

## ***Position Profile***

***On behalf of our client, Twin Cities Habitat for Humanity***

***CohenTaylor Executive Search Services  
is conducting a retained executive search for its***

## **President and CEO**



## Twin Cities Habitat for Humanity

### Mission

Eliminate poverty housing from the Twin Cities and to make decent, affordable shelter for all people a matter of conscience.

### Vision

A Twin Cities region where families can own homes in healthy neighborhoods with access to jobs, transportation, and quality schools.

### Values

#### ***Faith in Action***

We are called by God to serve families in need. We welcome people of all faith backgrounds to our mission.

#### ***Hope***

We provide hope and opportunity for families who seek a safe, decent home.

#### ***Community***

We bring people from all walks of life together in our work.

#### ***Equity and Inclusion***

We promote racial equity and strive to increase diversity, inclusion, and cultural competency in all aspects of our organization.

#### ***Integrity***

We honor our commitments and act with fairness, honesty, and respect every day.

#### ***Perseverance***

We continually strive for excellence and innovation in all that we do.

For more information visit the Twin Cities Habitat for Humanity website: [www.tchabitat.org](http://www.tchabitat.org)



## Organizational Overview

Twin Cities Habitat for Humanity is committed to building the quality of life, health, and economic prosperity of the region by producing, preserving, and advocating for affordable homeownership – because homes and families are the foundation of successful communities. Twin Cities Habitat operates throughout the seven-county metro area and has deep partnerships with Minneapolis’ and St. Paul’s core urban neighborhoods.

An affiliate of Habitat for Humanity International, Twin Cities Habitat is one of the largest affiliates in the nation and is on the leading edge of program development, innovation, and fundraising. In 2017, Twin Cities Habitat was one of 23 affiliates recognized by Habitat for Humanity International as an “Affiliate of Distinction” out of 1,300+ affiliates worldwide.

In 2016, Twin Cities Habitat for Humanity adopted an innovative and entrepreneurial four-year *Impact 2020* strategic plan. *Impact 2020* has propelled dramatic growth in the homeownership program to serve 500 families over the next four years. Habitat has also launched its five-year *Multiplying the Impact* comprehensive fundraising campaign to engage thousands of donors and volunteers in the Habitat mission. (To view the full 2020 Strategic Plan, click [here](#).)

Twin Cities Habitat opened its new office facility in 2014 in the Midway area of St. Paul. The organization has an operating budget of approximately \$27M, employs 135 full time employees (and 20 AmeriCorps stipend volunteers). Twin Cities Habitat engages 16,000 volunteers annually.



## Services Provided by Twin Cities Habitat for Humanity

### Homeownership

Twin Cities Habitat is best known for its Homeownership Program, which creates homebuying opportunities for low-income local families. Families partner with Habitat to buy their homes using Habitat's affordable mortgage, which can be used to buy a home built or rehabbed by Twin Cities Habitat or buy a home for sale on the open market and partner with Habitat for rehab assistance.

### A Brush with Kindness Paint and Repair Program

Twin Cities Habitat preserves homeownership and strengthens neighborhoods by helping low-income homeowners repair and maintain their homes.

### ReStore Home Improvement Outlet

Twin Cities Habitat operates two ReStore Home Improvement Outlets open to the public. ReStore Outlets sell quality donated home furnishings, furniture, and building supplies at a fraction of the original cost. ReStore generates revenue to support Habitat's mission, provides low-cost building materials, keeps usable materials out of landfills, and increases the breadth of donations Habitat can accept.

### Neighborhood Revitalization

Intentional neighborhood partnerships improve quality of life for every community member. Twin Cities Habitat has close partnerships with the Jordan neighborhood in North Minneapolis and the Frogtown neighborhood in St. Paul.

### Mortgage Foreclosure Prevention

Twin Cities Habitat assists families living in the City of Minneapolis who are facing foreclosure or who have fallen behind on their mortgage payments.

### Global Engagement

Local donors and volunteers join Twin Cities Habitat in impacting the global mission through service trips and philanthropic gifts.

### Advocacy

Habitat Housing Hero advocates lead the call for public investment and good housing policies.

### Volunteer

Annually, Twin Cities Habitat engages 16,000 volunteers for a total of 30,000 volunteer days. Volunteers contribute to the mission on construction and repair sites, at the ReStore outlets, in the office, and through board and committee service.



