



Chief Development Officer Silver Spring, MD



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Transforming Children into Dreamers

The U. S Dream Academy (Dream Academy) was founded by Wintley Phipps in 1998 to connect young people living in high risk communities to positive youth development and high quality mentoring relationships to empower young people to achieve their potential with a special focus on children of incarcerated parents.

Dream Academy co-locates our programs inside Title 1 schools to provide mentoring, afterschool and positive youth development programs in Learning Centers in Baltimore, Houston, Philadelphia, Orlando, Salt Lake City, San Bernardino, and Washington, D. C.

The Dream Academy has served over 10,000 students to date in high-risk neighborhoods with high crime rates, high levels of poverty, and often little access to high quality academic resources and support during the out of school time hours.

Dream's daily afterschool program promotes three program pillars – Skill, Character-, and Dream-Building, and during their weekly meetings, mentors play a crucial role in supporting students throughout all three of these pillars. These pillars are designed to develop core assets and nurture the whole child:

Skill Building

Commitment to Learning: Homework, Achievement Motivation, through individualized academic assistance and a literacy initiative with targeted differentiated instruction.

Character Building

Positive Values and Social Competencies: Activities helping students gain fundamental understanding of the six human values of peace, love, truth, right action and non-violence and how to apply these values in their own lives.

Dream Building

Positive Identity: Activities that broaden students' understanding of future options and opportunities to include mentoring, leadership development, exposure to new places, careers, and youth-led service projects.

We help children transform into dreamers who envision and develop the skills and motivation to realize their dreams.





Transforming Children into Dreamers

The Dream Academy's strategic vision for the future includes:

- ❖ **Reaffirm/Broaden Our Mission** – *Break the intergenerational cycle of incarceration and poverty.*
- ❖ **Stretch Our Vision** – *Proactive policy change agent/collaborator*
- ❖ **Validate and Transform Our Program** – *Data rich for competitive funding; industry leadership; program innovation; and research/academic collaborations.*
- ❖ **Strengthen Our Brand** – *Youth Development Market Innovator/Leader*
- ❖ **Right Structure** – *Restructure of our organizational model and addition of a business model*
- ❖ **Right Funding Model** – *Systematic, Sustainable, Strategic*
- ❖ **Manage The Risk** – *Well-diversified revenue streams*

Dream Academy Beyond 2020

In light of the COVID-19 pandemic, Dream Academy must design and develop a new program delivery model using a cloud-based system to provide safe, high quality youth interactions in a virtual environment - this will bring a new set of opportunities for Dream Academy to flourish in a virtual market, to make their programs stand out, to recruit young people and volunteers virtually, and to test and evaluate the new model.



Founder & CEO Wintley Phipps



The power of gospel music and his gifted voice have taken the Dream Academy's founder and CEO, Wintley Phipps, around the world and placed him before audiences that have included the last five Presidents of the United States. But while performing for inmates, Phipps found the audience he still considers his most important: young people visiting their incarcerated parents. Phipps began to work for the day when he could translate this transformative experience into the U.S. Dream Academy. What began as a dream for Phipps now encompasses the dreams of thousands of school children, sparking the support of national figures such as Oprah Winfrey and former President Bill Clinton, among many others. "So many more have come to see this vision and work diligently to help young children build skills, character, and dreams for their future," says Phipps.



The Opportunity

The Chief Development Officer for the U.S. Dream Academy (Dream Academy) is responsible for working in cooperation and collaboration with the Strategy Executive Council, Board of Directors, Council of Alliances, and the Development Committee to establish strategy and plan, organize, develop, and coordinate all aspects of fund development, fundraising, and public relations. This individual will provide leadership on all fundraising initiatives to include special events, major gifts, planned giving, sponsorships, and donor cultivation. Together with their team, this leader will identify, organize, and manage fundraising activities with a focus on new opportunities to obtain ongoing and increased support from corporations, public and private organizations, faith communities, and individuals. Specific responsibilities include:

