



Inviting Nominations and Applications for
Vice President for Advancement
for

Goodwill

Middle Georgia & the CSRA



www.goodwillworks.org

Vice President for Advancement



Goodwill Industries of Middle Georgia and the Central Savannah River Area seeks a seasoned and innovative fund-raising professional who desires to advance this international organization's 110-year mission of placing individuals in meaningful employment through quality education, job training, employment counseling, and job placement programs.

The Vice President of Advancement reports to the President and CEO and is a member of the organization's leadership team. As the chief advancement officer, the Vice President provides overall leadership for fund-raising and development programs, ensuring all fund-raising, marketing, and volunteer activities are aligned with the mission and strategic priorities of Goodwill Industries of Middle Georgia and the Central Savannah River Area (CSRA).

Responsibilities

All members of the leadership team are expected to understand fully the mission of Goodwill and serve as a mentor to all seeking training or job placement assistance by modeling a strong work ethic and commitment to quality. The Vice President provides key leadership in the areas of strategic fund-raising and development to fulfill the vision, goals, and priorities for

Goodwill Industries of Middle Georgia and the CSRA. Importantly, this administrative leader thrives in a fast-paced, ever-changing entrepreneurial environment.

Other responsibilities include:

- Support Goodwill's long-range strategic plan and establish annual business plans and budgets
- Plan and direct two major events in each region to undergird the annual campaign and mission awareness, including GoodBoats for Goodwill in Augusta and Annual Gala in Macon, and propose other fund-raising events for Aiken and other communities
- Provide leadership to the Tuition Assistance Program of Helms College in conjunction with the Tuition Assistance Committee of board and community leaders
- Plan, develop, and implement

policies and procedures of the Foundation, including investment and gift acceptance policies

- Build relationships with key stakeholders, such as community members, elected officials, non-profit organizations, foundations, and individuals living in the service area
- Develop a comprehensive fund-raising plan to include capital campaigns, annual campaigns, planned giving, major gifts, and grants to support and augment Goodwill's \$35 million annual operating budget
- Assure compliance with all regulations, laws, and by-laws of the Foundation
- Manage the Foundation's operating budget and provide fund-raising and budget reports to Goodwill's President/CEO and the Foundation Board of Directors
- Actively participate in the solicitation of gifts, grants, and develop a major gifts program
- Develop or edit all of Goodwill's high-level external communications pieces, including

Vice President for Advancement

press releases and executive correspondence

- Provide leadership to marketing and communications department, overseeing all internal and external agency communications, brand management, and internal department customer service
- Integrate the Goodwill mission with the marketing of all sales and business development initiatives
- Lead Goodwill's volunteer services department, including public speakers bureau and volunteer-lead events, with staff of four and more than 225 volunteers
- Travel weekly between regions and beyond as required for identification and cultivation of donors and other fund-raising opportunities, such as foundations and corporations

Qualifications

A bachelor's degree is required, with an advanced degree preferred. Candidate should have documented leadership success in fund-raising and marketing with experience supervising administrative, marketing, fund-raising, and program staff. Strategic planning and budgeting experience also are required.

Additional skills and qualities required include:

- Leadership, team building, interpersonal, and time management skills
- Ability to generate trust and build alliances in the organization, with key community organizations; city, county and state governments; and other key constituents.
- Polished public speaker and presenter with outstanding media relations skills

- High-energy, results-oriented leader
- Critical thinker with attention to detail who regularly seeks innovative solutions to complex business issues
- Flexibility, with the ability to know when to shift direction and when to be persistent
- Ability to communicate concisely, both in writing and verbally, with a wide variety of constituents
- Marketing experience at a senior management level with brand management print, radio, television, and electronic/social media advertising and programming
- Ability to manage public relations programs in multiple cities, simultaneously
- Understanding of layout and design principles
- Willingness to travel as needed

The Mission of Goodwill Industries

Goodwill Industries has embraced the philosophy of helping people with "a hand up not a handout" since its founding in 1902 by the Rev. Edgar J. Helms, a Methodist minister. Today, Goodwill Industries is a \$4 billion nonprofit organization with more than 200 member organizations in the United States, Canada, and 24 other countries.

In 1996, Goodwill Industries of Middle Georgia, Inc., expanded its territory into Augusta, Georgia, and Aiken, South Carolina, increasing the number of service counties to 35 to become Goodwill Industries of Middle Georgia and the Central Savannah River Area. There are three other Goodwill organizations headquartered in Georgia and two other agencies in South Carolina. Goodwill Industries of Middle Georgia and the CSRA has been recognized with numerous



Vice President for Advancement

international awards and is one of the fastest growing Goodwill organizations in the world.

Committed to building lives, families, and communities one career at a time, Goodwill Industries of Middle Georgia and the CSRA has built on its long tradition of quality job training programs, employment counseling, and job placement. In the last fiscal year, the organization served over 10,000 clients with an estimated economic impact of \$94.7 million.

