



pink ribbon | red ribbon

Vice President of Development Washington, DC



A global partnership fighting women's cancers



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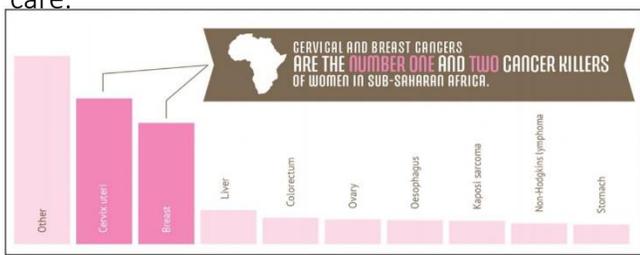


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The Mission

It makes no sense to save a woman's life from AIDS, only to let her die from preventable or treatable cancer

Pink Ribbon Red Ribbon is the leading public-private partnership aimed at catalyzing the global community to reduce deaths from cervical and breast cancers in sub-Saharan Africa and Latin America. It raises awareness of these diseases and increases access to quality services to detect and treat them. Launched in September 2011 by the George W. Bush Institute, the United States Government through the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), Susan G. Komen, and the Joint United Nations Programme on HIV/AIDS (UNAIDS), Pink Ribbon Red Ribbon builds on existing platforms by integrating women's cancer control into existing healthcare programs. Currently operating in Botswana, Ethiopia, Namibia, Tanzania, and Zambia, and expanding to Peru and Mozambique, Pink Ribbon Red Ribbon fosters country-owned, sustainable programs that address the full continuum of women's cancer care.



The Need • The global community has made significant progress in reducing the number of deaths from infectious diseases such as HIV and AIDS in Africa. But HIV impairs the immune system, leaving women susceptible to human papillomavirus, which causes cervical cancer. Women with HIV are 4 to 5 times more likely to develop cervical cancer than their HIV-negative peers. Women are now surviving an HIV diagnosis with the help of anti-retroviral drugs but dying of a preventable disease. Cervical cancer typically affects women in their 30s and 40s, when they are raising families, building careers, and enjoying the prime of life. In addition to cutting short individual lives, it wrenches families and communities.

The Initiative • Pink Ribbon Red Ribbon creates, implements, and tests innovative approaches that can be scaled up for global use. Its achievements include:

- ❖ Guiding countries to develop strategic plans to reduce cancer mortality
- ❖ Vaccinating more than 40,000 girls against HPV and screening more than 200,000 women in Africa for cervical and breast cancer
- ❖ Implementing a single-visit “see and treat” model to offer quality care

Reach



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“Just like we have experienced with HIV, stigma and a lack of knowledge are often significant barriers for women seeking cervical care. We need to fully engage community groups to change this reality...The innovative approaches at Pink Ribbon Red Ribbon are saving lives by ensuring that more women living with HIV in Africa have access to essential cervical and breast cancer screening.”

Michael Sidibé
Executive Director, UNAIDS





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The Culture

Pink Ribbon Red Ribbon has a world-class Board of Directors, leadership, and institutional partners, all of whom are committed to advancing the organization’s record and to significantly reducing women’s deaths from preventable and treatable cancers.

Prominent Supporters • For its first 5 years, Pink Ribbon Red Ribbon was a program housed within the George W. Bush Institute. As it begins its life as a 501(c)3 affiliated with the Institute, Pink Ribbon Red Ribbon continues to enjoy active support at the most prominent levels. Former President George W. Bush is a vocal advocate for the organization; he published the piece pictured here in *Time Magazine* in October 2015. Former Secretary of State Dr. Condoleezza Rice was



recently appointed Chair of the Board of Directors. Current Secretary of State John Kerry is also among Pink Ribbon Red Ribbon’s supporters, and it continues to expand its allies among governments and major corporations and foundations.

Accomplished CEO • Pink Ribbon Red Ribbon recently appointed Celina Schocken as the first CEO of the organization in its new 501(c)3 form. Schocken previously led efforts at Global Good, the Gates



Foundation, JHPIEGO, and several start-ups to create technologies to improve women’s health in developing countries. She served as Director of Policy and Advocacy at Merck for Mothers, as Director of International Organizations at Population Services International, and as Chief Advisor to the Rwandan Minister of State for HIV/AIDS. Schocken previously held a position with the William J. Clinton Presidential Foundation, where she wrote Rwanda’s national plan for HIV/AIDS treatment. Schocken holds a law degree and Master’s in Public Policy from UC Berkeley as well as an MBA.

Outsized Results • Pink Ribbon Red Ribbon remains an entrepreneurial organization just beginning to develop its own systems, processes, and relationships, but it has already earned strong funding commitments and made a global impact. The evidence for its “see and treat” approach has been codified into World Health Organization cervical cancer recommendations. Its donors and partners include Becton, Dickinson and Company; the Bill & Melinda Gates Foundation; the Bristol-Myers Squibb Foundation; the Caris Foundation; GlaxoSmithKline; Merck; the National Breast Cancer Foundation; LiveStrong Foundation; GE Healthcare; and the American Cancer Society. Global cancer programs remain underfunded; there is a huge opportunity to increase funding, expand programs, and save lives.



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“In Zambia, with one of the highest rates of cervical cancer in the world, the challenge is enormous. The fight against breast and cervical cancer requires role models—in the government, in the medical community and among women in general. The Pink Ribbon Red Ribbon partnership helps bring together individuals and organizations that are a living example of the leadership that it will take.”