- ❖ In collaboration with the Dream Academy Strategy Executive Council and Board of Directors, develop and implement fundraising initiatives with definitive objectives and strategies.
- ❖ Build and nurture relationships with donors and sponsors who are crucial to the success of the Dream Academy and its programs.
- ❖ Identify, cultivate, solicit, and steward prospects annually.
- ❖ Grow and manage a major gifts program to include identification, cultivation, solicitation, and stewardship of individual prospects and corporate donors.
- ❖ Build the planned giving program and qualify potential planned giving donors.
- ❖ Assist in developing and executing new strategies (e.g., email, social media, marketing, board support, corporate support, etc.) to encourage gifts and increase contributions.
- ❖ Develop strategies for increasing donor participation and engagement.
- ❖ Meet prospective donors and supporters on a continual basis and establish effective communications with them.
- ❖ Travel, as necessary, to related events and activities at national, state and regional levels. This position requires 30-40% travel.
- ❖ Participate in professional development and continued education.
- ❖ Ensure the integrity and confidentiality of all donor and financial data critical to the execution of all external relations and fundraising streams.
- ❖ Build the development team.
- ❖ Establish annual fund program, including mailings and annual fundraising drives.
- ❖ Coordinate fundraising special events.
- ❖ Oversee creation of publications to support fundraising activities.





The Candidate

The Chief Development Officer should be an experienced and mature fundraiser with expertise in increasing revenue through various streams. The successful candidate will have a record of building trusting partnerships with executive leaders and trustees; of being a respected, compelling, and dependable representative to constituents and stakeholders; and of being a supportive and knowledgeable guide to staff. The Chief Development Officer will embrace and support U.S Dream Academy's organizational concept, vision, mission, strategy, culture, objectives, and priorities by demonstrating the following qualifications:

Background

- ❖ At least seven years of experience in development for an educational, youth development, or other nonprofit entities, including fundraising with a demonstrated record of success.
- ❖ Bachelor's degree in a related field required, to include non-profit leadership, business administration, marketing, communications, etc. Master's degree is preferred.
- ❖ Commitment to the U.S. Dream Academy's vision, mission, goals, and culture; a strong desire to exponentially increase the impact of Dream Academy's work globally, and a drive to join an organization advocating for racial justice.

Skills and Accomplishments

- ❖ Demonstrated ability to set and monitor the strategic direction of a complex development program and ensure its alignment with organizational goals.

- ❖ Successful experience building long-term relationships with donors and soliciting and closing large sponsorships and gifts.
- ❖ Track record of personally securing 5- and 6-figure gifts from all constituencies.
- ❖ Demonstrated ability to design and execute a moves management process that expands a donor base and builds a major donor pipeline.
- ❖ Experience establishing strong relationships with executive leaders and volunteer Boards/committees and leveraging them effectively in the fundraising process.
- ❖ Ability to effectively utilize database systems within a data-driven and evidence-based organization.
- ❖ Excellent written and spoken communication skills, including the ability to articulate complex messages to diverse audiences.
- ❖ Polished, professional personal presentation with superior interpersonal skills.
- ❖ Stature to work as a peer alongside widely recognized individuals.
- ❖ Facilitate building relationships and navigating complex organizational structures.
- ❖ Passion for youth development and supporting and working with youth and their families in high-risk communities.
- ❖ Ability to work nights and weekends as dictated by development activities and travel up to 40% of the time.





Questions, résumés, and CVs should be sent
to search@driconsulting.com

All first-round interviews for this position will take place at Development Resources, *inc.* at 1820 N. Fort Myer Drive, Suite 702, Arlington, VA 22209, (703) 294-6684, or via telephone/video conference.

DRi is an executive search and development consulting firm that recruits senior leaders and works with them to build talented teams, create bold strategic plans, and design powerful fundraising programs.

The U.S. Dream Academy is an Equal Opportunity Employer and is seeking a diverse slate of candidates for formal consideration.



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