

**United
Way**



**United Way
of Central Minnesota**

President & CEO Executive Search

POSITION PROFILE

On behalf of our client United Way of Central Minnesota (UWCM), CohenTaylor Executive Search Services is conducting a retained executive search for its next President & CEO.

United Way of Central Minnesota is seeking an experienced, proactive leader for this unique opportunity to improve people's lives by mobilizing the caring power of Central Minnesota. As President and Chief Executive Officer (CEO), the chosen candidate will provide guidance for UWCM, with leadership responsibilities in four broad areas: achieving community impact, complex resource development, organizational leadership, and public spokesperson for the organization. The ideal candidate will have leadership experience and skills including building relationships, acting and thinking strategically, and achieving results.

Organizational Overview

For over 50 years UWCM has been a consistent resource, place of refuge, and facilitator of change for Central Minnesota. United Way fights for the health, education, and financial stability of every person in every community. On a global scale, United Way is supported by 2.9 million volunteers, 9 million donors worldwide, and raises an impressive \$4.7 billion each year. As a global organization, United Way is the world's largest privately-funded nonprofit.

United Way of Central Minnesota was founded in 1967. Since then, they have put their stamp of hope on the heartland of the state and serve over 176,257 people annually. UWCM has grown from a humble fundraising organization into an effective social task force working alongside legions of people from diverse backgrounds to continue to bring change to Central Minnesota.

UWCM began as United Fund: St. Cloud Area. Run by volunteers, those first efforts were targeted at 15 local agencies and raised more than a quarter million dollars in the inception year of service. The community's acceptance, support, and enthusiasm for United

MISSION

To improve people's lives by mobilizing the caring power of Central Minnesota.

POSITION

United Way of Central Minnesota connects resources to accelerate community-wide solutions.

FAST FACTS

In 2020-2021, UWCM made a tremendous impact in their community, with

- 3,064 volunteers
- 8,120 donors
- Dozens of events hosted
- 60+ programs supported
- 176,257 recipients affected/reached
- 18 board members involved
- 90 businesses involved in workplace giving

For the 2020-2021 fiscal year, the organization saw

- 3.7M+ in net public support 2020-2021
- 4.1M+ in total resources expended, with 3M+ towards program funding & expense

2019-2021 investment sectors including health, education, and financial stability.

community-wide initiatives was all the momentum needed to establish what, today, is United Way of Central Minnesota. Throughout the 1980s and 1990s, increased donations allowed their focus areas to expand beyond the geography of St. Cloud into the surrounding communities and families. In 2000, the organization officially became United Way of Central Minnesota.

Through concerted efforts, UWCM has strengthened their United approach and priorities to the specific areas of Education, Financial Stability, and Health. Within these focus areas, UWCM supports over 60 programs that impact the lives of their community members, from early childhood programs to housing support and food security.

UWCM enables businesses, partner agencies, and individuals to make an impact alongside their mission by offering a variety of opportunities that appeal to a wide range of preferences and giving styles. UWCM has developed unique ways for individuals and organizations to contribute to the Central Minnesota community — through giving, advocacy, or volunteering. UWCM brings in donations from a variety of streams including workplace giving, corporate partners, recognized givers, and planned giving.

By mobilizing the Caring Power of Central Minnesota, UWCM is able to directly and positively impact the lives of over 175,000 people living in their community annually. They are committed to continually increasing their positive impact in the 39 communities they serve across four counties. UWCM firmly believes that they are able to “serve better, together.”



Program Areas

EDUCATION

United Way Partner for Student Success (UWPFSS) is a coalition of business, civic and educational leaders dedicated to supporting students from birth to career. They believe that when children succeed, communities thrive. UWPFSS is committed to data-informed, community-wide partnerships focused on the birth to career continuum to support youth through aligning community resources, creating awareness, and advocating for financial support.

Through their **early childhood** programs including Imagination Library, UWPFSS seeks to improve and increase access to quality child care and learning from birth through age five and to coordinate and integrate early child care, learning, and assessment.

