

Job Announcement
May 21, 2025

Preferred start date: June 23, 2025
Review of applications begins June 4, 2025

Development Associate
Part-time (24 hours per week)

Overview of the Homeless Garden Project

The Homeless Garden Project (HGP) is a 501(c)(3) nonprofit organization based in Santa Cruz, CA that provides job training, transitional employment and support services to people who are homeless. As an important complement to these programs, HGP operates a vibrant community volunteer and education program. The training, employment, education, volunteer programs and related enterprises take place on our organic farm and in our related value-added workshop.

Our nationally recognized training program is funded through a mix of donations from individuals, grants, events and earned income. While we earn valuable income from our social enterprises, the majority of our annual operating income comes from donations (largely individuals), grants and events. The Development Associate will help build on HGP's partnerships with donors of all kinds who are committed to HGP's mission: *In the soil of our urban farm and garden, people find the tools they need to build a home in the world.*

Position

We seek an enthusiastic, outgoing, resourceful and organized person skilled in databases, communication, social media, outreach, and building partnerships. The ideal candidate will also have an interest in agriculture and social enterprises and a sincere commitment to ending homelessness. The Development Associate will be an integral part of HGP's fundraising and communications team, working closely with the Development Director and Executive Director, as well as other members of the staff and volunteer members of the Fund Development Committee. The Associate's role supporting the development and maintenance of our donor community is vital to the success and long-term sustainability of the organization.

Responsibilities

The Associate will report to the Development Director and support the core administrative staff at HGP. Our diversified revenue model includes individual support, special events, public and private grants and contracts, and program-related revenue, so the Associate will have opportunities to be involved in a variety of fundraising projects and activities. We are a small team and share duties, so tasks may fall outside of development work alone.

Donor Stewardship (50%)

The Development Associate will lead gift acknowledgment processing (including database management) to ensure that donors understand the vital impact their

support has on HGP's work and receive appropriate:

- Documentation and recognition of gifts and
- Pledge payment reminders.

The Development Associate will also:

- Support implementation of HGP's stewardship plan for individual donors;
- Assist with donor research and qualification;
- Support board members and other Development Committee volunteers in their fundraising work.

Support Donor Cultivation and Special Events (25%)

Currently, HGP hosts several major fundraising events each year plus regular events throughout the year at the farm and its retail store in downtown Santa Cruz. The event calendar fluctuates and more time will be required as events approach. The Development Associate will lead staff and volunteer special event teams to successfully achieve event fundraising goals by achieving event preparation benchmarks and follow-up including:

- Lead Volunteer Events Team, helping to build the committee and manage team needs;
- Work with Development Director and Executive Director, volunteers and staff to help identify and invite potential attendees and/or support table hosts;
- Coordinate communications, both print and social media for events;
- Serve as a resource to attendees and staff throughout event(s); and
- Provide Development Director and Executive Director with follow up materials/communication.

Communications and Social Media (25%)

Work with the Executive Director, Development Director and staff to:

- Assist with website management;
- Assist with general email communications, including building email drafts and managing a calendar of communications;
- Support general donor stewardship communications, to keep supporters informed and involved in support of the HGP annual development plan;
- Update donor information packets;
- Provide program updates via social media, direct mail and the annual report; and
- Create and update brochure content.

Core Values

HGP values respectful communication, collaboration, connection with people and nature, and open, inquiring minds. The development staff undertake management functions as partners with the rest of the staff, in support of their work to fulfill HGP's mission. We value individual initiative and cultivate a culture in which it can thrive.

Qualifications

We're looking for someone with the passion and commitment to support our programs and help support HGP to achieve both long-term sustainability and future growth.

Key qualities we seek are:

- Strong computing skills in database, spreadsheet, word processing, cloud-based applications, social media, online research and/or communication tools;
- Excellent organization and administration skills and experience with systems for maintaining personal and team focus and priorities;
- Excellent skills for communicating with diverse audiences, colleagues and partners in writing, by phone, in person and via social media;
- Effective collaboration as a team member;
- A passion for helping others;
- Demonstrated individual initiative within a collaborative group culture;
- Self-awareness and excellent interpersonal communication;
- Demonstrated ability to work independently;
- Multicultural experience and/or competency; and
- Flexibility and a sense of humor.

The ideal candidate will also have the following preferred qualifications:

- At least two years of nonprofit fundraising experience, particularly with individuals, events and grants;
- Experience with fundraising database;
- WordPress experience a plus; and
- A passion for farm-based learning and empowerment.

Compensation

Salary range is \$21 - 23 per hour and is commensurate with experience and qualifications. HGP offers paid vacation, sick time, and holidays, prorated for hours worked. Unfortunately, no medical benefits are provided for part-time positions.

Process

Please send a cover letter and resume to Paul Goldberg, HGP Director of Development, at info@Homelessgardenproject.org. We will review materials and schedule interviews on a rolling basis, and we hope the new Development Associate will begin work at HGP in time for our annual Sustain Supper July 19th. No calls please.

We are proud to be an equal opportunity workplace dedicated to cultivating a diverse and inclusive work environment. HGP does not discriminate in employment on the basis of race, color, religion, sexual orientation or gender identity, or parental status. We encourage people of all races, ethnicities, gender identities, sexualities, classes, and religious identities to apply.