

Job Title: Executive Director

Location: Minneapolis/St. Paul or Duluth, MN (Optional Year-Round Housing in Willow River, MN)

Department: Administration

Reports to: Board of Directors

### ORGANIZATIONAL OVERVIEW

One Heartland Inc. is a summer camp for young people looking for a community who celebrates and appreciates them for who they are. Our Camp True Colors program serves youth who are part of the LGBTQ+ community, our Camp Heartland program serves youth affected by HIV/AIDS, and our Camp Northstar program serves youth experiencing housing instability. Founded in 1993 by a student at the University of Wisconsin we became a nonprofit that same year traveling around the Midwest renting camp sites until we purchased our own property in 1996 in Willow River, MN. One Heartland has an annual operating budget of 1.3 million with 7 year-round staff, 50 seasonal staff, and 100 volunteers annually. Today, **One Heartland is the largest camp for LGBTQ+ youth in the United States.**

One Heartland served nearly 500 campers this past summer – a number that has surged in the past few years with growth specifically in our Camp True Colors program. We are expecting nearly 700 campers for the summer of 2023.

### HISTORY

Inspired by seven-year-old Nile Sandeen, an HIV-positive youth from Mequon, Wisc., Neil Willenson founded Camp Heartland in 1993. At the time, it focused on giving kids affected by HIV/AIDS the best week of their lives—and it did just that at various camp sites throughout the Midwest.

In 1996, the organization purchased its facility in Willow River, MN, giving Camp Heartland its permanent home, thanks to a donation from Minnesota Twins Manager Paul Molitor. The location featured a main lodge, cabins, three lakes and miles of walking trails. Most of all, it became a beacon of hope for children across the country battling illness and discrimination.

That same year, the organization went through its first program expansion, opening Camp Hollywood HEART in Malibu, Calif., enabling it to serve even more deserving children. By 2005, Camp Heartland had provided over 5,300 camp experiences to young people, expanded its permanent facility to include multiple shower houses, a pool, and a baseball field.

The Camp Heartland mission was changing, too. Although HIV/AIDS remained a life-threatening illness, advances in medical treatment meant that more people were living longer with HIV/AIDS. Recognizing this change in needs, Camp Heartland began more year-round support programs for campers. This expansion necessitated a name change. In 2006, Camp Heartland became One Heartland, heralding other changes, as One Heartland began to partner with outside organizations to host and create new programs.

## Future Growth

Over a decade ago, One Heartland articulated its aspirations for the future. We saw the potential for our Camp True Colors programming with the LGBTQ+ community to grow. Including transgender and gender non-binary specific programming as well as general LGBTQ+ sessions. Our new leader will be responsible for overseeing the next strategic plan and future of One Heartland. This includes the growth of our annual fund and increasing support for young people in need of financial assistance. One Heartland has always strived to welcome as many youth as possible regardless of income. In recent years, with the pandemic and program transition we have seen a decrease in donations. This person will work with current as well as future constituents to help raise awareness for One Heartland and the need for our programming.

**Job Summary:** Executive Director is responsible for providing leadership and strategic direction to the administration of all One Heartland services, financial management, fundraising, public relations, client programming and advocacy, and management of camp. Provide consistency and clarity with One Heartland operations consistent with the mission and policies established by the Board of Directors.

## **Time / Principal Responsibilities**

### Leadership (50%):

- Provide leadership and oversight to ensure that One Heartland services effectively address the needs of our clients
- Provide guidance for the administrative functions of One Heartland, including establishing clear lines of responsibility, accountability, and communication among staff
- Administering human resource policies that effectively address staff employment, management, evaluation, and retention
- Ensure overall staff education and staff and camper safety during camp sessions.
- Ensure sound financial management practices and adequate internal controls that protect the agency's financial, physical, and human resources to sustain compliance with all funding source requirements and achieve the highest degree of stewardship of resources
- Determine diverse fund development strategies, cost-efficiency in fundraising strategies, and attainment of annual development goals.

### External Relations (40%):

- Serve as the leading spokesperson for the camp for media and the public
- Implement marketing and public relations strategies that promote the camp to ensure it accomplishes the mission.
- Meet with donors and prospective donors to solicit, support, and share the organization's vision.

Organizational Governance (10%):

- Provide leadership to the Board of Directors to assure effective strategic planning for the agency.
- Regularly report to and advise the Board of Directors on agency operations, provide assistance as requested or desired, and implement and maintain policies promulgated by the Board of Directors.

**Qualifications:**

- Bachelor's degree required; advanced degree preferred
- At least five years of management experience with non-profit health, human service, youth development, or outdoor education that serves diverse constituencies and operates with an annual budget exceeding \$1.5 million
- At least five years of experience managing diversified fund development strategies
- Experience with facility management, program management, mandatory reporting, and working with children
- Experience working with youth preferably youth from the LGBTQ+ community, Youth affected by HIV/AIDS, and youth experiencing housing instability
- Excellent written and verbal communication, strategic thinking, and problem-solving skills.

TO APPLY:

***Please send Katie@oneheartland.org a resume and cover letter*** that tells us

- (1) why you're interested in this opportunity with One Heartland, and
- (2) how your background and experiences have prepared you for this role.
- (3) copy of your resume

All inquiries will remain confidential.

The application deadline is November 23, 2022.