

# LIVE UNITED



Major Gifts Officer  
Greater Twin Cities United Way  
Minneapolis, MN  
<https://www.gtcuw.org/>

*Send Nominations or Cover Letter and Resume to:*

Wendy Lazar  
Search Director  
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## ***The Opportunity:***



Rated 4 Stars by Charity Navigator, Greater Twin Cities United Way unites caring people to build pathways out of poverty, thereby improving individual lives and the community.

Bringing people and communities together to advance the common good, Greater Twin Cities United Way partners with local nonprofits, businesses, government, and social service agencies to address its community's most pressing needs. Those goals — stabilizing families, helping children succeed, and empowering

healthy lives — encompass local issues ranging from hunger, housing, and domestic violence to educational programs, healthcare, and more. Approximately 88% of every dollar donated goes to initiatives and programs that help people in crisis get back on their feet, prevent future problems, and build a stronger community.

To continue this groundbreaking work, the Greater Twin Cities United Way is looking to add a talented Major Gifts Officer to their Development Team. The ingredients are all here for the right person to be successful in this role: A captivating mission; a storied history of creating transformational change; a strategic, inspired leader that is an advocate for her staff; smart, fascinating, and collaborative colleagues; a full slate of resources and services designed to support a donor-centric approach; and a portfolio of both high capacity prospects and highly engaged donors.

## Do you have the right skills and qualities for these positions?

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- Do you build strong, authentic, and long-term relationships with donors?
- Are you someone that approaches your development work like a “philanthropic concierge?”
- Do you consistently achieve results despite obstacles and setbacks?
- Are you able to make compelling points to gain support and commitment from high level donors and volunteers?
- Are you someone who can paint a captivating vision and strategy that motivates others?
- Do you approach your work with infectious enthusiasm and energy?
- Are you motivated by the idea of making a measurable impact in your community?

## Position Overview – Major Gifts Officer

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Greater Twin Cities United Way is looking for a Major Gift Officer to join the business line that is responsible for driving the future of the organization. This is the ideal opportunity for an innovative individual who is passionate about changing the face of the community through major and principal gifts.

### ***Principal Responsibilities:***

- Cultivate, steward and grow an active portfolio of a donors by applying a donor-centric approach for individual prospects that leads to an increase in donations and ensures the long-term retention of donors.
- Identify and engage executive level volunteers. Implement strategies that will increase the value of the volunteer and will motivate them to action.

- Implement moves management system to ensure individual prospects are being stewarded effectively to maximize their commitments to organization.
- Partner with Greater Twin Cities United Way's planned giving program to develop strategies to increase outright and planned gifts to Endowment.
- Become and stay knowledgeable about United Way's impact strategies and engagement opportunities to build, cultivate, and leverage relationships.
- Operate within a larger team while managing a sole portfolio of business.
- Collaborate with Community Impact, Marketing, Prospect Management and Foundation Relations to develop key strategies and donor proposals for new revenue.
- Perform other duties as assigned by the Vice President of Major Gifts.

### ***Training, Skills, Knowledge & Experience:***

- Bachelor's Degree and 5+ years of senior development experience, including the direct solicitation of major gifts.
- Extensive experience in volunteer management, including overseeing executive level committees and boards.
- Experience with planned giving programs and familiarity with various vehicles including bequests, trusts, real estate, etc.
- Proven ability to establish strong relationships and build rapport with executive level donors and volunteers.
- Outstanding written and verbal communications skills and experience representing an institution at the highest levels.
- A strong commitment to being donor-centric and team-oriented.
- Critical thinking and problem solving skills.
- Ability to take action, orchestrating and seizing opportunities.
- Exceptional detail orientation and follow-through to meet deadlines.

## **Client Overview**

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Greater Twin Cities United Way (United Way) has a hometown focus. Its long-term plan helps the most vulnerable people in its nine-county metro area. More than a half-million people in the metro area live on an annual income of \$44,100 or less for a family of four. Greater Twin Cities United Way's comprehensive plan attacks poverty's root causes through 10 measurable goals. It provides solutions that are interconnected, so that people in need have the best chance of success.

Its programs build a stronger community for us all with short-term relief and long-term success. It helps people in crisis get back on their feet and works to prevent future problems. United Way reports specific, measurable progress each year in its [Community Report and Scorecard](#). Donors can see the positive changes they have helped to create.



Through its community connections, United Way has a unique ability to work across complex issues with hundreds of community partners; it is unmatched. It monitors trends, identifies gaps, and coordinates broad responses to ensure that a donor's gift gets results.