The goal of Goodwill's Career Services is to provide career development services and job placement assistance to individuals who want to work. Career Services works primarily with qualifying individuals who have disabilities; are transitioning away from substance abuse, homelessness, or welfare dependency; are limited in skills; or are facing any barrier to employment. Goodwill's Job Connection offices, located in Aiken, Macon, Warner Robins, Lake Oconee, and Augusta, provide vocational assessment, career counseling, case management, job search assistance, and recruitment services.

Mission Statement

To help people discover and develop their God-given gifts through education, work, and career development services

Goodwill Industries of Middle Georgia and the CSRA takes an entrepreneurial approach to fulfilling its mission. The organization offers retail stores, cafés, fine dining, out-source services, automotive services, conference center services, and staffing services, all designed to provide employment training opportunities while generating revenue that supports the programs and mission of the organization. Over the past five years, Goodwill Industries of Middle Georgia and the CSRA has placed 6,082 individuals in jobs, creating more than \$166 million in new payroll purchasing power.

Helms College

The organization continues to develop new programs to assist individuals in attaining the education, training, and career support services that will enable them to become self-reliant

and to experience the personal and professional dignity of being employed.

In response to the Goodwill Industries of Middle Georgia and the CSRA President and CEOs concern for meaningful skill training and education for individuals seeking employment, a concept was born to further fulfill the mission of the organization. In July 2007, Helms College was established in Macon with the sole focus of creating an educational model for Goodwill Industries that provides skills training in the culinary arts, medical/health, automotive technology, construction, and other occupational areas that lead to meaningful jobs for individuals. Helms College opens a second campus in Augusta in fall 2012, with a third campus in the planning phase for Aiken.

Helms College is the first of its kind for Goodwill worldwide. The independent career college takes the organization's commitment to changing lives through education to a new level. The college gives individuals more personalized learning support so they can succeed in earning an associate degree. The college focuses on middle-skills careers with an emphasis on providing an experiential learning component, when possible.

The nonprofit, independent post-secondary career college offers a comprehensive curriculum that allows students to build on each



Vice President for Advancement

level of learning, from a certificate to a diploma, to an associate degree. Students receive intensive, individualized support services to assist them in overcoming a variety of issues, whether developmental or socio-economic, that would otherwise prevent them from advancing in their studies and career plans. Helms College is open to any student attracted to an applied learning environment, as well as anyone who needs the experiential component and individualized student services to prosper.

The college's initial degree-level academic offerings will be:

- **Culinary Arts** – Associate of Science Degree program;
- **Food and Beverage Management** – Associate of Science Degree, certificate, and diploma programs;
- **International Baking and Pastry** – Associate of Science Degree, certificate, and diploma programs.

Beyond the initial associate degrees offered, Helms College will have a host of certificate programs for high-demand growth industries.

Goodwill Works Foundation

Goodwill Works Foundation is a not-for-profit organization that exists to raise awareness, funds, and in-kind support primarily for Goodwill Industries of Middle Georgia and the CSRA.

The generous investments of time and gifts from individuals, corporations, and foundations are furthering Goodwill's life-changing mission by helping complete the organization's Augusta Career Campus to serve the Central Savannah River Area. In the first 10 years of operation, this unique human and economic development



project will help generate over \$500 million in new wages and more than \$160 million in new taxes.

Augusta & Macon, Georgia

The Vice President for Advancement will have responsibilities in Augusta and Macon.

Nestled on the banks of the mighty

Savannah River, Augusta, also known as Augusta-Richmond County, is full of history, atmosphere, Southern charm, and activities for all ages. Known worldwide for the Masters® golf tournament, Augusta offers some of Georgia's best golfing, fishing, and boating. With historic sites, architectural gems, cultural activities, fine and casual dining, superior health care, and excellent shopping, Augusta is a great place to live.

Located 75 miles south of Atlanta, Macon offers large-city amenities and true Southern hospitality. A popular tourist destination, Macon is known for its beautiful homes and cultural events and attractions. The city's International Cherry Blossom Festival attracts over 300,000 participants annually.

Both cities offer an exceptional quality of life, including outstanding medical facilities and professionals and public and private colleges and universities.

Goodwill Industries is an equal opportunity employer.

Application Process

Letters of application and nomination are invited. **TO APPLY**, submit a cover letter, curriculum vitae, and references, to:

Goodwill@myersmcrac.com

The review of applications will begin immediately.

Myers McRae Executive Search and Consulting is conducting this search. The Consultants are:

Emily Parker Myers
President & CEO

Kenny Daugherty
Executive Vice President & COO



515 Mulberry Street, Suite 200
Macon, Georgia 31201
(478) 330-6222 | www.myersmcrac.com