Her Excellency Dr. Christine Kaseba-Sata
Former First Lady of the Republic of Zambia



The Opportunity

Pink Ribbon Red Ribbon is seeking a Vice President of Development to lead a significant expansion of a young development department. Reporting to the CEO, the Vice President will take the initiative to design and execute a comprehensive strategic fundraising plan that is calculated to secure significant financial resources from individuals, foundations, and corporations. The plan will leverage Pink Ribbon Red Ribbon's first-rate Board, CEO, and existing partners to establish a strong, diverse, and active development network that supports all facets of the organization. As the sole member of Pink Ribbon Red Ribbon's development department, the Vice President will balance deliberate strategic planning with energetic donor cultivation in order to personally forge sophisticated partnerships with high-level donors and volunteers. The Vice President's efforts will grow revenue streams, support and expand the organization's capacity, and advance the cause of saving women's lives. Specific duties include:

Comprehensive Fundraising Strategy

- ❖ Understand and become an authoritative voice on Pink Ribbon's mission, values, policies, in-country programs, and finances.
- ❖ Work with the CEO and management team to identify funding needs, define funding goals and targets, and develop and refine the organization's case for support.
- ❖ Design a robust and holistic development strategy that generates support among major donors from all constituencies, including individuals, corporations, foundations, and government agencies, in order to meet and exceed fundraising goals.
- ❖ Create an annual prospecting strategy and utilize all available tools—including research, relationship mapping, personal visits, and events—to build a robust donor pipeline.
- ❖ Manage and monitor the development budget and report to the Board and CEO on return on fundraising investments.

Energetic Donor Pipeline Management

- ❖ Foster and maintain long-term relationships with existing and new donors, prospects, corporate executives, foundation contacts, government officials, and other supporters.
- ❖ Design and serve as the lead on tailored cultivation and solicitation strategies that secure support from high-net-worth donors.
- ❖ Create a plan to effectively engage Pink Ribbon Red Ribbon's Board members, volunteers, and advocates in the fundraising process.
- ❖ Develop and execute a stewardship program that deepens donors' and volunteers' engagement in and commitment to Pink Ribbon Red Ribbon.
- ❖ Oversee a grant calendar and the drafting and submission of grant proposals and reports.
- ❖ Guide and assist in the production of compelling fundraising collateral.
- ❖ Develop and implement tracking systems to ensure the collection and rich use of data to identify fundraising opportunities and monitor results.



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"When I first became a Senator in 1985, AIDS was a death sentence and few in positions of authority were willing to even say the word "AIDS." I remember the fear back then . . . But what I remember most is how everybody came together to overcome. Through PEPFAR, we are supporting life-saving anti-retroviral treatment for 6.7 million men, women, and children worldwide. We can take the fight to cervical cancer the same way we took the fight to AIDS. I'm proud to have Pink Ribbon Red Ribbon in our corner."

John Kerry
Former U.S. Secretary of State





The Candidate

The ideal Vice President of Development will combine an exceptional aptitude for strategic thinking, an energetic ability to take the initiative, and a strong record of major gift fundraising experience. The VP will have previous experience strategically leveraging existing stakeholders and resources and diversifying an organization's networks and donor base. S/he will have a fundraising record that demonstrates sophisticated relationship-building skills and the ability to attract high-level donors from all backgrounds. The ideal VP will have prior fundraising or other experience in international development and/or healthcare organizations.

Background

- ❖ At least 7 years in a leadership role in a non-profit development program.
- ❖ Experience in international development organizations, especially those focusing specifically on global health, is preferable.

Knowledge, Skills, and Experience

- ❖ Proven ability to create and execute deliberate strategies that increase giving levels and revenue.
- ❖ Record of securing 7-figure gifts through multiple donor channels, including high-net-worth individuals, corporations, foundations, and government agencies.
- ❖ Extensive experience cultivating and managing relationships with high-level donors and volunteers, including effectively engaging them in the fundraising process.
- ❖ Prior work with foundations, including identifying foundation prospects, cultivating and stewarding foundation relationships and overseeing the development of proposals.
- ❖ Ability to create powerful, compelling written and oral fundraising communications that convey complex ideas through brief, simple demonstrations.
- ❖ Strong written and oral communication skills in English is required; fluency in other languages (such as French, Portuguese, or Spanish) would be beneficial.
- ❖ Grant writing experience, including in response to Requests for Proposals from U.S. Government agencies, is useful.
- ❖ Bachelor's degree is required.

Personal Characteristics

- ❖ Capacity and willingness to function independently in a start-up culture and to balance strategic functions with day-to-day management of all tasks necessary to meet an objective.
- ❖ Enthusiastic initiative required to deepen current donor relationships and forge new ones.
- ❖ Ease and credibility in presenting materials to and building trust with external audiences.
- ❖ Proactive in communicating internally to reach common goals and objectives.
- ❖ Ability to establish and cultivate strong relationships with peers across different levels of an organization as well as externally.



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"We are proud of the results Pink Ribbon Red Ribbon has already produced, but there is still important work to be done. We are grateful to all Pink Ribbon Red Ribbon partners, but most importantly our African partners, for their support and their shared belief with President and Mrs. Bush that every human life is precious. President Bush often reminds us that "to whom much is given, much is required." Pink Ribbon Red Ribbon shows our continued desire to live up to these words."

Margaret Spellings
Past President of The George W. Bush Presidential Center

To Apply



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A Global Partnership Fighting Women's Cancers

Vice President of Development
Washington, DC

Questions, résumés, and CVs should be sent
to search@driconsulting.com

All first round interviews for this position will take place at Development Resources, *inc.* at 1820 N. Fort Myer Drive, Suite 702, Arlington, VA 22209, (703) 294-6684, or via telephone/video conference.

Pink Ribbon Red Ribbon is an Equal Opportunity Employer and is seeking a diverse slate of qualified candidates for formal consideration.



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