Greater Twin Cities United Way is governed by a 54-member volunteer Board of Directors. They guide United Way's senior leadership staff to achieve the strategic goals of the organization. Committed community volunteers make all critical decisions about how United Way invests donor gifts and an Executive Cabinet guides the strategy and progression of each campaign. Its funded programs and initiatives are fiscally responsible, accountable, and efficient. United Way has received the Charities Review Council's "[Meets All Standards](#)" seal for all 27 of the Council's accountability standards.

## ***Safety Net and Education & Jobs:***

United Way works in two areas—*Safety Net* and *Education & Jobs*.

### **Safety Net:**

#### [Family and Youth Achieve Stable Housing](#)

In the nine-county region, 360,000 people live in households paying 50 percent or more of their income for housing; this puts them at high risk of becoming homeless. People living in poverty experience multiple challenges, and losing housing is a crucial obstacle to becoming self-sufficient. Approximately 14,000 people are homeless in Minnesota on any given night. 24% of adults who are homeless are employed; only 8% are employed full-time.

Rapid Re-housing is just one example of how United Way is addressing homelessness. The key is to move homeless families out of shelters quickly and into stable housing. A



timely transition stabilizes a family in crisis, while short-term services strengthen their future financial position. For an average cost of \$4,000, a family receives a stable, new beginning.

### [Hungry People are Provided Healthy Food](#)

Approximately 1 in 7 Minnesotans experiences hunger. In the Twin Cities, that's 411,000 people. Food shelves used to provide emergency support, but they've become a regular source of food for hungry families, children, and senior citizens. As needs increase, hunger relief programs struggle to meet demand. In 2010, children represented 39% of food shelf recipients; 9% of food shelf visitors were seniors. Nearly 35% of families relying on food shelf assistance are working.



United Way can't solve a complicated problem like hunger with funding alone. In 2006, United Way gathered community leaders to examine the emergency food system. This group became the [Minnesota Hunger Initiative](#) and is now implementing a strategic plan to end hunger in its community. United Way continues to invest in food banks, food shelves and on-site meal programs to provide food, as well as innovative strategies and partnerships to improve the emergency food system.

### [Survivors of Domestic Violence Are Safe](#)

In the state of Minnesota, 201,814 adults reported experiencing domestic violence in 2010. 1 in 4 Minnesota women have experienced domestic violence in their lifetime, yet one-third of victims reported taking no action in response. Nearly 10 percent of children have witnessed a family assault in the past year. United Way and its partners are working on innovative solutions, including perpetrator programming and preventive education that is culturally sensitive. It is also building awareness of domestic violence and its impact, such as its funding of the TPT documentary, [With Impunity](#).

### [People Achieve Optimum Health](#)

Minnesota's health and life expectancy rankings are among the best in the nation, but a growing number of people don't have healthcare coverage. Without proper care, poor health can lead to less treatable and costly complications. United Way is working to connect people with the health care they



need. Statewide, an estimated nine percent of the population is without healthcare coverage. This amounts to approximately 260,000 individuals in the nine-county area. More than half (52%) of Americans say that someone in their household put off needed healthcare in the past year because of the cost. Emergency rooms, community clinics, and health centers serve the majority of those without health coverage. In community clinics, 97 percent of patients are at or near poverty level. These critical sources of care are experiencing financial strain against the growing health burden — the community picks up much of the tab, particularly when emergency rooms are used for non-emergency care.

United Way invests in high-quality programs that support healthcare access. Strategies include increasing community clinics' capacity, investing in integrated care models, and removing barriers to public health insurance. It increases access to affordable and quality health care, reduces disparities in targeted populations, and convenes stakeholders to address gaps in services.

### [Seniors and People with Disabilities Maximize Their Independence](#)

Minnesota's health and life expectancy rankings are among the best in the nation, but growing trends indicate a lower standard of healthcare for some — and a potential expense for us all. The need for home- and community-based services for older adults and people living with disabilities is increasing as the overall supply remains the same. Providing support so people can remain in their homes has cost advantages and benefits, but navigating the maze of programs can be difficult. In the nine-county area, there are approximately 131,000 people living in or on the edge of poverty who are senior citizens or living with a disability. Of all age groups, people ages 75-84 have the highest suicide rates. The annual cost of home health care services is \$57,200, significantly less than the approximately \$74,460 cost for a one-year stay in a nursing home.

United Way invests in high-quality programs that help older adults and those living with disabilities remain independent. Programs also support caregivers and their families. In-home and community support help individuals remain in their homes. Participation in activities reduces isolation and depression. Caregivers get the support needed to provide care, and families can navigate the system and access services.