### Fast Facts

Twin Cities Habitat staff includes:

- 125 full-time staff
- 8 part-time staff
- 20 AmeriCorps members

Annual operating budget: \$30M

### For the past five years:

- More than 90% of Habitat homebuyers were families of color
- 19% of Habitat homebuyers were single-headed households
- 10% of Habitat homebuyer households included a person with disabilities
- The average homebuyer family size was 5 people
- The average homebuyer income was \$42,000



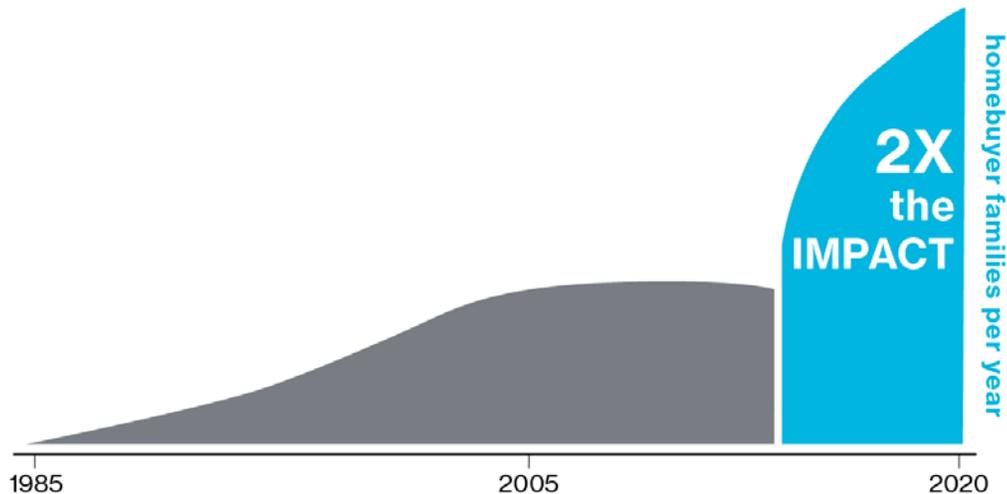
## The Organization's Historic Timeline

- **1985** • Twin Cities Habitat for Humanity was founded as an all-volunteer organization.
- **1986** • The very first Habitat project was completed; a rehab house in South Minneapolis.
- **1989** • The organization hired its first Executive Director, who joined two other staff, a construction supervisor and program associate, in the Habitat office located in the basement of a Mennonite Church in South Minneapolis.
- **2002** • The organization was building more than 50 homes annually by this time. The increased complexity of site acquisition, family selection, and construction led to the decision to a consolidation of the county-based chapters.
- **2003** • Twin Cities Habitat began construction on its 500<sup>th</sup> house.
- **2010** • The affiliate hosted President and Mrs. Carter for two days in Minneapolis and St. Paul during the annual Jimmy and Rosalynn Carter Work Project.
- **2015** • The organization celebrated its 30<sup>th</sup> Anniversary, operating with over 125 staff members and having served over 1,200 families through the Homeownership Program, plus countless more families through its other programs and services.
- **2016** • Twin Cities Habitat launched its *Impact 2020* four-year strategic plan with the goal of partnering with 500 families on homeownership over 4 years. To do this, the organization launched a historic and innovative [partnership with Bremer Bank](#), completely [redesigned its Homeownership Program](#), established a wholly-owned mortgage [lending subsidiary](#), and kicked off its biggest ever comprehensive campaign called *Multiplying the Impact*.



## Strategic Plan and Comprehensive Campaign

In 2016, Twin Cities Habitat launched its *Impact 2020* Four-Year Strategic Plan and its *Multiplying the Impact* Five-Year Comprehensive Campaign. The primary goal of the strategic plan is to more than double the number of families who can partner with Twin Cities Habitat to achieve homeownership. In the first 30 years, Habitat partnered with 1,000 homebuyer families. In the next four years, Habitat aims to partner with 500 homebuyer families.



The goals of the strategic plan include:

- Finance 500 affordable Habitat mortgages
- More than double the homebuyers over four years, up to 500 families
- Work to reduce racial disparities in homeownership
- Recruit volunteers for 120,000 work days
- Partner with 320 low-income homeowners on paint and repair work
- Expand neighborhood revitalization work in Minneapolis & St. Paul
- Pilot age in place program for low-income homeowners
- Open a second and third ReStore
- Inspire Housing Heroes to complete 10,000 advocacy actions
- Increase impact on Habitat's global mission by 25%

The *Multiplying the Impact* Comprehensive campaign launched in 2016 to fund the organizational expansion. After 18 months, Habitat has raised more than 40% of its five-year campaign goal.

## The Role

The President and CEO provides leadership and direction in achieving the missional and financial objectives of Twin Cities Habitat for Humanity. They support and enhance the Board of Directors' efforts to provide strategic guidance and governance to the organization, gather resources necessary to accomplish the organization's strategic goals, and serve as the primary representative of the organization to the general community, communicating the organization's vision and strategic plan as appropriate.

