



CHIEF DEVELOPMENT OFFICER

KESEM

REMOTE LOCATION



Aspen Leadership Group is proud to partner with Kesem in the search for a Chief Development Officer.

The Chief Development Officer will lead Kesem's national and chapter fundraising efforts. In partnership with the Chief Executive Officer and leadership team, the Chief Development Officer will have the opportunity to create a comprehensive fundraising strategy, transform the department into a world-class fundraising operation, and oversee development initiatives that will resource the growth of Kesem programs into its next 25 years of serving children. The Chief Development Officer will serve as a key external-facing representative of the organization and fundraising partner to the Chief Executive Officer, responsible for contributions from individuals, corporations, foundations, and other charitable organizations. Furthermore, the Chief Development Officer will work with the national board of directors and Kesem's regional boards to activate their philanthropic networks. The Chief Development Officer will both attract new donors to Kesem and steward existing donors. The Chief Development Officer will provide leadership, direction, and support across the Kesem community to create a culture of philanthropy among staff, boards, alumni, and thousands of volunteer college student leaders. Current Fiscal Year 2025 (FY25) revenue estimates roughly \$10 million, with approximately 80% coming from chapters and the balance from the national organization. Kesem is poised for substantial growth in its impact, enabled by growth in revenue.

Kesem was established in 2000 to serve a unique and underserved population – children impacted by a parent or guardian's cancer. Today, Kesem is the largest national organization serving these children ages six to 18, with over 115 Kesem chapters in 41 states and the District of Columbia. Kesem's flagship program, Camp Kesem, provides an experience for these children to be children and build bonds with other children and college student leaders who understand what they are going through.

Today, more than five million children are impacted by a parent's cancer in the United States. These children can experience increased anxiety, emotional isolation, loss of social interest, and feelings of hopelessness, among other things. While many programs, services, and communities support cancer patients themselves, their children often lack the resources, spaces, or peer-to-peer support tailored to their needs and experiences. That is why Kesem is committed to creating a world where every child who has a parent with a cancer diagnosis or has lost a parent to cancer is never alone. Kesem supports these children through and beyond their parent's cancer with free, fun-filled creative programs and a lasting community.

Kesem mobilizes to support children impacted by a parent's cancer. Kesem recruits diverse student leader volunteers from college campuses across the country to lead local Kesem chapters. With oversight and guidance from Kesem, these talented and committed leaders work year-round to deliver programming and services.

Kesem provides college chapter members with ongoing leadership development training and support. These students are responsible for nearly every aspect of their chapter management. The delivery of Kesem's free annual summer program, Camp Kesem, and year-round services requires students to build strategic plans, recruit and train professional volunteers, facilitate family and community outreach, and fundraise to cover all costs.

Kesem also provides ongoing mission connection. After leaving college, Kesem provides new opportunities for graduates (referred to as Kesem Alumni) to support children affected by a parent's cancer. These engagements allow them to share their Kesem and professional expertise, volunteer in the field, and support organizational priorities.

Kesem families choose to return year after year. To date, Kesem has supported more than 65,000 children and families. The data shows that current programs are delivering positive outcomes for children and families, and Kesem plans to broaden its approach to meet more families where they are with programs that address their unique needs and preferences.

REPORTING RELATIONSHIPS

The Chief Development Officer will report to the Chief Executive Officer, Jay Stilwell and serve as a member of Kesem's leadership team. The Chief Development Officer will oversee a team of seven staff.

FROM THE CHIEF EXECUTIVE OFFICER

We have a saying that Kesem finds you when you need it most. That was certainly the case for my family.

Cancer entered my life over 10 years ago when my wife Leigh was diagnosed in 2013. Kesem has been in my life for nine years. I have experienced Kesem from four unique perspectives: from the nervous eyes of a camper parent; through the beaming eyes of my seven-year-old when I picked her up from her first camp experience; as a board member for nine years; and, since September, as Chief Executive Officer.

From these perspectives, I understand that the need for Kesem is profound. A parent's cancer interrupts childhood in every possible sense. It looks different for each child, but the impact is significant and long-lasting. The need is also vast. A parent's cancer impacts five million children in the United States.

Kesem meets this need by creating hope. We know that hope is possible when children are given safe and fun-filled spaces and surrounded by others who can truly understand them. Kesem gives children the choice of responding to their terrible losses in a positive, healthy way — by helping others. By doing so, they gain some measure of control — in big and small ways — which helps their own situation that often feels so far out of their control.

