

## Director of Individual Giving



### The Jed Foundation



#### Director of Individual Giving

**A unique opportunity to expand mental health support and prevent suicide for high school and college students across the country.**

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### Overview:

**The Jed Foundation** (JED) is a nonprofit that protects emotional health and prevents suicide for our nation's teens and young adults, giving them the skills and support they need to thrive today...and tomorrow.

Founded in 2000 by **Donna and Phil Satow**, who lost their youngest son, Jed, to suicide, JED advances its mission in numerous ways and is known for their innovative programs partnering with high school, colleges, and universities to strengthen their mental health, substance misuse, and suicide prevention programs and systems and to engage full school communities in this collaborative work. They strive to empower teens and young adults by building resiliency and life skills, **promoting social connectedness**, and encouraging help-seeking and help-giving behaviors through its nationally recognized programs, digital channels, and partnerships, as well as through the **media**.



***"Thank you to our friends, partners, and supporters for making The Jed Foundation possible and thank you to all of you who've accompanied us on this journey from loss to hope. Your commitment to protecting the lives of young people is transforming the conversation around mental health and mobilizing communities to action."***  
**- Donna & Phil Satow**

### Why JED is needed today more than ever:

- Suicide is the second-leading cause of death for teens and young adults, ages 10-34 (CDC, 2022);
- Thirty-one percent of 18- to 25-year-olds live with a mental health condition, such as anxiety or depression (SAMHSA, 2021);
- Nineteen percent of high school students and 11% of 18-25-year-olds had serious thoughts of suicide in the past year (CDC, 2020, SAMHSA, 2021);

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- Among current college students, 28% have had a positive suicidal screening, 23% have serious psychological distress, and 52% suffer from loneliness. 39% have been diagnosed with anxiety, and 27% have been diagnosed with depression (ACHA-NCHA, Spring 2022).



### The Opportunity to make a difference:

Reporting to the Chief Development Officer, the newly created **Director of Individual Giving** will serve as an integral member of the organization, **building a robust program of individual giving** to advance JED's impact.

The Director of Individual Giving will be responsible for identifying, cultivating, soliciting, and stewarding potential and existing individual donors, with a focus on **qualifying and upgrading The Jed Foundation donors**. The Director of Individual Giving will **establish and implement comprehensive systems and strategies** to increase the number of donors and revenue from Small Gifts (\$1,000 - \$10,000).

The ideal candidate is **opportunistic and entrepreneurial** and thrives in a **fast-paced, mission driven** environment. The incumbent will have experience working in or **building a "best practice" individual giving program**. Three key priorities will be to increase renewals and leverage increased

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giving, grow the pipeline of major donors, and institutionalize a sustainable annual giving program, including monthly giving and a memorial/tribute program.

The Director of Individual Giving will join a Development Team that describes themselves as **“passionate, hard-working, collaborative, respectful, and flexible”**.

### Philanthropy at The Jed Foundation:

To support the implementation of JED’s ambitious 5-year strategic goals, JED’s Development Team has created a plan to guide growth in philanthropic and earned revenue from a diversified range of sources. Over the term of the five-year plan, JED will raise, through earned revenue and philanthropy, a total of approximately \$121million.

Between 2016 through 2021, the number of Small Gifts (up to \$10,000) to JED grew by more than 4x and total revenue from Small Gifts increased by 268%, making it one of JED’s highest growth Revenue Sources. 2021 saw a growth of 43% over 2020. Given this performance, coupled with internal plans (which focus on raising awareness of JED’s brand) and external trends around youth mental health, there is potential for significant, additional growth in small gift revenue over the next five years.

Each year JED hosts a gala attended by more than 500 people and raises approximately \$2M. Last year, JED received a \$15M gift from Mackenzie Scott. This contribution has elevated the recognition of The Jed Foundation as a sound investment for very high net worth philanthropists. While major donors are highly engaged, cultivated and stewarded, bandwidth of the Development Team has not yet been in place to cultivate sustained giving from gala attendees and other major gift prospects.

Capacity building is a strong priority in order to achieve JED’s philanthropic goals. In addition to a Director of Individual Giving, JED has recently hired a Director of Corporate and Foundation Relations and has plans to continue to expand the Development Team.

JED has a Charity Navigator rating of 95% with a 100% score for accountability and transparency, earning a 4-star designation for the past four years (every year the organization has been reviewed).

### Director of Individual Giving Responsibilities:

In this critical role, the Director of Individual Giving will:

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- Establish a comprehensive, strategic annual fundraising plan focused on individual donors, including implementing new programs, systems, procedures, and best practices;
- Manage external consultant leading JED's online giving activities, which are a major driver of first-time gifts;
- Maintain a personal portfolio and identify, cultivate, solicit, and steward individual gifts of \$1,000 - \$10,000;
- Implement a Wealth Screening and Donor Engagement program;
- Advance strategies for leveraging increased giving from current donors;
- Develop and implement a tribute and memorial giving program;
- Analyze and evaluate prospect and donor data to generate targeted lists and recommend strategic next steps.

