



## LEADERSHIP PROFILE



### Chief Executive Officer Community Food Bank of Central Alabama Birmingham, AL

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*"We feed people in need today and foster collaborative solutions  
to end hunger tomorrow."  
– Mission Statement of the Community Food Bank of Central Alabama*

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#### THE OPPORTUNITY

**The Community Food Bank of Central Alabama is at an exciting inflection point.** For more than 30 years, the Community Food Bank of Central Alabama has helped neighbors in need access critical food supplies through a network of over 200 children programs, shelters, churches and hunger-relief charities. As it looks towards the future, the organization seeks a CEO who will inspire the organization to become a more vital anchor for those in need through growing its programs, increasing awareness, and actualizing a comprehensive vision for the critical role the Food Bank plays in community health and well-being.



Grounded by an acute understanding of food insecurity and a tireless spirit to combat it, the CEO will bring rigor, energy, and an authentic persona to help expand the Food Bank's connection to the community. Working in partnership with a committed Board and staff, the CEO will enhance the organization's reputation, visibility, assets, and impact.

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To reach its aspirations, the Food Bank seeks an executive who is driven to combat hunger, who is a passionate servant-leader, and who brings relevant professional experience in managing an organization of similar complexity and scope.

Mandates for the new CEO will include:

- Cultivating and channeling the palpable sense of optimism, investment, and dedication present among the staff and Board
- Leading the Food Bank to advance its vision of fostering healthy food access and serving as a premiere voice for building healthy communities
- Striving beyond the status quo and challenging the Food Bank to reach for enhanced levels of impact and the distribution of 15-30 million pounds of food annually
- Engaging the community in championing the role of the Food Bank as a hub for food and nutrition-related solutions for those in need
- Effectively and dynamically advocating on behalf of the organization and its mission to increase awareness and levels of financial support
- Continuing to engage the Board of Directors in expanding the reach of the Food Bank locally and throughout the region
- Expanding the Food Bank's collaborative relationship with Feeding America beyond compliance with base standards to leverage best practices, shared knowledge, and industry-wide resources

**The opportunity for the CEO is bold and compelling.** The CEO has an opportunity to maintain the current momentum and elevate the profile of the Food Bank in Birmingham and across Central Alabama with a goal of enabling the organization to reach more people through, not only its food and resources, but also its vision for the role that food can play in helping communities become healthier and more successful.

## THE ORGANIZATION

Launched in 1982 through a \$100,000 grant from the Community Foundation of Greater Birmingham and the hard work of United Way volunteers, the Community Food Bank of Central Alabama feeds people in need today and fosters collaborative solutions to end hunger tomorrow. The Food Bank supplies millions of meals per year to over 230 food pantries, shelters, and children's programs in 12 counties of Central Alabama. The organization also directly serves specific populations vulnerable to hunger.

Examples include:

- Delivering groceries to seniors' doorsteps,
- Providing meals to food insecure children during school breaks, and
- Offering healthy foods to patients facing chronic illness.

The core service of the Food Bank is enabling easy food access for the hungry; the Food Bank delivers to key locations like schools, senior housing facilities, medical clinics, and more. In total, the Food Bank feeds over 80,000 people at risk of hunger in Alabama per month.

Hunger statistics for Central Alabama are sobering. One in six people in the region are food insecure (for children, the number is one in five), and the percentage of people who meet the food insecurity standard in Jefferson and Talladega counties exceeds 17 percent.



The agency is a good steward of its resources. Every dollar donated helps provide up to eight meals. Furthermore, the Food Bank is an active member of [Feeding America](#) – the largest non-governmental, domestic hunger relief organization in the United States.

The 60,000 square foot facility in Birmingham houses a full-time staff of 25 and a loyal group of over 2,000 enthusiastic volunteers. The current annual budget of \$3.4 million cash plus \$18 million in food commodities supports programs

and operations. The Food Bank is currently generating approximately \$1.4 million in program fees annually. Donor support for the Food Bank is consistent, generating approximately \$1.2 million in private funding. Additionally, the Food Bank receives around \$350,000 in federal support. The Board of Directors is comprised largely of people from the food and healthcare sector, and members are deeply committed to the organizational mission.

