

POSITION PROFILE

Regional Director of Philanthropy

Mercy Housing

San Francisco, California



About Mercy Housing California

Home is where our lives unfold: where we gather, where we learn, and where we grow. However, affordable housing is one of the great crises of our time. In California, where home values and rents are among the most expensive, nearly one-third of renters spend more than half their income on housing. There is not a single city or county where a full-time minimum-wage worker can afford a modest two-bedroom apartment.

Mercy Housing California (MHC)—the largest regional affiliate of Mercy Housing, Inc., which is the largest nonprofit affordable housing provider in the country—works to address this challenge. The organization develops and operates affordable service-enriched housing that becomes the foundation for our residents' hopes and aspirations. Today, MHC oversees over 160 communities that together serve more than 20,000 residents across the state.

An industry leader, Mercy Housing California is proud to...

- **Participate in all aspects of affordable housing development**, from designing and constructing affordable housing, to zoning and financing, to maintaining facilities, to managing housing for residents. Because of this “whole-housing approach,” MHC is able to create the best possible homes and nurture vibrant communities.
- **Provide critical resident services.** More than simply providing “keys to the door,” Mercy Housing California provides and partners with community organizations to offer residents on- and off-site services, such as healthcare, access to nutritious food, financial education, youth programs, and others. This is *the* critical ingredient to success. Research and experience have shown that when residents' needs are supported, they can move out of survival mode and build for the future.
- **Pioneer innovative housing solutions that are emulated by peers nationwide.** For example, MHC pioneered the use of construction techniques, such as modular buildings and mass timber, that save time and cost. The organization's Land Acquisition Fund brought the speed of private equity to affordable housing for the first time, enabling the fast purchase of high-value land. And through thoughtful design and construction, Mercy Housing has built vibrant communities—not just houses.
- **Combine our deep local knowledge with the strength of a national system.** Mercy Housing's national strength and portfolio diversity have been critical for enabling the organization to proactively plan and act, no matter the economic landscape.
- **Follow in the spirit of our founding women religious communities**, who established the core values of respect, justice, and mercy. Their influence continues to shape Mercy Housing's work and impact today.

The Opportunity

Mercy Housing California seeks an experienced fundraiser to advance one of the most urgent and important causes of our time: ensuring safe, stable, and affordable housing for all. This is an exciting opportunity to join one of the nation's most respected and impactful nonprofit housing developers and to shape a future in which California's communities are stronger, healthier, and more resilient.

Mercy Housing California operates with discipline and clarity, guided by a strong business plan and a well-defined pipeline of development projects. Backed by early and extraordinary investments, including a leadership commitment from the Sisters of Mercy and a transformational gift from

MacKenzie Scott's Yield Giving, the organization has launched an ambitious endowment campaign to permanently secure the homes and resources on which neighbors depend. This Regional Director of Philanthropy will play a pivotal role in expanding the San Francisco Bay Area-based donor community and ensuring that Mercy Housing's bold vision becomes reality.

The Regional Director of Philanthropy will be an experienced frontline fundraiser. The ideal candidate is a motivated, results-oriented leader who is confident managing a portfolio of high-capacity individual donors. Working in partnership with the incoming San Francisco-based Vice President, Philanthropy and peers in Sacramento and Southern California, the Regional Director of Philanthropy will implement strategies to deepen donor engagement in key organizational priorities, ensuring consistent progress toward ambitious fundraising goals.

Key Position Functions

The Regional Director of Philanthropy will manage and deepen key relationships with donors and other stakeholders in the San Francisco Bay Area. Reporting to the Vice President, Philanthropy, the Regional Director of Philanthropy will maintain a portfolio of 75-100 high-capacity individual and institutional donors.

The Regional Director of Philanthropy will be part of a statewide philanthropy team and supervise the Regional Events Manager, developing and implementing strategies to engage individual and institutional donors in the San Francisco Bay Area in support of the critical work of Mercy Housing California.