## Reporting Relationships

The TCHFH President and CEO has 3 direct reports:

- Chief Operating Officer (COO)
- Vice President of Resource Development and Community Engagement
- Executive Associate

## Key Responsibilities

### Mission

- Ability to create an organizational environment that reflects an absolute commitment to the mission and the continuing pursuit of quality improvement throughout the organization.
- Ensure that policies, procedures and practices facilitate a mission driven culture.
- Assure that all programs and services are consistent with the mission, vision and values of the organization.

### Strategy

- Continue to lead the organization through the current 2020 plan, with a future focus on the development of the future years' Strategic Plan.
- Seek new opportunities for service growth, strategic alliances, and business opportunities to support the mission and vision of the organization.
- Engage and motivate Board of Directors, management and staff in the development and implementation of plans; evaluate progress and impact

### Fundraising and Communication

- With staff and board, plan and execute a strategic, long-term sustainable approach to raising financial support from corporate, foundation, strategic partners, and individual sources.
- Ensure an effective communication strategy is developed and maintained to promote positive relationships with stakeholder groups.
- Maintain existing donor relationships and actively seek out new and innovative ideas to continue developing relationships with our community leaders and non-profits.

### External Relations

- As the face of the organization, continually seek and cultivate relationships on behalf of TCHFH with individuals who might serve as volunteers, supporters, donors or otherwise promote and advocate for the advancement of TCHFH and the families it serves.
- Establish strategic relationships and partnerships with complementary organizations that enhance and advance leadership role in fulfilling mission and objectives.
- Develop and leverage an ongoing communications, public relations, and branding strategy.

### Board Relations

- Working with Board leadership, create a dynamic, collaborative partnership between the organization's Board of Directors and senior management to advance short and long-term objectives, with particular emphasis on community outreach and fundraising activities.

### Management, Finance & Operations

- Promote a culture of workforce inclusion, professional development, and recognition to enhance employee performance and the pursuit of best practices throughout the organization.
- Build depth in managerial and professional leadership structure to assure ongoing stability throughout the organization.
- Provide experiential and development opportunities for staff at all levels throughout the organization.
- Motivate, evaluate, and inspire staff by creating a collaborative, transparent and inclusive culture that allows for an open dialogue to address both the challenges and goals facing TCHFH.
- Ensure strong overall financial performance and viability.
- Assume responsibility for the financial health, stability, capacity, and planned growth of the organization.

- Assess and assure financial feasibility of current programs as well as that of all new initiatives, based on changing consumer needs and priorities.

### The Ideal Candidate

Twin Cities Habitat for Humanity is currently seeking an inspirational and visionary growth leader for the position of President and CEO. The ideal candidate will have a passion for affordable housing, along with a fluency and aptitude for issues surrounding community development. Fundraising experience is required, with proven success working with major donors and corporate partners. In addition, an ability to deliver on the existing strategic plan while retaining a long-term organizational focus is key. The successful candidate will be highly relational with an ability to communicate Habitat's mission to varied audiences.

As the primary external face and voice of the organization, the President and CEO will lead with passion and authenticity to promote the mission of eliminating poverty housing from the Twin Cities and making decent, affordable shelter for all people a matter of conscience. The President and CEO will be a charismatic, inspirational leader with a unique ability to motivate stakeholders, staff, donors and families. The ideal candidate will bring a foundation of faith that can be utilized to foster a culture of inclusivity.

This leader will be a person of integrity, with proven leadership experience, exemplary business and/or nonprofit management skills, and a strong commitment and dedication to continuing to raise the visibility and impact of Twin Cities Habitat for Humanity. A focus on community relations and partnerships will be key, with the political savvy necessary to navigate these partnerships. In addition, this leader must have proven experience championing a culture of diversity and inclusion for the organization.

### Additional Requirements

- 10+ years of providing executive level leadership, including board development, fundraising, marketing/branding, and financial management. General Leadership accountability, including complex management experience, providing direction and support for leadership teams, and business process improvement experience. Entrepreneurial experience preferred.
- 10+ years of experience managing and developing employees; 5+ years developing leaders of others.
- Ideally, will have experience in housing development and financing, real estate and/or experience leading an earned income business in a non-profit organization.
- Extensive experience leading cross-functional teams to achieve organizational objectives.
- If coming from for-profit sector, experience serving on a non-profit board preferred.
- Bachelor's degree in Business, Non-Profit Management, Marketing or related.
- Master's degree or advanced training preferred in Business, Finance, Non-Profit Management, Marketing or related.

**For more information or to send your credentials, please email [info@cohentaylor.com](mailto:info@cohentaylor.com)**

**All inquiries will remain confidential.**