### **Current Food Bank initiatives include:**

🚩 **Kids Meal Campaign** – The Food Bank’s Kids Meal Campaign provides three interconnected services to children at risk of hunger when schools close over the weekends, holidays, and the summer break:

- Weekenders Backpack Program – provides weekend meals to children on Fridays so they arrive to school Monday morning without the distraction of hunger
- Family Markets – delivers fresh produce and other healthy foods to parents referred to the Food Bank by school staff when they pick up or drop off their children at school
- Summer Meal Program – provides free lunch & snack to kids 5 days per week all summer long. Meals includes fresh salads and locally grown berries, tomatoes, etc.

🚩 **Ending senior hunger** addresses a hidden need in the Food Bank’s community service area by delivering fresh produce and other healthy foods to seniors’ doorsteps. This program also assists seniors with SNAP enrollment, Medicare savings plans, farmer’s market vouchers, and more through the Food Bank’s Benefits Enrollment Center.

🚩 **Rx Health** – The Food Bank partners with healthcare providers to ensure patients facing long-term or chronic illnesses have the foods they need to follow physician’s recommendations. The program currently serves:

- Families with infants in the NICU
- Uninsured patients with diabetes or heart failure
- Geriatric patients

🚩 **Food Recovery** - Five days per week, the Food Bank’s fleet of trucks picks up donations of fresh produce, meats, dairy, and more from grocery stores across the region. This effort prevents over 6 million pounds of wholesome foods from needlessly going to waste in local landfills per year. This food

recovery initiative provides meals to the region's most vulnerable residents and advances the Food Bank's environmental sustainability goals.

- 🚚 **Disaster response** - The Food Bank is a first responder in times of disaster, providing impacted residents with emergency supplies of food and water.
- 🚚 **Mobile Fresh** - Not everyone has access to a local food pantry, farmers market, or grocery store. The Food Bank makes healthy food accessible by bringing mobile pantries to areas of need and providing groceries on the go to food deserts.

For more information about the Community Food Bank of Central Alabama and its history, please go to [www.feedingal.org](http://www.feedingal.org).

## THE RESPONSIBILITIES



The CEO is charged with overseeing all aspects of the organization. This person will bring passion for the mission and the multiple talents required to ensure the Food Bank realizes its ambitious aspirations.

More specifically, the CEO will:

- 1. Lead the Food Bank staff and Board with passion and purpose.** The CEO will be a strategic leader who will move the organization forward with kind confidence, respect, transparency, and a strong sense of personal and collective accountability. With grace, humility, and poise, the CEO will build on the strong culture of the organization and its people.
- 2. Build relationships and grow financial support locally, regionally and nationally.** The CEO will be a credible, engaging and trustworthy leader capable of developing and deepening relationships with Board members, civic leaders, donors and partners of all kinds. Through creativity, collaboration, follow-through, and results, the CEO will enhance current relationships, develop new opportunities, and grow the level of financial support for the organization.
- 3. Advance a bold vision for the future of the Food Bank and help ensure the organization achieves its aspirations.** The CEO will be a creative thinker who will work with the Board to actualize a vision for the Food Bank that is both innovative and responsive to the needs of the region. The CEO

will be uncommonly good at communicating the vision and ensuring that the future direction of the Food Bank is widely embraced both internally and externally.

- 4. Raise the level of visibility and awareness of the Food Bank and the people, needs, and partners that it serves.** The CEO will be a compelling speaker and presence who commands the attention and respect of donors, community leaders, partners, policy makers, and the media. He or she will be instrumental in elevating the overall understanding of food insecurity and the Food Bank's profile as a leader, resource, and partner.
- 5. Run the business with a balance of bold vision and fiscal pragmatism.** While the CEO will push the organization and the community to realize the full potential of the Food Bank, this person will also be called to protect the Food Bank's current strong Balance Sheet, prudently manage expenses, establish a planned giving endowment, and maintain the Food Bank's forward looking fiscal strategy. Under the CEO's leadership, the organization will be recognized as a nonprofit that can responsibly balance mission and margin.

