

# THE CHARLIE CART PROJECT

## ABOUT THE CHARLIE CART PROJECT

At the [Charlie Cart Project](#), we are shifting the food system from the ground up by empowering communities to make healthier, more sustainable food choices with a portable, accessible culinary education program, including tools, lessons, training, and a compact mobile kitchen.

The Charlie Cart Project was founded in 2015 to create a comprehensive food education program with the flexibility to be used anywhere, by anyone. Created by the former Director of Alice Waters' Edible Schoolyard Project, the result is an all-in-one program drawing connections between food, health, and the environment--giving people the power to make healthy choices for life. The Charlie Cart Project has seen incredible growth, and is now in more than 250 sites across 40 states, with over 600 trained educators in schools, libraries, and food banks.

Despite Covid-19, the Charlie Cart Project has continued to expand, filling a growing need in the food and nutrition space. Approximately 50% of the annual budget is raised through philanthropy, with the remaining 50% coming from earned revenue through Cart sales. The Charlie Cart Project has a small but loyal group of annual donors, and as the organization grows, it is the right time to invest in and grow our fundraising program.

### Overview of the position

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

The Development Director will work closely with the full team to meet current goals and grow contributed revenue. This position will be supported by a new .5 FTE administrator. Currently, the Charlie Cart Project has 2.5 FTEs.

Primary responsibilities include:

### Setting and executing fundraising strategy

- Collaborate with the Executive Director and Board to set fundraising goals and an annual development plan in alignment with organizational priorities and strategic vision
- Be an active stakeholder in strategic discussions around the mission, vision, and values of the Charlie Cart Project
- In concert with the organization's strategic vision for growth, develop a multi-year growth plan for fundraising
- Establish metrics to evaluate fundraising and outreach activities

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## **Solicitation, Cultivation and Stewardship**

- Solicit gifts from individual, foundation, and corporate donors, both personally and in partnership with staff and board members
- Research and identify new donors for the Charlie Cart Project
- Write solicitations, grant proposals, and the annual appeal (both email and printed)
- Manage all grant and gift reporting including acknowledgements
- Create stewardship and cultivation plans for all donors, including developing a calendar for ongoing donor touch points throughout the year
- Plan and manage events

## **Donor Communications**

- Create high impact messaging and communications tools for all aspects of development, ensuring that it connects with the overall marketing strategy of the organization.
- Develop materials as needed for cultivation, solicitation, and stewardship of donors and prospects
- Produce impact reports and other fundraising materials, including managing external vendors for design and production

## **Finance and Database management**

- Develop and manage the fundraising budget
- Manage the donor database (Salsa CRM)
- Ensure data integrity between the donor database and finance software
- Create gift acceptance policies as needed
- Work with the Executive Director and Head of Growth on annual planning and budgeting for the organization as a whole
- Manage financial reporting to donors, which may include an annual report

## **Qualifications**

- 5+ years of fundraising experience with progressive growth towards leadership
- Demonstrated track record in developing and meeting fundraising goals
- Experience directly soliciting gifts from individuals, corporations, and/or foundations
- Demonstrated knowledge of fundraising trends and practices
- Commitment to and passion for the mission of the Charlie Cart Project
- Experience working with board of directors to advance fundraising
- Excellent communication skills both verbal and written; persuasive and confident speaker
- Sense of humor and flexible, adaptable work style. Creative problem solver.
- Experience with developing and tracking budgets, and partnering with finance as related to fundraising
- Experience in using a donor database/CRM; Proficient in Microsoft Office and Google Suite
- Team player, able to work well with a diverse workforce and customer base; and able to delegate responsibilities effectively

# THE CHARLIE CART PROJECT

## **Salary Range**

The salary range for this position is \$80,000 to \$90,000 plus full benefits.

To demonstrate our commitment to equity and equal pay for all, the Charlie Cart Project will post salary ranges on all job descriptions. The practice of not posting salaries perpetuates the gender wage gap and discriminates against people of color by causing individuals to negotiate from a disadvantaged starting point.

## **To Apply**

To apply for this position, 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.