

# THE CHARLIE CART PROJECT

Job Description  
Development Manager  
February 2020

## **ABOUT THE CHARLIE CART PROJECT**

At the Charlie Cart Project, we are shifting the food system from the ground up, by empowering communities with a portable, accessible culinary education program, including tools, lessons, training, and a compact mobile kitchen.

The Charlie Cart Project was founded in 2015 by the former Director of the Edible Schoolyard Project and a team of educators and designers, to create a comprehensive food education program with the flexibility to be used anywhere, by anyone. The result is an all-in-one program connecting the dots between food, health and the environment--giving kids the power to make healthy choices for life. The Charlie Cart Project is now active in more than 150 organizations across 38 states. Learn more at [www.charliecart.org](http://www.charliecart.org)

## **OVERVIEW**

The Charlie Cart Project is a growing organization, with potential for rapid expansion. The Development Manager will work closely with the Executive Director and a half time development support to meet and extend fundraising goals and grow the department. In addition to contributed support, the Charlie Cart Project raises approximately 25% of our annual budget via earned revenue, through the sale of the Charlie Cart program. The Charlie Cart Project prizes creativity and an innovative approach to meeting our goals. We don't subscribe to either the food pyramid or the funder pyramid.

Reporting to the Executive Director and serving as a member of the Management Team, the Development Manager's primary responsibility is the development, management and execution of the Charlie Cart Project's fundraising strategy. The Development Manager will play a key role in managing existing donor relationships as well as developing new donor prospects.

Specific responsibilities include:

- Strategic Planning and Oversight
  - Collaborate with the Executive Director and Board to set fundraising goals, strategic plan and vision for development in alignment with organizational priorities.
  - Develop and implement stewardship plan aligned with organizational goals
  - Manage and grow development department
- Finances
  - Develop and manage fundraising budget
  - Work with Executive Director on annual planning and organization-wide

- budgeting
  - Manage financial reporting to donors and for 990/annual report
- Communications
  - Create high impact messaging and communications tools for all aspects of development with some cross over into marketing.
  - Develop materials for organization-wide use, including website, donor reports and funder presentations
  - Manage graphic designers and other vendors in development of materials
  - Produce impact reports, annual reports, and related materials.
- Solicitation and Stewardship
 

CCP solicits donations via a range of sources. For each, the Development Manager is responsible to

  - Research, Prospect and Identify potential donors
  - Write grants and solicitations, including annual appeal
  - Manage all grant/gift reporting, financial and narrative
  - Donor stewardship
  - Plan and coordinate events

Sources include

- Family and Institutional Foundations
  - Corporate Partners (in-kind and financial support)
    - In-kind support includes high profile corporate sponsors who donate product to CCP. ID Sponsorship opportunities, produce pitch materials and solicit gifts.
  - Individuals
  - Government
  - Events
- Tracking and Evaluation
  - Maintain organized, up-to-date donor files using Salsa CRM. Track development activity by entering interactions, strategies, and opportunities in the CCP database.
  - Establish metrics to evaluate fundraising and outreach activities.

**Qualifications**

- Commitment to the work and the organization
- Excellent communication skills both verbal and written; persuasive and confident speaker
- Sense of humor and flexible, adaptable work style. Creative problem solver.
- Self-starter with extensive fundraising experience and a thorough understanding of the nonprofit funding landscape.
- Demonstrated track record in developing and meeting fundraising goals.
- Strong budget/finance experience
- Excellent computer skills. Proficient in Microsoft Office and Google Drive
- Team player, able to work well with a diverse work force and customer base; and

able to delegate responsibilities effectively

**To Apply**

This is a full-time role with benefits. Please send a letter of interest with resume to [info@charliecart.org](mailto:info@charliecart.org)

**Equal Opportunity Statement**

The Charlie Cart Project is committed to achieving a diverse workforce and supporting our team with equity in all aspects of employment including recruitment, hiring, promotions, discipline, terminations, wage and salary administration, benefits, and training. The Charlie Cart Project prohibits discrimination and harassment of any kind and is committed to providing employees with a work environment free of discrimination and harassment. All employment decisions are based on business needs, job requirements and individual qualifications, without regard to race, color, religion or belief, age, gender or sexual orientation, family or parental status, or any other status protected by the laws or regulations in the locations where we operate. The Charlie Cart Project will not tolerate discrimination or harassment based on any of these characteristics. All are encouraged to apply.