### Experience & Qualifications:

- BA or BS degree required;
- Seven+ years of fundraising experience;
- Proven ability to develop strategies and plans to identify and cultivate prospects and steward donors;
- History of successfully securing philanthropic gifts of \$10,000+ from individuals on behalf of an organization;
- Track record of achieving fundraising goals;
- Strong operational and analytical skills and the ability to create systems;
- Successful experience designing and building annual giving programs;
- Strong interpersonal and leadership skills, with the ability to create and sustain strong working relationships with donors and staff;



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- Highly motivated self-starter who can work independently with minimum direction, while driving deadlines to maximize the effectiveness of projects and programs;
- Demonstrated levels of organization, attention to detail, flexibility, and collaboration, with an ability to prioritize and manage multiple tasks simultaneously;
- Excellent written and oral communication skills and the ability to effectively and persuasively articulate the mission of The Jed Foundation;
- Strong sense of ethical conduct, and demonstrated ability to maintain confidentiality in all matters, including those relating to sensitive donor relations issues;
- Must be comfortable with JED's subject matter and passionate about the mission;
- Proficiency in donor database CRMs, Microsoft Office suite, including Excel and PowerPoint;
- Has the ability to work flexible work hours including evenings and weekends when needed.

**This is a remote position. The salary range for the Director of Individual Giving is \$125,000 - \$140,000.**



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### About The Jed Foundation:

Today, JED's programs and resources are being utilized in every state across the [country](#), providing [meaningful benefits](#) to our nation's youth, families, schools, and communities.

Partnering with schools to promote systems-level change:

- [JED Campus](#)
- [JED High School](#)

Developing expert-Informed campaigns and resources:

- [JED Voices](#)
- [Seize the Awkward](#)
- [Love is Louder Action Center](#)
- [Set to Go](#)

Conducting research to raise awareness and spur action:

- [Equity in Mental Health Framework \(EMHF\)](#)
- [Improving Mental Health of Student Parents: A Framework for Higher Education](#)
- [Proud and Thriving: Supporting the Mental Health of LGBTQ+ High School, College, and University Students](#)

Providing corporate advising services and launching powerful collaborations:

- [Press Pause Powered by PINK](#)
- [Pressure to be Perfect](#)
- [Facebook Live Panel](#)

To learn more about JED, click here to review their [Annual Report](#).

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### Leadership:



**John MacPhee, CEO.** John brings 25 years of leadership and management experience from the business and not-for-profit settings to his role as CEO at JED. Passionate about supporting young adults in their transition to adulthood, John advises several organizations including the S. Jay Levy Fellowship for Future Leaders at City College, Trek Medics, Crisis Text Line, the Health Policy and Management Department at the Mailman School of Public Health, and HIV Hero.

Earlier in his career, he served in executive positions for Par Pharmaceutical, Inc. and Forest Laboratories, where he oversaw functions such as business development, alliance management, clinical development, regulatory affairs, sales and marketing. John continues to contribute to the development of novel medications for disorders such as Parkinson's disease through board roles with Adamas Pharmaceuticals and Blackthorn Therapeutics.

In 2016, John received The Allan Rosenfield Alumni Award for Excellence in the field of public health from the Joseph L. Mailman School of Public Health at Columbia University. He earned a BA from Columbia College, an MBA from New York University and an MPH from Columbia University.



**Adele Shepen, CDO.** Adele brings more than 25 years of experience in development, community organization, programming, and board development to her role as Chief Development Officer at JED. Prior to JED, she served as the Northeast Director of Community Engagement for BBYO, the leading teen movement aspiring to involve more Jewish teens in more meaningful Jewish experiences. Adele has also served as Director of Development and External Affairs at The Calhoun School, Director of Annual Giving and Alumni Relations at Weill Cornell Medical College, Chief Development Officer at the Jewish Community Center of MetroWest and Director of Annual Giving at Yeshiva University,

Director of Annual Giving and Alumni Relations at Weill Cornell Medical College and Chief Development Officer at the Jewish Community Center of MetroWest. Adele attended Clark University.



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***"JED has us addressing emotional well-being on all fronts. Now our colleagues on campus think about how our offices, programs, and services can coordinate and share resources to promote and impact our students' mental wellness." - Drexel University***



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

- JED creates an [equitable and inclusive environment](#) that is respectful and collaborative and encourages the representation of all groups and staff perspectives. JED's staff represents a wide range of identities across race and ethnicity, socio-economic status, sexual orientation, age, military service, and religion, as well as lived experiences related to mental health, substance misuse, and suicide.
- The JED team works hard every day to protect the mental health of its employees and young people.

### **To Apply or Learn More**

To learn more about this role or to apply, please contact **Jodi-Joy O'Keefe**, Partner, at [jokeefe@boyden.com](mailto:jokeefe@boyden.com) or **Wendy Wilsker**, Managing Partner, at [wwilsker@boyden.com](mailto:wwilsker@boyden.com).