



Cohen Veterans Network



ORGANIZATION: Cohen Veterans Network
POSITION: Vice President of Philanthropy, California (new position)
LOCATION: Southern California (remote/work from home)
REPORTS TO: Senior Vice President of Advancement
SALARY: \$154K - \$190K, Generous Benefit Package

Sterling Search, Inc. has been exclusively retained to recruit a new Vice President of Philanthropy, California for Cohens Veterans Network.

BACKGROUND

Cohen Veterans Network (CVN) (<https://www.cohenveteransnetwork.org/>) was created to help fill gaps in mental health care for post-9/11 veterans and family members, removing barriers to care in an effort to save lives, save families, and save futures. Through a national network of Steven A. Cohen Military Family Clinics, veterans, active-duty service members, and their families are eligible for personalized, evidence-based mental health care along with access to comprehensive case management support and referrals to deal with other stresses like unemployment, finances, housing, and legal issues. The organization's highly skilled staff has extensive experience working with military/veteran populations and serving the whole family unit.



"Everything and everyone that I have encountered, from the initial phone calls to the visits, have been better than any of my experiences in mental health to as of yet. Thank you for being there and for saving my life."
— Client, Cohen Clinic at Aspire, Tampa

POSITION DESCRIPTION

Cohen Veterans Network seeks a Vice President (VP) of Philanthropy for California. This is a new position created to build out a robust philanthropic program in Southern CA and to capitalize on the presence of three CVN state-of-the-art mental health clinics housed in Torrance, Oceanside, and San Diego. The ideal candidate will have extensive experience identifying high-net-worth individuals and family foundations in Southern California with the goal of engaging them to support Cohen Veterans Network's mission throughout Southern California, with the potential to expand beyond the Region. Reporting to the Senior Vice President of Advancement, the new VP will contribute to the organization's fundraising goals by identifying and engaging new donor prospects and moving them from engagement and solicitation to securing and stewarding philanthropic gifts. Experience with and a commitment to a 'moves management' systematized approach to gift solicitation is required. The VP will identify giving opportunities and create compelling cases for support while building a portfolio of major donors, focused on individuals, but which may also encompass corporate and foundation support.

THE OPPORTUNITY

The VP of Philanthropy is joining CVN at an exciting time. The organization has achieved extraordinary outcomes and has already impacted the lives of tens of thousands of military families and veterans. There is great momentum in the field, and the new VP can play a key role in advancing CVN's presence in the philanthropic community.

CVN has made tremendous strides toward its ambitious goal of establishing 25 clinics across the country. In 2022 alone, CVN opened 5 new clinics in Fairbanks, AK; Oceanside, CA; Los Angeles, CA; Hinesville, GA; Colorado Springs, CO. All of CVN's mental health treatment is backed by evidence-based research and encompasses therapy options that are the current, best practices available in the field. CVN is data driven and measures its outcomes on an ongoing basis. In 2022, RTI International conducted a Clinical Outcomes Validation study and concluded that CVN outcomes for depression, anxiety, and post-traumatic stress disorder were consistently better than comparable samples. They specifically noted that CVN's use of outcome measures "positions it to be a leader in data-driven measurement-based care" and that CVN "can speak confidently about the outcomes provided by their clinics and their impact on the lives of their clients."

The VP will have the opportunity to share this data, the positive program outcomes, and CVN's impact with prospective donors. CVN also has fully developed collateral for its nationwide fundraising campaigns. In addition, the VP will have access to a Marketing and Communications Dept. that will help create high-quality collateral to support any unique fundraising efforts in CA. This includes multiple naming opportunities at each clinic, and numerous other strategies to engage donors. A fundraising feasibility study has been completed which will offer some initial donor prospect data. CVN also has access to Wealth Engine for further prospect identification.

In addition to building a Major Gift program in Southern CA, the VP will also be charged, in partnership with CVN's Senior VP of Advancement, with developing fundraising strategies including Southern CA-specific campaigns, and potentially endowment and planned giving campaigns. There is potential to expand to Northern California and build a philanthropic program that reaches beyond Southern

California. This position is ideal for an entrepreneurial, highly skilled, front-line fundraiser who is excited and enthusiastic about building a robust philanthropic program for an extraordinary organization providing critical services to our veteran and military communities.

RESPONSIBILITIES

Responsibilities include, but are not limited to:

- Identifying high-net-worth individuals and family foundations in Southern California to support Cohen Veterans Network in the Region and, potentially, throughout CA.
- Perform outreach to secure meetings (in person and virtual) and move these individuals through the donor cycle, from identification and engagement through gift solicitation and donor stewardship.
- Develop and implement a major gift program with a focus on building a robust donor pipeline, creating ongoing donor engagement and cultivation, developing multi-tiered gift solicitation strategies, and sustaining and stewarding long-term relationships with funders.
- Become knowledgeable of CVN's priorities at the State level and articulate these with a sense of urgency for support.
- Track all donor conversations, meetings, notes, and gifts in Salesforce, CVN's donor management system.
- Follow up on marketing and email solicitations to ensure effective digital presence for the organization.
- Help create awareness and knowledge of CVN clinics, services, and impact in the Region.

KNOWLEDGE, SKILLS, ATTRIBUTES

Experience should include a minimum of 10 years of frontline fundraising, with a successful track record of identifying and engaging new donors. This person should have a strong working knowledge of the philanthropic landscape in Southern California, especially in San Diego, Los Angeles, and Orange County.

The ideal candidate has an entrepreneurial and creative approach to fundraising, is an independent self-starter that highly values teamwork, someone who embraces a multi-cultural work environment, has a strategic mindset, works well with remotely located colleagues (including the supervisor), and is driven to achieve outcomes.

QUALIFICATIONS

- 10 years major gift experience, preferably within a non-profit, or healthcare setting.
- Proven ability to identify and engage new donors and secure significant philanthropic commitments on behalf of Cohen Veterans Network.
- Demonstrated experience with expanding and cultivating donor relationships over time.
- Excellent interpersonal and communication skills, both written and oral; ability to influence and engage a wide range of donors and build/sustain long-term relationships.
- Strong organizational skills; goal-focused orientation.
- Must be able to thrive in a metric-driven environment.
- Ability to work both independently and as a team player; someone who will productively engage with others at varying levels within and outside CVN.
- High energy and deep passion for Cohen Veterans Network's mission; a can-do, no fail attitude.

- Experience with Salesforce, Microsoft Suite, and other program management software (such as Smartsheet).
- Veteran, Military Spouse, or experience in the veteran community a plus.
- Must be located in Southern California.
- Bachelor's degree required. Master's degree preferred.

Cohen Veterans Network is an Equal Opportunity Employer and does not discriminate on the basis of age, color, national origin, ethnic origin, citizenship status, disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, marital status, veteran status, or any other characteristic protected by federal, state, or local law in its employment policies. In addition, Cohen Veterans Network will provide reasonable accommodations for qualified individuals with disabilities.

Salary Range: \$154,000 to \$190,000

Cohen Veterans Network offers an excellent benefits package including:

- **Annual bonus plan**
- **Fully paid medical, dental and vision plans for employee and eligible dependents**
- **401k: Employer match up to 5% plus additional employer contribution of 5%**
- **20 PTO days**
- **13 Paid Holidays**



To learn more or for a confidential conversation, please contact: Linda Yeomans or Sarah Agee at Sterling Search, Inc.

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Direct all correspondence, emails, and telephone calls to Sterling Search, Inc. Any communication with Cohen Veterans Network will be redirected back to Sterling Search.