- **Strategy Development and Planning** – Identify and formally qualify new major and planned gift prospects by developing and executing long- and short-range strategies and plans to identify, cultivate, solicit, and steward prospects, producing a continuous stream of donors capable of making gifts of \$10,000 or more. Gather data, assess prospects, and develop strategies designed to realize the current and lifetime giving potential of individual prospects. In collaboration with the Vice President, Philanthropy, develop annual portfolio revenue goals.
- **Portfolio Management** – Build and maintain relationships with 75-100 prospects. Ensure that prospects are moved through the lifecycle of a portfolio at an appropriate pace.



- **Donor Cultivation and Solicitation** – Cultivate, strengthen, and sustain strategic relationships with key donors, ensuring a high level of donor satisfaction and involvement. Oversee portfolio-level creation and implementation of donor, solicitation, and stewardship plans, including strategies for endowment growth and legacy giving opportunities. Support the creation of regional strategy for engagement and recognition activities for key stakeholder groups. Partner with Resident Services on cultivating a donor base from program volunteers. Offer support and training to Mercy Housing partners on donor cultivation.
- **Communication** – Develop and maintain a thorough working knowledge of MHC’s case for support, mission, annual fundraising opportunities, and community needs to articulate the top priorities and fundraising objectives to donors and prospects. Create letters, correspondence, materials, and proposals that communicate the case and will resonate with donors.
- **Relationship Documentation** – Update Raiser’s Edge on a regular basis to reflect donor moves management and ensure appropriate acknowledgement and stewardship of donors.
- **Collaboration** – Collaborate with MHC staff and key volunteers. Participate in and leverage other fundraising activities and events as part of an individual cultivation strategy. Serve as staff liaison to the MHC board related to philanthropy.
- **Leadership and Management** – Motivate and manage the Regional Events Manager, supporting their personal and professional development through coaching and ongoing support. Conduct annual performance reviews and provide timely feedback on performance, with a focus on performance measurement and accountability. Actively engage with other Mercy Housing leaders in California and nationally to grow and maintain a collaborative values-based culture.

Qualifications

Competencies and Attributes for Success in the Position:

- Thorough knowledge of fund development principles, strategies, and tactics
- Communicates effectively and informs via verbal, written, and presentation skills
- Maintains a donor focus in developing strategy and plans
- Interpersonal savvy; relates well to all kinds of people inside and outside the organization
- Instills trust, gaining confidence of others through honesty, integrity, and authenticity
- Ability to influence and persuade others
- Situational adaptability to adjust plans and tactics
- Drives results and can be counted on to achieve goals
- Demonstrates self-awareness; knows personal strengths, weaknesses, opportunities, and limits; seeks feedback
- Ability to build networks
- Strategic mindset and ability to plan to maximize philanthropic giving
- Collaborates across teams and with constituents and partners; quickly finds common ground and solves problems for the good of all
- Skilled and committed to utilization of data in philanthropic work

Required Qualifications:

- Bachelor's degree in related field or equivalent experience
- Five or more years of experience in frontline fundraising with proven experience closing five- and six-figure gifts
- Ability to work in-person at MHC's San Francisco office and travel to regional offices in Los Angeles and Sacramento

Desired Qualifications:

- Fundraising experience in housing or human services organizations
- Experience leading high-performing teams
- CFRE or other advanced fundraising certification

Compensation

The expected base salary for this position is \$125,000-\$165,000, commensurate with experience. All employees at Mercy Housing California are also eligible for a generous comprehensive benefits package including PTO and paid holidays; medical, dental and vision insurance; 403(b) retirement plans; Employee Assistance Program; and many more.

Application Process

Benefactor Group is pleased to be assisting Mercy Housing with this executive search. Applications will be reviewed as they are received. All applications are considered highly confidential. To be considered for this position, please submit an application at this link: <https://bit.ly/MHC-RegionalDirPhilanthropy>.

To learn more about Mercy Housing, please visit <https://www.mercyhousing.org/>.

Please do not contact Mercy Housing staff or board with questions or interest in the role. All inquiries about the position should be directed to Benefactor Group.

Benefactor Group Recruitment Team

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