



## LEADERSHIP PROFILE

VP Corporate Partnerships  
Habitat for Humanity International

Atlanta, GA

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*"Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities, and hope."  
- Mission Statement of Habitat for Humanity*

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# A Unique Opportunity

**The need for affordable housing has never been more urgent.** For four decades, Habitat for Humanity International (Habitat) has helped more than 46 million people achieve strength, stability, and independence through safe, decent, and affordable shelter. Habitat works in all 50 states in the U.S. and in more than 70 countries. Yet more than 1.6 billion people lack safe, durable shelter they can afford. Market change is necessary to address the gap in affordable housing and with a strong brand, solid financials, and partnerships across the globe, Habitat for Humanity International is uniquely suited to help drive this change.

**Habitat has expanded from its initial direct engagement work of building homes to becoming a catalyst for systemic change** - change that will help exponentially more families than any one organization can serve alone. Its strategy to affect the housing deficit at scale is to allocate resources across three spheres of influence: community, sector, and society.

- Build community impact - improve housing conditions through direct engagement with families and communities
- Build sector impact - inspire action to end poverty housing through engagement with the broader housing sector around policies and systems
- Build societal impact - build awareness and engagement of housing as a critical factor to break the cycle of poverty

**Partnerships are a core tenet of Habitat's philosophy and will be increasingly important as Habitat seeks to drive systemic change.** The VP of Corporate Partnerships will play a key role in growing the resources required to fund the mission and increase impact. The VP will be a thought

## Our Principles:

1. Demonstrate the love of Jesus Christ.
2. Focus on shelter.
3. Advocate for affordable housing.
4. Promote dignity and hope.
5. Support sustainable and transformative development.



leader and champion to shape the future of Habitat fundraising and corporate partnerships.

## The Mandate

Reporting to the Chief Development Officer, the Vice President of Corporate Partnerships will deepen and expand corporate partnerships. As a critical member of the Resource Development Management Group, the Vice President will partner closely with development peers and key Habitat stakeholders to implement a consultative sales mentality, and develop, and execute effective and innovative strategies to fund the mission.

Critical to growth and impact will be shifting to more intentional internal collaboration, seeking more global funding, and expanding relationships from primary engagements around direct builds to direct builds and influence. The work will be undergirded with a focus on equity and will leverage technology for scale.

Specifically, the VP will:

1. **Lead and manage a team of 35 for exponential growth.** Currently, the team secures \$80-\$100m+ annually across multiple channels, including corporate philanthropy, cause marketing, workplace giving, event sponsorship, programs, advocacy, employee engagement and gift-in-kind product donations. With the 50th anniversary celebration in 2030, there is an opportunity to capitalize on this milestone and more than double annual giving over the next 7 years.
2. **Serve as a strategic thought partner** for the Resource Development team helping to shape an integrated global growth strategy and operating plan that anticipates and incorporates private sector engagement shifts and trends.



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3. **Build and steward c-suite relationships** of Habitat's top corporate partners to deepen national/global partnerships and influence housing systems for impact. The VP will be able to sit with c-suite leaders, understand their strategy and combine it with Habitat's to develop strategic partnerships.
4. **Lead all aspects of the corporate fundraising plan** from the development of innovative growth strategies to the delivery of plans with comprehensive, collaborative solicitations across multiple funding channels that deepen and expand partnerships.
5. **Foster an inclusive environment** where all voices are welcome, and motivate a diverse, high-performing team of sales professionals to excel with a commitment to continuous improvement, learning, and results orientation.
6. **Partner and collaborate with cross-functional leaders** and other key stakeholders globally to represent a "One Habitat" experience that increases donor satisfaction and grows partnership support across the Habitat network.

## The Candidate

The Vice President of Corporate Partnerships will be a true servant leader driven by a passion to ensure everyone has a decent place to live, and comfortable working in a Christian ministry. The VP will be a fearless and strategic leader with a consultative sales approach, and the ability to shape a value proposition for expansive partnerships. The leader will have a minimum of ten years of corporate sales or fundraising leadership experience, preferably with a global focus.



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The VP will have extensive knowledge of principles of corporate social responsibility, cause marketing, employee engagement, sponsorship, product donations, social enterprise, philanthropy and complex grantmaking.

The VP will also have expertise in the following areas:

- Demonstrable success driving growth by securing complex, six-and seven-figure multiyear commitments, negotiating with c-suite executives and motivating sales teams through all aspects of the sales cycle.
- Extensive knowledge of principles of corporate social responsibility, cause marketing, employee engagement, sponsorship, product donations, social enterprise, philanthropy and complex grantmaking.
- A blend of private sector and nonprofit experience.
- Experience fostering a professional environment that motivates a highly functional corporate sales team through all aspects of the sales cycle; adept at selling through curiosity, building case for support and shaping complex “win-win-win” partnerships.
- Strong conflict management, negotiation, strategic planning, and budgeting/forecasting skills.
- Highly collaborative, solutions-oriented convener of key stakeholders.
- Experience navigating complex federated or franchise organizations.
- Ability to complete multiple projects concurrently while balancing competing priorities in a fast-paced environment; strong attention to details and ability to meet deadlines.
- Excellent oral/written communication skills.
- Strong cultural fit and comfortable leading in an inclusive, Christian ministry.