## THE CANDIDATE

The ideal candidate is a compelling leader with significant knowledge, passion, and experience in contexts relevant to leading the Food Bank. This person has a proven track record of leadership, fundraising, and program management in an organization of similar complexity. Personal characteristics include integrity, insightfulness, charisma, high emotional intelligence, and outstanding interpersonal skills. Previous experience with food banks, or within the food industry, is a valuable quality, but not a requirement.



Attributes being sought in the new CEO include:

- Passion for the mission of the Food Bank
- A compelling, energizing, and inviting presence, listener, and communicator
- The ability to excite, lead, and mobilize people to accomplish important goals
- A strong commitment to the professional development of staff

- The ability to create productive, positive relationships with the Board and staff members, donors, leaders and program participants throughout Central Alabama
- The ability to present and communicate clearly, persuasively, and compassionately to external audiences, including elected officials, civic clubs, food bank peers, agency partners, donors, and corporate boards
- Financial and business acumen
- The ability to create an environment of innovation, accountability, ongoing improvement, and measurable results
- The capacity and ability to quickly and accurately discern relevant information to make decisions – even with limited information
- A minimum of ten years progressive experience; five of those in a leadership role in a comparable growth-oriented organization of similar size and complexity
- Minimum of a bachelor's degree from an accredited college or university; an MBA, MPA, or related advanced degree is preferred

## THE RELATIONSHIPS

The CEO reports to the Community Food Bank of Central Alabama Board of Directors and is responsible for a staff of 25 and thousands of volunteers.

<b>The CEO Reports to:</b>	<ul style="list-style-type: none"> <li>• The Food Bank Board of Directors</li> </ul>
<b>The CEO directly manages:</b>	<ul style="list-style-type: none"> <li>• Business Manager</li> <li>• Director of Partnerships</li> <li>• Director of Operations</li> <li>• Agency Relations Manager</li> <li>• Programs Manager</li> </ul>
<b>Other key relationships include:</b>	<ul style="list-style-type: none"> <li>• Feeding America</li> <li>• United Way of Central Alabama</li> <li>• The Alabama Food Bank Association</li> <li>• Bold Goals Coalition / Healthy Lifestyles Priority Group</li> <li>• The Birmingham Business Association</li> <li>• Donors and supporters of the Food Bank</li> <li>• Partner agencies throughout Central Alabama</li> <li>• Food partners, suppliers, and distributors</li> <li>• Local nonprofits</li> <li>• Governmental agencies and programs</li> <li>• Civic leadership and government officials integral to the Food Bank's mission and operations</li> </ul>

## THE LOCATION

With more than one million residents, greater Birmingham is the state's largest metro area. Sometimes referred to as the cradle of the American Civil Rights Movement, the city is also home to the [Birmingham Museum of Art](#), the [Alabama Symphony](#), the [Birmingham Zoo](#), the [McWane Science Center](#), and the [Alabama Jazz Hall of Fame and Museum](#).



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Widely known for leadership in medical research, banking, and finance, the area is home to six major academic institutions, two major auto manufacturing plants, the [Southeastern Conference](#), and the [Birmingham Barons](#) – the Chicago White Sox's minor league affiliate.

The city boasts more green space per capita than any other U.S. city. Its residents are proud of its local farms and gardens, which have helped Birmingham become known as a true city for food lovers. The area has received substantial publicity, including features in the [New York Times](#), [Forbes](#), and NBC's [Today](#) show.

For more information, go to [www.birminghamal.org](http://www.birminghamal.org) or [www.birminghamal.gov](http://www.birminghamal.gov).

The Community Food Bank of Central Alabama is a proud partner of Feeding America and United Way of Central Alabama.



**The Community Food Bank of Central Alabama is an equal opportunity employer, and a diverse slate of compelling candidates is being sought.**

For potential consideration or to suggest a prospect, please email  
[CFBCA@BoardWalkConsulting.com](mailto:CFBCA@BoardWalkConsulting.com)  
or call **John Sparrow** or **Paula Nicholas** at 404-262-7392.