Kesem's hope comes from seeing other kids and student leaders who have experienced what you're going through — and rather than retreating, they show up with big smiles and huge hearts.

When the unthinkable happened to my family, my daughter was just six years old. Leigh had started her chemo regimen on the first day of kindergarten. After nine months, the treatment stopped working, and Leigh passed away on the last day of kindergarten, which means that cancer memories forever bookend the school year.

Thankfully, this is when I learned of Kesem as a resource for my daughter. Soon after I enrolled her at Kesem, I joined the national board of directors. I credit Kesem for showing us hope. Kesem has given our family a tangible, positive, and life-changing way to respond to our deepest loss.

My goal as Kesem's new leader is to dramatically increase our impact, creating sustainable growth in the number and diversity of children served by Kesem so that more children and families may experience the life-changing magic that my family has received.

Kesem's new Chief Development Officer will have the opportunity to shape our ambitious path forward. We seek someone with vision to build a comprehensive fundraising strategy and experience to bring it to life. The Chief Development Officer will have the discretion to shape the department and to assess and develop our capabilities across the organization. The Chief Development Officer will partner closely with me as Chief Executive Officer, our leadership team, and our board of directors.

If you share our passion for Kesem's mission, you are energized by the challenge and opportunity of forging a new development strategy and plan, and you want to work with highly talented staff and thousands of passionate volunteers, I hope you will throw your name in for Kesem Chief Development Officer.

—Jay "Country Ham" Stilwell, Chief Executive Officer

KESEM'S VALUES

Kesem's Chief Development Officer must uphold and build a culture that continues to support and strengthen the following behaviors to help Kesem realize its vision:

- Continuous learning — Kesem operates with curiosity and a willingness to try new things, and it sees its successes and setbacks as opportunities for growth.
- Accountability — Kesem is individually and collectively responsible for advancing its mission.
- Resilience — Kesem offers empowerment and support through challenges while fostering a spirit of joy and hopefulness.
- Empathy — Kesem seeks to understand and appreciate other perspectives and experiences.

KESEM'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Kesem's mission of supporting children through and beyond a parent's cancer, and its vision of ensuring that every child impacted by a parent's cancer is never alone, can only be realized through an ongoing, steadfast commitment to Diversity, Equity, and Inclusion in every part of the organization.

To that end, Kesem makes the following commitments:

- To continually expand the communities it supports and works with — its camper families, volunteers, staff, alumni, partners, donors, and boards — with attention to engaging communities not currently reached.
- To strive for equity in delivering a transformative, fun, and empowering community that recognizes and embraces differences.
- To aspire to create shared spaces that are safe for every member of the Kesem community to feel valued and respected.
- To engage in continued meaningful learning in order to better support its mission, and the growing Kesem community.

PRIMARY RESPONSIBILITIES

Development Strategy and Leadership

The Chief Development Officer will

- develop an integrated fundraising strategy that enables ambitious long-term growth and achieves short-term revenue goals;
- envision and define the capabilities, resources, investment, and team configuration needed to execute the fundraising strategy;
- manage, coach, and leverage the talent within the development team to create strategies, project plans, and execution of all development priorities;
- leverage Salesforce, Classy, iWave wealth screening, and Hubspot platforms to inform a data-based fundraising strategy and plans;
- create segmentation of Kesem's 500,000 contacts to identify and target high-value audiences with personalized strategies;
- partner with leadership team members to provide counsel, make decisions, and be accountable for delivering organizational goals; and
- work with the national board of directors and regional boards to develop and support individual fundraising and advancement plans.

Development Planning and Activation

The Chief Development Officer will

- manage a portfolio of major donors and major donor prospects;
- develop and strengthen relationships with individual donors and develop strategies to convert and steward donors;
- oversee the wealth screening process and portfolio assignment;
- provide strategic guidance and support to grow chapter revenue by establishing fundraising strategies, tools, data, and training to enable Kesem's 4,500+ student leaders, volunteers, and community members to set and achieve fundraising goals;
- collaborate across departments to ensure chapter fundraising tools and systems are in place and effective;
- create and oversee the strategy and execution of plans to grow revenue through national campaigns; and
- launch initiatives to grow alumni giving and engagement and increase participation in alumni engagement and fundraising, including the annual alumni membership program.