### **Education and Jobs:**

#### [Children Are Ready for School](#)

We all benefit when children succeed in school and are prepared to be self-sufficient. Parents are their children's first and best teachers. Many parents use childcare providers to supplement the care provided at home. For low-income families, quality childcare that prepares children for school is costly and inaccessible. Only 51 percent of Minnesota kindergarteners are fully ready for kindergarten in the areas of language and literacy. Quality childcare for an infant in this state costs 50 percent of monthly income for a single

mother; 10 percent is considered affordable. In Minnesota, children entering kindergarten unprepared cost the school system \$113 million annually.

United Way has helped lead Minnesota's early learning efforts for many years. It takes part in the School Readiness Funders' Coalition that makes sustainability and accountability recommendations to the state legislature with the goal of ensuring every child in Minnesota is kindergarten-ready by 2020. United Way also invests in home-visiting and parent education for at-risk, low-income parents. In addition, it provides quality childcare for low-income children while supporting parent education studies to determine best practices.

### [Youth Gain Experiences to Learn, Lead, and Succeed](#)

Studies show that out-of-school time directly affects youth behavior and academic success. By keeping youth occupied with activities to stimulate their minds, they are engaged and focused while improving social skills and grades. Every Minnesota youth has an average of 2,000 hours of discretionary non-school time in a given year. Early education and participation in after-school programs can reduce initiating drug use among youth by nearly 46 percent while reducing the likelihood of them skipping school by half. Every \$1 invested in out-of-school-time programs results in a \$10.51 return with the benefits of improved school performance, reduced crime and welfare costs, and increased wages.

United Way invests \$5.7 million annually in supporting quality out-of-school efforts. These investments focus on high-need communities serving youth from low-income families. Investments support highly rated programs based on best practices and definitive outcomes, such as academic success, parent involvement, and youth development. United Way is one of the largest funders in Minnesota for quality out-of-school programs for youth. It collaborates with state leaders in youth development to create and implement research-based quality standards.

### [Adults Can Support Themselves and Their Families](#)

The path to financial stability — and out of poverty — starts with helping people increase their earnings. A family of four needs an income of \$56,364 to meet basic needs, yet half the jobs open in Minnesota pay less than \$22,500. There are currently 5.8 unemployed people for each job vacancy statewide. In Minnesota, an estimated 18% of families are not claiming the tax credits they've earned. In the nine-county region, there are 330,000 working-age adults living in or on the edge of poverty. Limited-income



families face a gap of \$11,000 or more to even meet basic needs. With these numbers, there's no getting ahead. Families are struggling to get by and many are falling behind.



United Way invests in several strategies to increase the earnings of those living in or near poverty. The largest investment — in job training — prepares and trains workers for better jobs, or a first job. United Way is the largest non-government funder of job training programs in the Twin Cities and is leading the field with innovations beyond program funding.

- By partnering with Minnesota's Department of Employment and Economic Development, we can collect data that demonstrates the benefit of investment in job training programs. This comprehensive statewide study will help effectively evaluate the impact of workforce development programs.
- United Way invests in integration of financial education classes into job training programs, providing participants with the necessary skills to get ahead.

[Claim It! A Community-wide Partnership](#) promotes the use of the Earned Income Tax Credit (EITC) and Minnesota's Working Family Credit (WFC), and free tax preparation for hard-working Minnesota families: Last year, an additional 3,694 people claimed the credit, resulting in almost \$16.64 million returned to our community. The average credit is \$2,200, which goes a long way toward every day bills, like paying for rent or groceries.

## Location

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### ***Minneapolis/St. Paul, MN:***

The Twin Cities are the perfect blend of natural beauty and urban sophistication. Minneapolis, the larger of the Twin Cities, is as of 2016, the largest city in the state of Minnesota and 46th-largest in the United States with 407,207 residents. Minneapolis and St. Paul anchor the second-largest economic center in the Midwest, behind Chicago.

The Twin Cities are abundantly rich in water, with twenty lakes and wetlands, the Mississippi River, creeks and waterfalls, many connected by parkways in the Chain of Lakes and the Grand Rounds National Scenic Byway. It was once the world's flour milling capital and a hub for timber, but today is the primary business

center between Chicago and Seattle, with Minneapolis proper containing America's fifth-highest concentration of Fortune 500 companies.

Availability of Wi-Fi, transportation solutions, medical trials, university research and development expenditures, advanced degrees held by the work force, and energy conservation are so far above the national average that in 2005, *Popular Science* named Minneapolis the "Top Tech City" in the U.S. The Twin Cities were ranked as the country's second best city in a 2006 *Kiplinger's* poll of Smart Places to Live and Minneapolis was one of the Seven Cool Cities for young professionals.



The Twin Cities' cultural organizations draw creative people and audiences to the city for theater, visual art, writing, and music. The community's diverse population also continues to manage a long tradition of charitable support through progressive public social programs, VOLAGs and volunteering, as well as through private and corporate philanthropy.