UWPFSS's **student success** initiatives include language acquisition, family engagement, community support, relational development, identifying implicit bias, positive identity development, and free and reduced lunch; with a focus on East African and African American students. This work is conducted in partnership with our community learning centers.

UWPFSS's **career and college readiness** efforts strive to enable every student to have well-defined experiential learning opportunities starting in the 8th grade and to work to engage the community about post-secondary pathways, preparation steps, and opportunities.



PITCHING IN NEVER
FELT
So Good

HEALTH

UWCM believes that good health involves a holistic approach for each individual at every stage of life. Through their health programs, UWCM addresses mental health, access to health care, domestic violence, sexual assault, and suicide prevention. They also provide healthy meals for seniors and students. UWCM's goal is to raise awareness while engaging with action-oriented volunteers for measurable impact through programs and services. They prioritize breaking negative stigmas and stereotypes while uplifting and encouraging healthy change at a local community level.



FINANCIAL STABILITY

UWCM seeks to bring real change to their communities, especially where financial stability is concerned. The reality for far too many people is the edge—the edge of either financial stability or poverty, and it is often only one emergency event away: medical bills, accidents, car issues, or household repairs. They believe that it's important to discuss finances, not make them taboo, and that it's only through open discussion that change can happen.

Through their Community Child Care Response Fund, UWCM's goal is to increase the availability of quality **child care services** as the organization works to rebuild the economy, assist secondary education institutions in educating the future workforce, and raise families out of poverty. Funds are available for a variety of needs including staff training and certification, non-wage expenses like food and supplies, expanding existing spaces or facilities, equipment, registration fees, monthly child care subsidies, backup child care, and microloans or grants.

UWCM helps address barriers to **housing** including high rent, down payments, and past housing references. Without affordable, safe housing options for local families, our workforce and economic longevity both take hits. It's about more than a place to live; it's about a place to call home.

The Role

United Way of Central Minnesota is seeking a community-focused and inclusive leader who will collaborate across staff and the Board of Directors to guide the organization actively and confidently into the future.

An inspirational leader, the new President & CEO of UWCM will promote the organization's mission with authenticity, passion, and commitment. The President & CEO will bring strong collaboration skills to continue to build strong partnerships externally, while also strengthening the internal operations and culture of the organization.

The President & CEO will be grounded in strong operational leadership to support and preserve the future of UWCM. They will be responsible for overall strategic planning, revenue generation, financial management, organizational development, staff management, and UWCM operations.

This is an incredible opportunity to assume leadership of a nonprofit organization that has an experienced, dedicated, and passionate leadership team and staff! The President & CEO will inspire and motivate staff as they serve their community in an ever-changing environment.

REPORTING RELATIONSHIPS

The President & CEO reports to the Board of Directors and has direct / indirect oversight of a staff of 25.

Direct Reports Include:

- SVP of Development and Engagement
- SVP of Finance and Operations
- SVP of Community Impact

Key Relationships/Cientele Include:

- Board of Directors
- Staff
- Public/Private Funders
- External Community & Government Partners
- Volunteers



CORE COMPETENCIES

The ideal candidate will possess the following professional and personal abilities and attributes; they will be someone who:

Provides Skilled Leadership: Exhibits leadership and provides direction to achieve high-quality, sustained results that create a consistently high-performing organization. Encourages cooperation and develops team spirit; optimizes the use of resources to achieve team and organizational objectives. Actively helps others improve their performance; provides constructive feedback and direction.

Builds Relationships: Initiates, builds, and continuously strengthens relationships with all UW supporters, internal and external, by constantly seeking, understanding and responding to needs and wants.

Listens, Thinks, and Acts Strategically: Is guided in all work by UWCM's mission, vision, and strategic goals. Ensures that United Way's plan of work and allocation of resources are aligned and deployed with its strategic direction. Continuously monitors interim and final results to measure progress, adjust tactics, evaluate success, and set future goals.

