



COCA-COLA
SCHOLARS
FOUNDATION

LEADERSHIP PROFILE

Director of Advancement
Coca-Cola Scholars Foundation

Atlanta, GA

"We amplify the impact of exceptional leaders through scholarships, lifelong learning, and a powerful community of mission-driven changemakers." - *Coca-Cola Scholars Foundation Mission Statement*

The Organization

For more than 35 years the Coca-Cola Scholars Foundation (CCSF) has invested in leaders. As the largest achievement based corporate sponsored scholarship program in the country, CCSF awards \$20,000 to 150 high school seniors annually. With over 90,000 applicants, the scholarships are granted to the most outstanding students in the country who are exceptional in their passion for service and leadership.

Welcoming their 36th class of scholars this spring, there are now over 6900 scholar alumni who are creating positive change in the world.

The Coca-Cola Company and Coca-Cola Bottlers created the foundation to celebrate Coca-Cola's centennial in 1986. They joined forces to create a program to give back to their communities by empowering young leaders who will continue to invest in their communities. Awarding more than \$84 million in scholarships over three decades, CCSF has created a better future for communities all over the world through the foundation's inspiring support of leaders.

Coca-Cola Scholars are accomplished achievers. They are ambassadors for the brand that invests in them as high school seniors. The foundation is especially proud of the scholars' 100% college graduation rate. They attend colleges and universities around the country and have notable records of performance. The top five institutions for CCSF scholars are Duke, Harvard, Princeton, Stanford, and Yale. The scholars are distinguished and diverse, reflecting the demographic diversity of the United States.

CCSF Alumni are leaders and lifelong learners who form an active and inclusive network. Often referred to as a family, CCSF alumni are connected to each other through creative platforms and cultivated opportunities of mission-driven service,



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CCSF ranks among the most respected corporate scholarship programs in the country and sets the mark for what a truly diverse, talented group of Scholars can do when they are empowered and connected.

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Together, CCSF Alumni celebrate the achievements of multiple scholar cohorts and inspire positive change in their communities.



learning and philanthropy. Together they celebrate the achievements of multiple scholar cohorts and inspire positive change in their communities. They are a community that wants to inspire and be inspired.

CCSF Alumni include over 100 Marshall, Rhodes, and Truman Scholars, 28 elected officials, over 500 national, state and local leaders, over 400 C-Level executives, and 785 nonprofit founders, presidents, and board members. CCSF is respected among its peer network of scholarship foundations for its dynamic alumni connections and culture.

A Unique Opportunity

CCSF's strategic plan is focused on the foundation's sustainable future. To bolster the plan, the Coca-Cola system has committed \$38m to support the foundation's pivot from operating like a fund to a permanent financial endowment. CCSF will build an endowment of \$50m to sustain scholars and the alumni community in perpetuity.

For this, the Director of Advancement will architect and implement a culture of giving that meets the endowment goal and propels the foundation's future. The director will construct and enhance all fundraising approaches to continue the extraordinary generosity of stakeholders and help CCSF deliver on its worthy mission.

The challenge is to uplift the foundation as a nonprofit associated with a renowned global brand and activate broad investment to strengthen the foundation's enduring impact.

With a vibrant culture of giving, CCSF can increase the level of scholarships, enrich the scholar experience, and advance the alumni community's growing impact.

Endowed and financially secure, the foundation will be equipped to engage the challenges of the evolving educational landscape and meet the needs of its lifelong learners and leaders.

The Mandate

CCSF's Director of Advancement joins a successful and long tenured foundation leadership team. Reporting to the President, the director will invent, envision, and design the foundation's philanthropic plan. Upon arrival, the first focus will be the endowment campaign underway and activation of a strategy to achieve the \$10m needed to complete the endowment goal via major gifts.

The director will build all advancement and donor stewardship processes, capitalizing on strong and deep connections with the Coca-Cola system, scholars, alumni, and friends. Compelling others to be part of the foundation's enduring legacy, the director will develop new partnerships with philanthropic foundations and other connections.

Together with a talented foundation staff, the Director will weave the need for investment and giving into all programs, connections, and communications.

Specifically, the Director of Advancement will:

- Fully immerse themselves with the scholar and alumni community.
- Lead by uplifting others and nurture connection and philanthropy within the CCSF family.
- Move quickly to learn, absorb, and translate information and add value to the work of their two direct reports, the senior managers of alumni & community engagement and communications.



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The Director of Advancement will activate the foundation’s numerous scholar and alumni events to convey the importance of giving to and sustaining the foundation.

