



BAY AREA EXECUTIVE DIRECTOR
SEARCH PROFILE

SAN FRANCISCO, CALIFORNIA

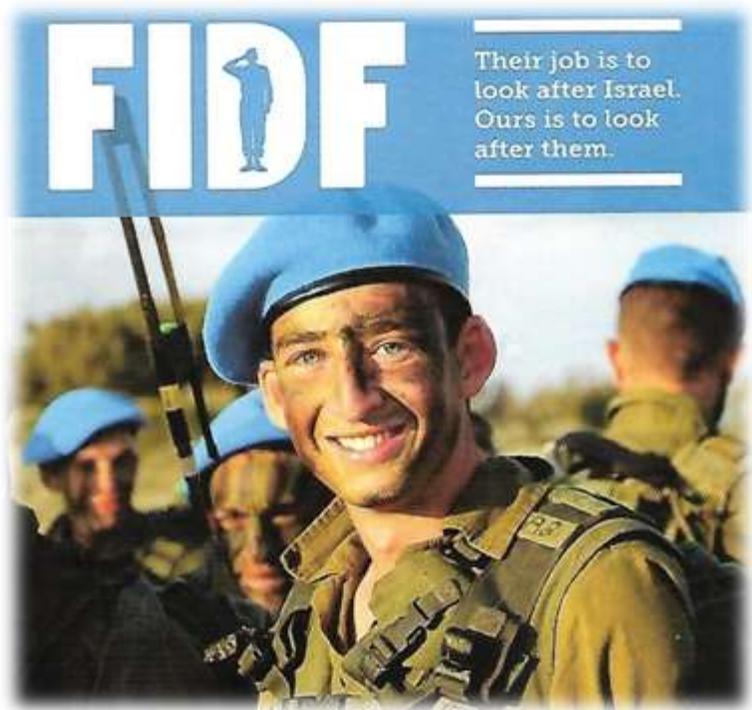
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Peña Search Consulting

The Organization

Established in 1981 by a group of Holocaust survivors under the leadership of John Klein z'l, Friends of the Israel Defense Forces (FIDF) is a non-political, non-military organization that provides for the wellbeing of the soldiers of the Israel Defense Forces (IDF), veterans and family members. Recognizing the tremendous burden that IDF soldiers carry on behalf of Israel and the worldwide Jewish community, FIDF is committed to providing them and their families with love, support and care. Unique in its mission and activities, FIDF is the only organization representing the IDF in an official capacity as designated by Lt. Gen. Gadi Eisenkot, IDF Chief of the General Staff in March 2017 and by Lt. Gen. Aviv Kohavi, IDF Chief of the General Staff in February 2019.

Mission

To offer educational, cultural, recreational, and social services programs and facilities that provide hope, purpose, and life-changing support for the soldiers who protect Israel and Jews worldwide.



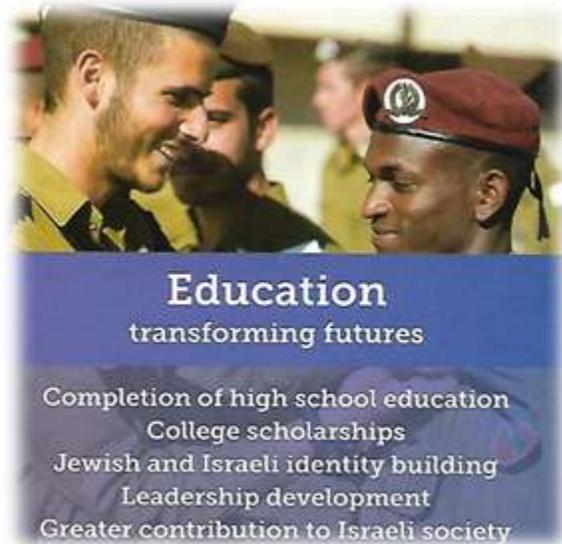
Headquartered in New York City, FIDF operates 20 regional offices in the United States and Panama. Regional offices facilitate in community engagement, raise funds through individual and institutional solicitation, and put on special events. Chapter leadership maintains and grows lay leadership, who contribute their expertise, time, and resources, while connecting with the next generation of philanthropists through an active Young Leadership program aimed at professionals ages 21 to 40. FIDF is staffed by 130 individuals across the organization-and an annual budget exceeding \$86 million.

