



VICE PRESIDENT & CHIEF DEVELOPMENT OFFICER  
York, Pennsylvania

## The Organization

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The York County Community Foundation (YCCF) is one of the fastest-growing community foundations in Pennsylvania because it has stepped forward to play a central role in creating a vibrant York County. Tapping into the region's long-held philanthropic spirit and community pride, YCCF engages donors, provides community leadership, invests in high-impact initiatives, and builds an endowment for future generations. It strives always for a growing, united, and prosperous York County that provides unsurpassed opportunities for all.

With over \$150 million in assets, YCCF is the fourth largest community foundation in Pennsylvania. For 57 years, it has worked with donors to establish more than 500 permanent endowment funds and a legacy society with more than 350 members. YCCF is focused on being York's undisputed first choice for philanthropy by offering personalized options to meet donors' philanthropic goals. Learn more about YCCF by watching these [videos](#).



YCCF has developed an exciting and ambitious five-year vision to 2022, which includes the goals of growing its assets to \$200 million (a 30% increase) through fundraising and wise investment; increasing bequest intentions through its 1749 Legacy Society; and increasing its percentage of discretionary funds to allow the YCCF Board to address areas of greatest community need. Given the demographic projections in the community and expectations of generational wealth transfer, there is a tremendous opportunity to pursue higher levels of donor engagement, a broader reach of prospect identification and cultivation, and powerful messaging about YCCF's role in creating a vibrant community. In 2018, YCCF invested in a new marketing campaign with the tag line: *Whatever your passion, we can make it your legacy.*

YCCF awards between \$5 million and \$6 million in grants each year through a set of strategic priorities:

- ❖ **Education & Workforce:** YCCF helps students be successful in school because they receive a premier education and have the support network they need. Employers have access to a highly qualified workforce and the people of York County have the resources and skills needed to obtain family-sustaining jobs.
- ❖ **Downtowns & Neighborhoods:** YCCF works with many partners to develop vibrant downtown communities throughout York County. From Dover to Dillsburg, New Freedom to Wrightsville, there's a sense of rebirth surrounding our county's downtowns. In York City, YCCF has invested in York's downtown renaissance and is expanding the revitalization to the surrounding neighborhoods.



- ❖ **Embracing Aging:** YCCF creates a community that is safe, welcoming, and adaptable to people of all ages by improving attitudes about aging and increasing understanding and caring about the needs and perspectives of older adults.
- ❖ **Environmental Stewardship:** YCCF's environmental grantmaking focuses on improving water quality and recreational opportunities along the Codorus Watershed, implementing energy sustainability strategies at nonprofits and in the public sector, and preserving farms and farming.

YCCF is also home to several organizations and initiatives that build community:

- ❖ The **Memorial Health Fund** is a supporting organization with its own board of directors. With YCCF support, its focus is to award grants that improve the physical, mental and social well-being of the residents of York.
- ❖ The **YorkCounts Indicators Report** highlights trends and issues that impact the quality of life in York County. It boils down many data sources to give a snapshot of overall community well-being and is a tool for planning and directing community resources towards systemic solutions to long-term challenges.
- ❖ The **Women's Giving Circle** of YCCF is building a community of thoughtful, effective philanthropists. The WGC is committed to educating and developing its 80 members and to engaging with funding partners and key allies across the community. It convenes stakeholders, solicits expert advice, and identifies investment opportunities where it can add unique value.
- ❖ **YorIt** is a YCCF initiative that engages donors in creative ways to support emerging socially-minded organizations that add to the vitality of York.



YCCF's role has expanded as it has led efforts to sustain community improvement by convening conversations on critical community issues, researching best practices, and creating powerful partnerships that drive results. YCCF conducts a community indicators initiative called YorkCounts and advocates for systemic change that creates lasting impact. In 2017, YCCF received a Commonwealth Award from 10,000 Friends of PA for its Social Impact Investment Fund, a recently-established patient capital fund that uses its operating surplus to invest in local economic development projects that contribute to York's downtown renaissance.

YCCF also adopted an inclusion policy and has proactively diversified its Board and volunteer committees and has expanded its grantmaking to underrepresented groups in response to the community's growing diversity. YCCF's President, Jane Conover, was given an image award in 2017 from the Black Ministers Association and in 2019 by the York City Human Relations Commission for her work to promote diversity and social justice for underserved populations.

## YCCF's Leadership Team

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**Jane Conover** joined the York County Community Foundation in March 2010 as Vice President of Community Investment. She led the Foundation's evolution from reactive grantmaker to proactive driver of community change through grantmaking and leadership. She became Senior Vice President and COO in 2014 and was promoted to President and CEO in 2015.

Jane is a strategic thinker, highly-driven and is committed to marrying donor passions with building a stronger community. She envisions a community foundation that is seen as a change-maker and thus the undisputed first choice for philanthropy in York County.

