horizons closes the learning and developmental gap for young children facing homelessness.

[Playspace Program:](#) More than 45 shelter-based Playspaces across Massachusetts are designed to reflect the needs of children experiencing trauma. The program embodies Horizons' belief that every child has the right to joyful play experiences.

[Family Partnerships Program:](#) Horizons provides support, encouragement, a sounding board, and strategies that help parents negotiate the complex system, so they can reclaim their independence and leave the shelter.

## Chief Advancement Officer

**Policy & Advocacy:** Horizons improves the lives of families experiencing homelessness by working to reduce the complexity of the Commonwealth's support systems and making it easier for families to access critically needed services.

"We don't often think of very young children as problem solvers. But watch a child figure out how to reach their favorite toy or how to get from one side of the room to the other, and you'll see that's just what they're doing. It's problem solving in action, a 21st-century skill that will enable them to engage in science and technology. We need to do our part to nurture that." – Kate Barrand, President & CEO of Horizons

Among Horizons new programs is science, technology, engineering, and math (STEM). Science, technology, engineering, and math ([STEM](#)) at Horizons is of particular importance because there is a STEM opportunity gap for children living in poverty and those who are members of linguistic and ethnic minority groups. According to the U.S. Dept of Education, children like those served at Horizons have fewer opportunities to engage in STEM learning activities than their peers. The opening of the new Hawk Foundation STEM lab in our early education center aims to change that inequity for our students.



### Partnerships

Horizons for Homeless Children is able to have remarkable outcomes for families because of the meaningful partnerships it has forged across the Commonwealth.

Corporate partners support the organization by investing funding, in-kind resources, expertise, and employee time and energy into advancing its critical mission. Horizons values the impact of their [engaged and esteemed board](#). From corporate leaders to community philanthropists, leadership on the board includes members from The Boston Foundation, United Way, Bain Capital, Beth Israel Deaconess Medical Center, and Wellington Management.



## Chief Advancement Officer

Over 1,400 volunteers and 4,700 donors also partner with Horizons to ensure they are able to meet the needs of the children and families they serve and provide them with hope and opportunity.

### Leadership at Horizons



**Kate Barrand** began her tenure as President and CEO in November of 2015 and has been supporting Horizons for more than 25 years. She has served as both a volunteer going into shelters to play with children and as a member of the Board of Directors. Her deep experience and knowledge from a career spent in the for-profit sector inform her visionary leadership at Horizons. She is passionate and strategic as a thought leader and advocate for the poor, inspiring her team to reach new heights serving families experiencing homelessness.

### A culture devoted to equity, inclusion and belonging

Oppression comes in many forms and begins with harmful ideologies which manifest in institutional policies, interpersonal exchanges, and internalized thinking that have negative impacts on people and society. Horizons work, while focused on family homelessness, must also have a role in counteracting oppression more broadly such as racism, sexism, classism, sexual orientation discrimination, and all forms of prejudice.



Horizons believes:

We recognize the value of looking within to ensure our policies, practices, and culture are aligned with Horizons' vision. Creating a more equitable world has always been at the center of Horizons' mission, but in the last several years we've recommitted to the role Horizons plays in rectifying some of the problems we see and wish to address.

We approach building a more diverse, equitable and inclusive environment from three key perspectives:

## Chief Advancement Officer

---

[Leadership](#) – Our leadership sets the tone and priority for this work. Read our CEO and board’s goals, commitment, and investment in actionable change and the rationale for it.

[Employee Led Action](#) – See how Horizon’s Employee Resource Groups (ERGs) are building an environment that honors individual lived experiences and amplifies voices from within.

[Equity in our Community](#) – Learn how Horizons’ mission and programming supports our commitment to building a more equitable world within our communities and beyond.

### Apply

To learn more about this role or to apply, please contact **Jill Coran**, Search Associate at [jcoran@boyden.com](mailto:jcoran@boyden.com) or **Wendy Wilsker**, Managing Partner, at [WWilsker@boyden.com](mailto:WWilsker@boyden.com).