FIDF Core Pillars and Impact

FIDF is aware of the diverse needs of IDF soldiers in the field as well as veterans and their families, impacting more than 117,000 lives in 2018 alone. Consequently, the organization has devised a broad portfolio of life-changing programs that fall into one of six core pillars: Education, Lone Soldiers, Financial Relief, Fallen & Wounded, Adopt a Unit and Construction.

Education

Touching nearly 50,000 lives in 2019, in-service and post-service education programs not only enhance the quality of life of IDF soldiers but prepare Israel for a stronger economic future. Programs allow IDF soldiers to earn their high school diplomas or attain higher education while serving. The unique IMPACT! Program, FIDF's premier scholarship, allows soldiers from low socioeconomic backgrounds to pursue higher education and cover living expenses through four-year grants. Scholars complete 130 hours of community service annually as part of IMPACT! requirements. Other programs foster deeper connection with Jewish traditions and history, focus on exploring Jewish identity and purpose for better personal and interpersonal skills, provide spiritual support, and help prepare soldiers for reentry into civilian life.



Lone Soldiers

Forsaking the comforts of home to become proud IDF soldiers, Lone Soldiers are the determined young men and women from all over the world without immediate family in Israel. FIDF provides comprehensive support through Lone Soldier housing, mentoring, a 24-hour call center, financial grants, flights home, Shabbat meals, holiday gift packages, social gatherings, and more. FIDF grants more than millions annually, impacting over 3,500 Lone Soldiers in 2019.



Financial Relief

Recently, as many as one in five IDF soldiers are the sole breadwinners in their families or come from difficult financial backgrounds. To lift the weight from their shoulders, FIDF provides soldiers in need and their families with aid ranging from basic living necessities such as furniture and appliances, to special grants in severe circumstances, to holiday gift vouchers. In 2019, 8,000 soldiers received aid from FIDF and its generous donors.

Fallen & Wounded

IDF soldiers who suffer lifelong injuries or families who suffer the loss of loved ones are granted a helping hand by FIDF, which offers care and comfort to those in need. Physically or psychologically wounded soldiers are granted assistance with their recovery process every step of the way, allowing them to once again find happiness. One such partnership with Brothers for Life partners newly injured soldiers with mentors who endured similar circumstances, allowing community to develop and expedite the healing process. Through programs such as Strides, veterans receive individualized prosthetics for athletic activities that allow them to achieve an

active lifestyle and live their lives without limitations. Finally, FIDF stands with families of soldiers who have made the ultimate sacrifice, helping them mark B'nai Mitzvahs, holidays and other major celebrations throughout their lives. The LEGACY Summer Camp program, for example, helps up to 150 B'nai Mitzvah children or siblings of fallen soldiers attend summer camp in the U.S., where they can bond with peers who have experienced a similar loss. Retreat programs are also offered for widows and widowers. In aggregate, 9,630 veterans and bereaved family members received FIDF support in 2019.



Adopt A Unit

In many ways a microcosm of the full scope of FIDF programs, the Adopt a Battalion and Adopt a Brigade programs help soldiers in frontline battalions or in full brigades meet their diverse needs, from finance and education to morale-boosting leisure and relaxation with fellow soldiers. Given the broader scope of the Adopt a Brigade program, commanders take a direct role in distributing funds for events and activities that celebrate soldiers' achievements to strengthen *esprit de corps*. 37,500 soldiers in 10 brigades were supported in 2019.



Construction

Contributing funds to various capital projects, FIDF aims to create environments in which soldiers can relax, connect with each other, stay in shape, commemorate and celebrate special days, and simply feel like themselves again outside of uniform. Projects span the geography of Israel and range from individual structures to comprehensive well-being complexes, including recreation and sports centers, cultural and educational facilities, synagogues, memorial rooms, auditoriums, and soldiers' homes.

FIDF in the San Francisco Bay Area

Founded in 2008 and extending from wine country at its northernmost point to the Monterey Peninsula in the south, the FIDF San Francisco Bay Area Chapter is home to a large, diverse Jewish community. With an energized board, a professional staff of three and a new office in downtown San Francisco, the chapter has high expectations and a track record of success, having grown contributed revenue from \$500,000 in 2012 to approximately \$2.5 million today. In addition to individual asks raising approximately \$700,000, galas held in San Francisco and the Silicon Valley have consistently raised \$1.8 million annually. The chapter also holds speaker events, parlor meetings, and mission trips to Israel to generate support and raise awareness of the needs of IDF soldiers. The Silicon Valley is particularly committed to FIDF's IMPACT! Scholarship program and currently support 70 students.