Prior to joining YCCF, Jane was Chief Community Officer at the YWCA of York, where she played a variety of roles during her tenure including Development Director and Interim Executive Director. She led the YWCA's domestic violence and sexual assault centers and the revitalization of the Olde Towne East neighborhood, raising over \$6 million to turn-around a challenged city neighborhood. Jane holds a master's degree in Social Work from the University of Maryland, Baltimore, and a bachelor's degree in Finance from Fairfield University in Connecticut. Jane serves on the Board of Directors of WITF public radio and on the Advisory Boards of York College's Center for Community Engagement and Graham School of Business and the Governor's Committee on Community Development. She is a member of the Rotary Club of York. Jane lives in Springettsbury Township with her husband Steve and enjoys gardening and riding scooters through the beautiful countryside of York County.



The President's senior leadership team includes the new Vice President & Chief Development Officer and two other colleagues:

**Lise Levin** joined YCCF in June 2015 as Vice President for Community Investment. Lise oversees the Foundation's high-impact grantmaking programs and works with a team of three grantmaking staff.

Lise came to YCCF from the York County Bar Foundation, where she built the advancement department and grew the Bar's endowment from less than \$1 million to more than \$5 million. Prior to that, she served for four years at Harrisburg Area Community College (HACC) York Campus, where she created the advancement program. Lise previously served at the York Jewish Community Center for 12 years where she held several positions, including grant writer, community development director, and membership and marketing director. Lise holds a Bachelor's degree from Trinity College. She has a history of long-term community volunteer work with several organizations, including as past Chair and 10-year member of the Women's Giving Circle, past President and past fundraising Chair of the United Jewish Community of York, and 17-year member and immediate past Chair of the Board of Directors at the York-Adams Chapter of the American Red Cross.

Vice President of Finance & Operations / CFO **George Dvoryak** is responsible for assuring the financial integrity

of the Foundation and administering the investment and management of its assets. He works with a team of two finance department staff.

George came to YCCF in 2007 from the Penn Laurel Girl Scout Council, where he was CFO. Prior to that, he was controller at Miller & Hartman, Inc. George currently serves as Chair of the Springettsbury Township Board of Supervisors.

To meet the rest of the YCCF staff, visit <https://yccf.org/about-us/our-staff/>.



# The Community

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York is located one hour from Baltimore, two hours from Philadelphia and Washington DC, and 30 minutes from the state capitol of Harrisburg. One of the most rapidly growing regions of Pennsylvania, York is an ideal home for those who want a dynamic small city, affordable suburbs or beautiful country settings. York offers a variety of cultural and recreational options in a county with top-rated school districts.

People are drawn to the area because of its rich history, easy access to large metropolitan hubs, outstanding health care systems, quality education, walkable downtown, friendly residents, and affordable cost of living. Major industries include manufacturing, agriculture, distribution, health care and financial services, and a growing advanced technology sector. Six different post-secondary institutions offering technical certifications and two-year, four-year, and postgraduate degrees are located in York County, including York College of Pennsylvania and Penn State York. More than 20 colleges and universities are located within an hour's drive.

The arts are alive in York County, with the beautifully restored [Appell Performing Arts Center](#) and the [Pullo Center](#) attracting national performers. Downtown York is home to two distinct arts districts that cater to established as well as emerging artists. York City is vibrant with a growing and thriving cultural renaissance and new restaurants and breweries—all highlighted at First Fridays, a monthly series of special events at downtown shops and restaurants that offers family-friendly activities and live entertainment. The York Revolution, a minor Atlantic League baseball team that has won two championships, plays in PeoplesBank Park downtown from April through September.

With a population of just half a million, York County has a strong sense of community, with many lifelong residents. Because of their love for their hometown, donors have been very generous to the Community Foundation and receptive to legacy giving.

More information on beautiful York County, PA can be found here at <http://www.yorkpa.org/> or <http://www.downtownyorkpa.com> or <http://creativityunleashed.com/>



## The Opportunity

This is a great time to join the York County Community Foundation team. Yorkers know YCCF as a highly-capable and trustworthy institution that plays a key leadership role in building a great community. There is ample opportunity for fruitful conversations with receptive and generous donors. With a recently launched marketing campaign, the YCCF brand is becoming more recognizable as the undisputed first choice for endowed charitable giving in York County.

As a member of the senior team, the CDO will inspire Board members and staff to be ambassadors for YCCF while leading a development team that achieves measurable objectives toward the strategic priorities:

- ❖ Increase the size of YCCF's endowment.
- ❖ Add 100 legacy donors by 2020.
- ❖ Increase the percentage of unrestricted funds.