Exhibits Skilled Risk Assessment: Determines risk events and identifies probability and impact to justify prevention or contingency planning; develops preventative actions and contingency plans for identified areas of vulnerability and potential problems; identifies activation triggers for contingency plans; projects probable cost overruns.

Achieves Results: Takes initiative, maintains a persistently focused effort, remains goal and results-oriented and continues to improve; sets daily, weekly, monthly, quarterly and annual goals and creates specific plans to meet them.

Communicates Effectively: Communicates in an open, candid and consistent manner with energy and passion; delivers information effectively in a variety of settings including one-on-one, team settings and diverse group presentations or meetings. Delivers information effectively in a variety of formats including letters, memos, analytical reports, grant proposals and presentations.

Demonstrates Decisiveness: Takes the initiative or risk required to make decisions; highly skilled at being decisive and mentors/teaches others about what it takes to be decisive.

Manages Impact: Makes persuasive arguments; develops and uses strategies to inspire others; works to make others feel ownership in solutions; identifies key decision-makers on issues of concern; develops and effectively uses networks, inside and outside of United Way of Central Minnesota.

KEY RESPONSIBILITIES

- Leads and coordinates UWCM's Leadership Team to provide management, marketing, resource development and systems support to staff and volunteers to accomplish organizational goals
- Oversees budget and cost management processes
- Acts as the central voice of the organization
- Maintains a leadership role among United Way of Central Minnesota's constituencies
- Develops & implements Community Impact Strategies to create sustained community change
- Positions United Way of Central Minnesota to impact health and human service issues within the community
- Secures necessary resource development strategies to meet organizational goals

The Ideal Candidate

While no one candidate will have all the criteria enumerated below, the ideal candidate will possess the following professional and personal abilities and attributes:

- **7-10 years of experience** in progressive leadership roles within the nonprofit space or a similar sector
- **Innovative and forward-thinking** – a leader with a future focus to help United Way of Central Minnesota reestablish themselves as we embrace stability and dually pivot toward the changing needs of the community
- **Operational leadership and strategic thinking** – an ability to 'fly high and fly low'; a big-picture thinker with the ability to both 'lead and manage' the organization forward
- **Inspirational leadership and passion** – someone who is immersed in community to serve as an effective champion for United Way of Central Minnesota's mission – both internally and externally
- **An effective communicator** – an open, candid, and consistent communicator who delivers information effectively in a variety of settings
- **A convener and connector** – a community collaborator and partnership builder with a proven ability to work across multiple stakeholder groups (board, business community, nonprofit community, public sector)
- **A strong leader of staff and culture builder** – a proven ability to break down silos and build/promote a unified organizational culture
- **A proven fundraiser** – demonstrated experience securing funds from a diversity of sources

- **A proven and diligent operational leader** – a systems thinker who will ensure United Way’s plan of work and allocation of resources are aligned and deployed with its strategic direction. Continuously monitors interim and final results to measure progress, adjust tactics, evaluate success, and set future goals
- **A catalyst and mobilizer** – a leader equipped to propel the work of UWCM forward
- **Fiscally responsible and financially astute** – strong financial business acumen and a proven ability to manage financial models and institute best practices in financial controls

QUALIFICATIONS

Bachelor’s Degree; Master's Degree preferred

The expected salary for this role is in the \$120,000 – 150,000 range, commensurate with experience and qualifications. United Way of Central Minnesota offers a comprehensive employee benefits plan.

United Way of Central Minnesota is an equal opportunity employer and proudly values diversity. We encourage candidates of all backgrounds to apply.

Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities: The contract will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. However, employees who have access to the compensation information of other employees or applicants as a part of their essential job functions cannot disclose the pay of other employees or applicants to individuals who do not otherwise have access to compensation information, unless the disclosure is (a) in response to a formal complaint or charge, (b) in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or (c) consistent with the contractors legal duty to furnish information.

For more information

or to send your credentials, please email

UWCM@cohentaylor.com

All inquiries will remain confidential.