- Be an accomplished self-starter who will vision-cast, execute, and carry forward the foundation’s fundraising as the sole development professional.
- Support and galvanize the energized alumni board development committee members who are ready to be the arms and legs of the development function.
- Activate the foundation’s numerous scholar and alumni events to convey the importance of giving to and sustaining the foundation.

The Candidate

The director will be an experienced development professional with proven success, deep knowledge of advancement strategy, and experience in both alumni relations and communications. They will bring a record of growing resources and an aptitude to solicit investment from a wide range of stakeholders.

As a results-oriented leader, the director will have a bias for action and a career propelled by rapid decision making.

A gifted and authentic storyteller, the director will engender trust and compel others to join the mission of the foundation.

They are both confident and humble and consistently communicate with candor, honesty, and transparency.

The new leader could come from a variety of contexts, including philanthropy, the private sector, higher education, and operating nonprofits. The most appealing contenders will have expertise in:

- Translating broad goals into actionable steps.
- Driving growth and expanding horizons.

- Navigating complexity and bringing others along.
- Using metrics, dashboards, and KPIs to measure progress and affirm accountability.
- Leading and guiding a dedicated team of committed contributors as a “player/coach” who leads by example.
- Cultural competency, having deep experience in engaging diverse and inclusive networks.
- Empathetic and servant leadership, a leader who knows how to show up for others.
- Continuous improvement- a professional who is adaptive and focused on excellence.

The foundation also seeks these qualifications:

- Bachelor’s degree
- Minimum of 8 years professional fundraising experience with consideration given to candidates who have demonstrated complementary competencies in other fields.
- Experience with donor management tools, Blackbaud’s Raiser’s Edge/NXT and Microsoft Office applications.



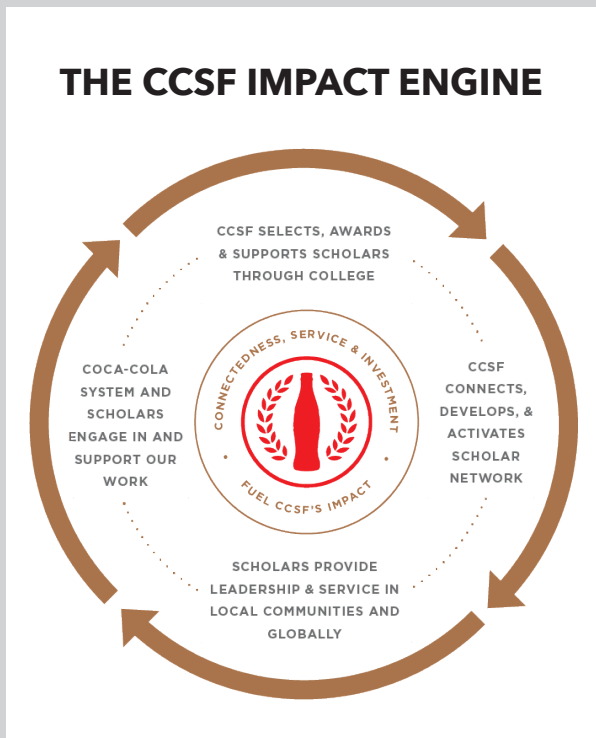
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The Relationships

The Director of Advancement reports to:	Foundation President
Serves on the:	Foundation Executive Team
Directly supervises:	<ul style="list-style-type: none"> • Senior Manager of Alumni and Community Engagement • Senior Manager of Communications
Key relationships:	<ul style="list-style-type: none"> • Foundation Board of Directors • Alumni Board • Coca-Cola system partners & friends • All scholars and alumni
Regularly engages:	<ul style="list-style-type: none"> • Peers in exemplary nonprofits and foundations • Thought leaders and subject matter experts in advancement



The Location

Although open to remote, the preferred location is Atlanta, GA where Coca-Cola North America is headquartered. The foundation staff currently work a hybrid schedule of two days in the office each week. Meetings and events in Atlanta are concentrated in the spring of each year. The role requires heavy travel in the fall to regional receptions and frequent connection with alumni and other stakeholders in off-hours (evening) via events and videoconferencing.

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. In addition to the Coca-Cola Company, some of the world's largest

companies are headquartered in the city, including 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 Trilith 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.

For potential consideration or to suggest a prospective candidate please email scholars@BoardWalkConsulting.com or call **Michelle Hall** or **Lysondra Somerville** at 404-262-7392.

For the status of this and other searches, please visit www.BoardWalkConsulting.com