The CDO is responsible for creating and implementing strategies for asset development, donor relations, and professional advisor outreach, as well as for crafting compelling messaging with the assistance of the Marketing and Communications Director. The CDO's team includes the Donor Services Officer, Marketing and Communications Director and the Development Administrator.

The primary responsibilities of the CDO include:

### Engage Donors

- ❖ Listen to donors' interests and help them achieve their legacy goals through YCCF.
- ❖ Build and sustain positive relationships with existing and prospective donors by meeting and communicating with them consistently so they think of YCCF as their first choice for philanthropy.
- ❖ Deepen the Foundation's relationships with, and outreach to, professional wealth advisors across York County to encourage them to promote YCCF as a trustworthy partner.
- ❖ Expand the number and size of unrestricted gifts to YCCF by conveying the benefits to the community.
- ❖ Build YCCF's 1749 Legacy Society—donors who have made bequest intentions in their estates.
- ❖ Research and develop a pipeline of prospective donors, in part by broadening YCCF's outreach to new constituencies.
- ❖ Oversee the development of marketing and communications strategies—websites, newsletters, press releases, publications—to promote YCCF's value to the community.



## Provide Community and Institutional Leadership

- ❖ Design, implement, and oversee a comprehensive plan to build a permanent endowment in partnership with the President, Resource Development Committee, and Board of Directors.
- ❖ Provide oversight to the Donor Services Officer and Development Administrator to ensure high functioning stewardship and administration of donor funds, estate gifts, planned gifts, and life-income gifts.
- ❖ Support the integration of functional areas, including Development, Donor Services, Finance and Administration, Investment, Grants Management, Programs and Initiatives, and Marketing and Communications.
- ❖ Refine and maintain state-of-the-art gift acceptance and development policies.
- ❖ Refine and maintain department processes and staffing to ensure the best use of time and resources.
- ❖ Represent and promote YCCF in the community, including participating in community events, professional meetings, and other such activities.
- ❖ Deliver high-impact presentations about YCCF and the value of legacy giving.
- ❖ Participate in local, regional, and national associations related to estate planning, planned giving, etc.
- ❖ Represent YCCF as an expert in community foundation best practices and policy issues related to planned giving.



## Support High-Impact Initiatives

- ❖ Understand and advocate for YCCF's grantmaking programs and priorities with prospects and donors.
- ❖ Skillfully communicate YCCF's impact in the community.
- ❖ Stay informed of local challenges and opportunities.

## Build an Endowment for Future Generations

- ❖ Represent donor interests and perspectives in developing communication strategies about YCCF's investment strategies and returns.
- ❖ Remain current on YCCF's investment policies.

## The Candidate

YCCF is seeking a proactive and energetic CDO who can facilitate dynamic organizational growth. YCCF is an innovative promoter, steward, and champion for philanthropy in York County. The CDO must embody the values of the organization as well as demonstrate a track record of successful cultivation and stewardship, planned giving achievement, organizational leadership, and creative approaches to philanthropy. The ideal candidate for this role has a blend of the following experience, skills, and qualities.

- ❖ Five or more years of donor or client-centered cultivation experience; community foundation experience preferred.
- ❖ Specialized knowledge of major gifts, planned giving, and estate planning; demonstrated experience for helping donors achieve their legacies through endowments.
- ❖ Demonstrated experience building new pools of prospects among current and future wealth holders.
- ❖ Outstanding customer service skills and follow-through.
- ❖ A passion for the mission of community foundations and knowledge of the issues facing communities.
- ❖ Ability to gain the confidence of YCCF staff and Board members, and the region's legal and financial professionals by working effectively with them to connect with prospective donors.
- ❖ Proven ability to attract, mentor, and retain talent; a transparent style and desire to work collaboratively across an organization to develop and execute plans.
- ❖ A high level of intellectual curiosity as well as a desire to explore new ideas and innovative approaches to solving problems; internally motivated and results driven.
- ❖ A strong grasp of marketing and communications tools that build an organization's brand including the use of social media to attract donors and prospects.
- ❖ Excellent communication skills (oral and written) in all settings and contexts, and across generations and communities; open, trustworthy and genuine.
- ❖ A willingness to participate in community and organizational meetings; comfort in maintaining a high level of visibility in the community.
- ❖ Demonstrated cultural competence in working respectfully with all communities.
- ❖ Knowledge of appropriate computer technology and applications, including basic office productivity and database management systems.
- ❖ An undergraduate degree is required.





## To Apply

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Questions, resumés, and CVs should be sent to  
[search@driconsulting.com](mailto:search@driconsulting.com)

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

DRi is an executive search and development consulting firm that places senior executives and works with them to build talented staffs, develop bold strategic plans, and design powerful fundraising programs.

York County Community Foundation is an Equal Opportunity Employer and is seeking a diverse slate of qualified candidates for formal consideration.