The Twin Cities are home to four professional sports teams. In recent years, the Minnesota Lynx have been the most successful sports team in the area and a dominant force in the WNBA, reaching the WNBA Finals in 2011, 2012, 2013, and 2015 and winning in 2011, 2013, and

2015. The Minnesota Timberwolves brought NBA basketball back to Minneapolis in 1989, followed by the Lynx in 1999. Both basketball teams play in the Target Center. The Twin Cities will serve as the host city for the Super Bowl in 2018 and Final Four in 2019.

The Twin Cities park system has been called the best-designed, best-financed, and best-maintained in America. *Runner's World* ranks the Twin Cities as America's sixth best city for runners.

The Twin Cities' collegiate scene is dominated by the main campus of the University of Minnesota where more than 50,000 undergraduate, graduate, and professional students attend 20 colleges, schools, and institutes. Augsburg College, Minneapolis College of Art and Design, and North Central University are private four-year colleges. Minneapolis Community and Technical College, the private Dunwoody College of Technology, Globe University/Minnesota School of Business, and Art Institutes International Minnesota provide career training. St. Mary's University of Minnesota has a Twin Cities campus for its graduate and professional programs. Capella University, Minnesota School of Professional Psychology,

and Walden University are headquartered in Minneapolis and some others, including the public four-year Metropolitan State University and the private four-year University of St. Thomas, have campuses there.

Half of Minneapolis–St. Paul residents work in the city where they live. Most residents drive cars but 60% of the 160,000 people working downtown commute by means other than a single person per auto. Alternative transportation is encouraged. The Metropolitan Council's Metro Transit, which operates the light rail system and most of the city's buses, provides free travel vouchers through the Guaranteed Ride Home program to allay fears that commuters might otherwise be occasionally stranded if, for example, they work late hours. Minneapolis ranks 27th in the nation for the highest percentage of commuters by bicycle, and was editorialized as the top bicycling city in "Bicycling's Top 50" ranking in 2010.

To learn more, please click: <http://www.minneapolis.org/>

### ***Background Checks:***

Prior to submitting your resume for this position, please read it over for accuracy. LLLS does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

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## Appendix

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### **Leadership:**



**Sarah Caruso**  
**President and Chief Executive Officer**

Sarah R. Caruso has more than 30 years of combined business and non-profit leadership experience. Ms. Caruso joined Greater Twin Cities United Way as President and Chief Executive Officer in November of 2009. Greater Twin Cities United Way is the second largest among 1,200 local chapters in a worldwide network. Raising and investing over \$90 million annually, the organization supports 338 Twin Cities programs at more than 180 nonprofits. United Way seeks to build community strength through supporting education, job training, health and safety net programs for the most vulnerable.

Ms. Caruso has extensive business experience. At General Mills, her responsibilities included managing large established brands such as Cheerios and Wheaties, as well as new business efforts in both retail and foodservice channels. She has received national industry awards and citations for marketing excellence.

Ms. Caruso has served on several non-profit boards including ARC Greater Twin Cities, Children's Theater Company, Minnesota State Arts and PACER Center.

Ms. Caruso has a Master of Business Administration from Stanford University and a Bachelor of Arts with high honors in economics from Smith College.



**Kittie Fahey**  
**Vice President, Major Gifts**

With more than 25 years of nonprofit operational and management experience, Kittie Fahey has worked exclusively in the Development field, including major and principal gifts, sponsorship, events and volunteer management. An east coast transplant, Fahey received a B.S of Zoology from the University of Minnesota, Fund Development Certification and MBA for Non-Profits certification from the University of St. Thomas Center for Nonprofit Management and earned her Certified Fundraising Executive in 1995.

Fahey is a guest lecturer and instructor at the University of St. Thomas, the Minnesota Council of Nonprofits, the Professionals in Volunteer Management, United Way Worldwide and the local chapter for the Association of Fundraising Professionals.

She is highly active as a community volunteer and past projects include: the Board of Directors for Cowles Center for Dance and Performing Arts, Minnesota Zoo Advisory Committee, member of Junior League of Minneapolis, The One Percent Club, member of the host committee for the Republican National Convention 2008, as well as a committee member to dozens of fundraising galas and auctions.

Currently, Kittie works with individual donors at Twin Cities United Way as the Vice President of Major Gifts; her team is responsible for 35% of the \$80 million annual campaign plus \$40+ million in principal and planned gifts for the Centennial Capital Campaign. She “puts her money where her mouth is” as a member of Tocqueville Society, Women’s Leadership Council, Arise, and the Legacy Society.

Fahey has lived across the country and abroad, but now calls downtown Minneapolis home. She enjoys traveling for leisure, Broadway musicals, animals and tweeting.