# The Organization

Habitat for Humanity International was founded in 1976 and is a global Christian-based nonprofit organization. Habitat grew out of a multi-racial community in rural Georgia working to build homes at no profit for community members in need. Habitat has a [rich history](#) and notable supporters and volunteers, including President Jimmy Carter and First Lady, Rosalyn Carter.

Habitat is best known for building houses in partnership with families, local communities, volunteers, and partners from around the world but it does so much more. With the mission to put God's love into action, Habitat for Humanity brings together people of all faiths and people of no faith, to build not just homes, but communities, and hope. Habitat practices a philosophy of "a hand up, not a handout," and builds on existing community assets: financial, physical, natural, human, social and spiritual. Through its work, more people are able to live in affordable and safe homes.

Mistakenly many people think volunteering time on a build site is the only way to give to Habitat. Few realize the scope of Habitat's work within the affordable housing sector or are aware that Habitat relies on monetary donations to fund their critical work.

To combat this challenge, Habitat has increased its focus on cause marketing and consumer fundraising. Since concentrating its efforts in 2017 around the theme of home through the organization's signature *Home is the Key* campaign, Habitat has dramatically increased the scope of its corporate partnerships with business allies such as Nissan, At Home stores, Chico's FAS, and Google Nest. These cause campaigns, together with the long-standing support from other industry leaders such as The Home Depot, Lowe's, Wayfair and Whirlpool, fuel Habitat's work in the U.S. and abroad.



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Habitat’s advocacy efforts focus on policy reform to remove systemic barriers preventing low-income and historically underserved families from accessing adequate, affordable shelter.

Offering varied ways of engaging has increased Habitat’s appeal to corporate partners. Companies can organize employee volunteer days on a Habitat site, donate products for sale in Habitat for Humanity ReStores, or leverage major event sponsorships that offer national media platforms. Increasingly, partners that join Habitat through one channel end up deepening and widening their work with the organization over time.

Habitat has a broad array of programs to support affordable housing. Programs include:

**Aging in Place**, a program to advance housing and health equity for older Americans, as safe and accessible housing is a key social determinant of health.

**Disaster Response**, offering shelter assistance, education, training and partnerships to affected individuals.

**Habitat Mortgage Solutions**, created in 2017 as a community development financial institution to address critical lending barriers.

*(A comprehensive list of programs can be found [here](#).)*

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Habitat has experienced significant growth since its founding and operates in 70 countries and in all 50 states. There are 1000 federated U.S. affiliates. In fiscal year 2022, Habitat reported \$449 million in revenue, along with an estimated \$2.1 billion in total revenue through the organization’s federated network. Over 90% of the revenue comes from U.S. Operations.

Habitat’s culture emphasizes humility, courage, and accountability. Leaders are experts in their field and dedicated to affirming the values of the organization. While Habitat is a Christian ministry, members of all faiths, or no faith are welcome.

Employees actively support Habitat's Values.

- **Humility** - We are part of something bigger than ourselves
- **Courage** - We do what's right, even when it is difficult or unpopular
- **Accountability** - We take personal responsibility for Habitat's mission
- **Safeguarding** - The organization requires that all employees take seriously their ethical responsibilities to safeguarding our intended beneficiaries, their communities, and all those with whom we work. Managers at all levels have responsibilities to support and develop systems that create and maintain an environment that prevents harassment, sexual exploitation and abuse, safeguards the rights of beneficiaries and community members (especially children), and promotes the implementation of Habitat for Humanity's code of conduct.

## The Relationships

<b>The VP reports to:</b>	Chief Development Officer
<b>The VP directly supervises:</b>	<p><b>Direct reports</b></p> <ul style="list-style-type: none"> <li>• Director, Cause Marketing</li> <li>• Director, Donated Products</li> <li>• Director, Corporate Partnerships (3 positions)</li> <li>• Associate Director, Corporate Partnerships Operations</li> <li>• Sr Corporate Development Officer Global Collaborations</li> <li>• Sr Corporate Development Officer New Partnerships</li> </ul>
<b>Other key relationships:</b>	<ul style="list-style-type: none"> <li>• Senior Management Group and Senior Leadership Team</li> <li>• Communications and Marketing</li> <li>• Program Subject Matter Experts</li> <li>• US Affiliates</li> <li>• Finance</li> <li>• Legal</li> </ul>





## The Location

The preferred location for the VP of Corporate Partnerships is Atlanta, Georgia, the headquarters' location for Habitat for Humanity International.

With over 6 million residents, Atlanta is the country's 9th largest metropolitan area. It is the commercial and cultural center of Georgia and the Southeastern United States. Some of the world's largest companies are headquartered in the city, including the Coca-Cola Company, UPS, Delta Airlines, and Home Depot.

Atlanta is also the entertainment industry capital of the South hosting major record labels and movie production companies including Tyler Perry and Pinewood Studios. It features a thriving spiritual community, award-winning restaurants and chefs, and recreation and entertainment offerings of every kind rivaling those of any city in North America.

For more information, please visit [www.atlanta.net](http://www.atlanta.net).

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**Habitat for Humanity International values a diverse pool of candidates.**

For potential consideration or to suggest a prospect, please email [Habitat@BoardWalkConsulting.com](mailto:Habitat@BoardWalkConsulting.com) or call **Crystal Stephens** or **Lysondra Somerville** at 404-BoardWalk (404-262-7392).

For the status of this and other searches, please visit [www.BoardWalkConsulting.com](http://www.BoardWalkConsulting.com).

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