The Opportunity

With a dedicated lay leadership and momentum derived from recent revenue growth, the San Francisco Bay Area seeks a leader who can continue to monetize the chapter's goodwill and leverage existing support across the region. The ideal candidate will bring the skills to form genuine relationships with a portfolio of lay leaders, major donor, and prospects and close six-figure individual gifts in support of IDF soldiers. The chapter holds two annual galas (one in San Francisco and one in the Silicon Valley) with support from the national office, requiring an executive to lead strategy, donor cultivation, and solicitation in the context of these events.

Responsibilities

Reporting to the National Director/CEO, the Executive Director will be responsible for overseeing the San Francisco Bay Area chapter and raising funds for the FIDF. She/he will identify research, manage and implement solicitation plans for a portfolio of individual, corporate, and foundation prospects. The Executive Director will also oversee the San Francisco office and oversee two staff. Specifically, he/she will:

- Implement the regional strategic plan and monitor the progress of operations against plan targets in order to achieve FIDF goals and objectives;
- Lead, develop, implement, and manage short and long-term giving goals and strategies to support FIDF's mission and fundraising goals;
- Oversee budget preparation and monitoring for all campaign related activities and ensure appropriate tracking and financial efficiency;
- Oversee the San Francisco office operations including supervising the Development Associate and Silicon Valley Director of Development;
- Act as the primary relationship manager with an assigned portfolio of donors and prospects; identifying, researching, cultivating and personally soliciting donors in San Francisco and the surrounding area;
- Cultivate, steward and build trusted relationships with a portfolio of San Francisco major donors and prospective major donors to generate new and increased giving;
- Collaborate with the National Fundraising department and regional staff on campaign-related materials and events to ensure accuracy and consistency of messaging;
- Manage the planning and implementation of special events for donor recognition and fundraising such as soldier visits, parlor meetings, speaking engagements, etc.;
- Pre-solicit sponsors for annual gala dinner and assist with event planning;
- Oversee the Lay Leadership Board of Directors and recruit prospective board members;
- Recruit attendees for missions to Israel;
- Maintain prospect management information through use of FIDF's prospect management database; and

- Assume other responsibilities as needed.

Candidate Qualities

FIDF is seeking a dynamic self-starter with at least eight years of direct experience in fundraising. It is most important for the Director to understand and have a sincere and genuine interest in the importance of FIDF's mission of supporting current members and veterans of the Israeli Defense Forces. A sophisticated and diplomatic personality who can work comfortably with people of influence and affluence is desirable. In addition, the Executive Director should have contacts and relationships within the Bay Area community. Qualifications include:

- At least eight (8) years of demonstrated success in philanthropic fundraising including direct solicitation of and securing of individual major gifts, ideally at the six-figure level and above;
- Knowledge of the San Francisco Bay Area Jewish community, culture, traditions, Jewish Communal Services, Israel and current events;
- Demonstrated experience in designing and implementing a fundraising plan and ability to articulate organizational goals related to building an effective philanthropy strategy;
- A decisive and inclusive decision style with the ability to manage small details while focusing on the big picture;
- Being an organized manager, comfortable recommending strategic direction and implementing that direction on his/her own;
- A sincere and genuine interest in the mission of FIDF, with experience with Israel and working with Israelis preferred;
- Strong communication skills both verbal and written, including skill in presenting oneself and communicating in a manner that is clear, effective and inspiring;
- Excellent interpersonal and diplomatic skills, along with the ability to lead with integrity and inspiration; must be flexible and open to working with volunteer lay leaders;
- Superior computer literacy, including experience using donor management database systems to maximize fundraising results;
- Possessing high levels of enthusiasm and energy, self-motivation and ability to work well under pressure and handle several projects at one time;
- Being available for evening and weekend events, with availability for occasional travel to Israel; and
- Flexibility and willingness to perform other functions as required and requested.

Other Considerations

Compensation Competitive with comparable organizations, and commensurate with capability, experience, and prevailing market trends

Location San Francisco, CA

Travel Limited, with occasional travel to New York and/or Israel

Education Bachelor's degree from an accredited institution required

Website <https://www.fidf.org/>

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