Event Management

The Chief Development Officer will

- develop and implement a fundraising events strategy that leverages Kesem's strength creating exceptional in-person experiences bringing together donors, volunteers, alumni, and camper families, including Team Kesem, Kesem's endurance events fundraising program;
- establish fundraising and efficiency goals for each event and build plans for year-over-year growth in event revenue and efficiency improvement;
- manage and grow regional volunteer boards to serve as enthusiastic Kesem ambassadors and advocates for each event by developing personal relationships and equipping them with necessary tools and resources; and
- form and grow relationships with existing and new sponsors to support Kesem events.

Corporate and Foundation Giving

The Chief Development Officer will

- identify, pursue, and oversee corporate and foundation giving to grow revenue for chapters and the national organization through relationship building and grant proposals;
- collaborate across departments to ensure necessary materials and information are prepared; and
- oversee the development, refresh, and maintenance of Kesem's cases for support.

Donor Stewardship

The Chief Development Officer will

- develop and curate robust stewardship and engagement plans, content, and touchpoints; and
- create in-person and virtual experiences for supporters to demonstrate the impact of their giving.

Data and Financial Integrity

The Chief Development Officer will

- develop and maintain department budgets;
- collaborate with the Chief Finance Officer and finance team to ensure accurate recording of gifts; and
- develop strategy, processes, and reporting to ensure that all donor data is entered, maintained, and regularly “cleansed” in Salesforce.

LEADERSHIP

Jay Stilwell

Chief Executive Officer

Jay "Country Ham" Stilwell is Kesem's Chief Executive Officer. He is a Kesem parent, former board member, and accomplished business and marketing leader with more than 25 years of industry experience. Jay first became involved with Kesem nine years ago when, after his late wife's passing, he registered his daughter in Kesem's flagship summer camp program, Camp Kesem, at UC Berkeley. Jay later joined the Kesem national board of directors and was appointed Chair in 2021. Jay most recently served as the Vice President of Marketing at Meyer Corporation. Prior to that, he was a marketing leader at The Clorox Company, where he was responsible for identifying, developing, and scaling transformational innovation initiatives for the company. A native of Charleston, South Carolina, Jay holds a bachelor's degree in English from Davidson College and an MBA from the University of North Carolina at Chapel Hill.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The successful candidate for the position of Chief Development Officer will possess exceptional relationship-building skills and a proven ability to expand major donor support and achieve significant growth in both new and existing donor bases. The Chief Development Officer will have strong data-analysis skills, including an ability to mine Kesem's database of over 500,000 community members to drive strategic decision-making and define new growth initiatives.

Furthermore, Kesem seeks a Chief Development Officer with

- a commitment to the mission of Kesem — to create a world where every child who has a parent with a cancer diagnosis or has lost a parent to cancer is never alone;
- experience growing and managing a fundraising budget of equal or greater size and complexity than that of Kesem;

- superior interpersonal skills with donors, board members, potential partners, corporations, foundations, and staff members and an ability to excite and motivate supporters;
- excellent writing, public speaking, and communication skills across platforms;
- superior attention to detail and excellent follow-through;
- strong organizational and project management skills;
- an ability to work and manage others effectively in a remote work environment;
- an ability to multi-task and keep track of multiple projects, and manage long-term deadlines against weekly, short-term recurrent needs;
- a results driven approach, focused on implementing systems to track progress, measure results, and set clear priorities for the team in a resource-constrained environment;
- an entrepreneurial, flexible, and adaptable temperament and an ability to develop innovative solutions; and
- proficiency with Google Workshop and Salesforce database management.

A bachelor's degree and at least ten years of fundraising experience, specifically in major gifts and individual giving, is preferred for this position. Kesem will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to Kesem, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

SALARY AND BENEFITS

The salary range for this position is \$139,512 to \$180,344 annually. Kesem is committed to supporting its staff with comprehensive benefits and incentives including partially subsidized health insurance; vision and dental Insurance plan options; health savings account or flexible spending account with employer contribution; dependent care flexible spending account; employee assistance program (EAP); healthcare concierge service; wellness reimbursement; cellular phone provided or partially reimbursed; paid time off (vacation, personal, sick leave, holidays, birthdays, trade days); 403(b) retirement fund; and professional development.

LOCATION

This is a remote position, with no preference for geography. On average, the Chief Development Officer should expect to travel 12 to 24 times per year, all within the United States.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Kesem as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and will continue until the successful candidate has been selected.

To apply for this position, visit: [Chief Development Officer, Kesem](#).

To nominate a candidate, please contact Gregory Leet, gregoryleet@aspenleadershipgroup.com.

All inquiries will be held in confidence.