

Director of Development

Ukrainian World Congress

Position Brief





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FOR MORE INFORMATION

Ukrainian World Congress (UWC) is working with KCI Search + Talent to recruit talented candidates for this important position.

All inquiries and applications will be held in strict confidence. To apply, please send a resume and letter of interest to UWC@kcitalent.com by **September 27, 2022**. Applications will be considered on an ongoing basis, and candidates may be invited to interview before the deadline.

The salary range for this position is \$120,000 to \$150,000 plus the potential for a performance bonus of up to 10% along with a benefits package.

Ukrainian World Congress (UWC) is committed to providing an inclusive workplace that embraces diversity, values differences and supports the full participation of all employees. We offer accommodations to applicants with disabilities throughout our hiring process, upon request.

The UWC head office is located in Toronto with branches in Kyiv, New York and Brussels. A remote workplace option will be available to the final candidate with the expectation of regular travel to the Toronto office and other offices as required.





Director of Development Ukrainian World Congress

THE OPPORTUNITY

The Ukrainian World Congress (UWC) is seeking an inaugural Director of Development to build our fundraising infrastructure, results and team; and lead our \$100M **Unite With Ukraine** campaign to help Ukrainian civilians whose homes and livelihood have been devastated by Russia's war on Ukraine.

Headquartered in Canada, the UWC is a non-governmental organization that advances the voice of Ukrainians living inside and outside the Ukraine, with global reach in over 60 countries. Russia's war on Ukraine commenced in February 2022, creating an urgent role for the UWC to provide critical humanitarian and other supports to the people of Ukraine. Thousands of lives have already been lost and over six million Ukrainians have been displaced as a result of Russia's war on Ukraine. The \$100M campaign hopes to provide Ukrainian civilians with the resources and the necessities they need to live safely and with proper medical care and equipment while defending their homes, families and livelihoods. Launched to support the funding of non-lethal equipment such as protective gear to help ordinary Ukrainians in the Civil Defense Force, the campaign has expanded to include other humanitarian supports and strategic initiatives that are core to the UWC's mission.



While a philanthropic goal of \$100 million USD is unprecedented for the UWC, our fundraising draws on the Congress's international footprint along with the support of well-known philanthropists, esteemed public figures and thousands of donors. To realize this ambitious target, the UWC will require a team of development professionals with skill sets across a wide range of fundraising disciplines. Led by the Director of Development, the team will work collaboratively with the volunteer culture that is already embedded within the organization to expand the current pipeline towards principal and major gifts as well as bequests, while simultaneously creating inspired cultivation and stewardship strategies that build engagement with donors and the greater community.

Reporting into the Chief Executive Officer, the Director of Development will be a senior member of the UWC executive team. Working collaboratively with the CEO, UWC Executive Committee and Board of Directors, the new Director of Development will lead the preparation of campaign strategic plans, annual development business plans, and fundraising cases for support while also working with senior volunteers to move donors and prospects through the fundraising cycle. A self starter who is committed to justice and passionate about our mission to serve the Ukrainian people, the new Director is a builder with strategic vision who will advance the fundraising program and implement the required resources and infrastructure; to exponentially grow the UWC's financial resources and overall impact.

This is a critical time in the UWC's history providing the new Director with an opportunity to make an important social and humanitarian impact and create a legacy that has the power to impact the livelihoods of millions of people across the globe.



ABOUT THE UKRAINIAN WORLD CONGRESS

Established in 1967, the Ukrainian World Congress is the global voice for the Ukrainian people worldwide. As an international non-governmental organization, we represent the interests of over 20 million Ukrainians in the diaspora, unite Ukrainian communities and organizations in over 60 countries, and work to support a democratic, prosperous, European Ukraine.

The UWC is recognized by the United Nations Economic and Social Council as a non-governmental organization with special consultative status and has a participatory status as an international non-governmental organization with the Council of Europe.

For over 50 years, the UWC has served to unite Ukrainians all over the world around shared goals and values.



KEY MISSION AREAS

- ❖ Advancing Ukraine's development as a modern, democratic, prosperous nation
- ❖ Fostering Ukraine's historical and cultural heritage globally
- ❖ Strengthening the international coalition to counter Russian aggression and disinformation
- ❖ Building prosperous and influential Ukrainian communities in the diaspora
- ❖ Strengthening ties between Ukrainians in the Diaspora and Ukraine
- ❖ International recognition of Holodomor as genocide of the Ukrainian people
- ❖ International recognition of the Orthodox Church of Ukraine
- ❖ Promoting the granting of Patriarchal status to the Ukrainian Greek Catholic Church



UNITE WITH UKRAINE CAMPAIGN

Unite With Ukraine — a new initiative from the Ukrainian World Congress — is making it easy for leading North American philanthropists to donate to funds to support ordinary Ukrainians who are valiantly resisting Russia's cruel and senseless war on Ukraine. **Our goal is to raise \$100 million (USD)** to help provide protective gear, vital first aid and medical equipment to the people of Ukraine.

Russia's war on Ukraine has claimed thousands of lives, left cities in ruin, and unleashed the fastest-growing refugee crisis since the Second World War. Close to six million people have already fled Ukraine — the vast majority of them women and children — and millions more are displaced within the country. Despite the onslaught, Ukrainians have put up fierce resistance and stood their ground.

They need medical supplies, helmets, vests, night-vision goggles, boots, fuel, and communications systems to stay alive. Ordinary clothing does nothing against Russian bullets and bombs.

The time to act is now. Russian forces are intensifying indiscriminate attacks on civilian targets and infrastructure by bombarding hospitals, railway stations, apartment buildings, residential neighbourhoods, shopping malls, and grocery stores. Innocent people — including children — are dying every day. These reckless, criminal acts are part of a grim calculation to terrorize civilians, destroy local infrastructure, and break the will of the Ukrainian people to defend themselves.



In the space of just a few months, the war has created a massive humanitarian crisis, driven up global energy prices and inflation, and threatened food security around the world. The war also attacks the very ideals and structures that have brought peace, stability, and prosperity to much of the world over the last 75 years.

Ukrainian citizens are the first responders to the most serious threat democracies have seen in more than a generation. They are putting up remarkable resistance and holding their ground against unimaginable terror. They are fighting for survival and a chance to build a better world.

Ordinary Ukrainian civilians are making extraordinary sacrifices to secure a future for their families, their country, and democracy in Europe. Their survival depends on our support.

ADDITIONAL INFO

[2021 Annual Report](#)

[Community Development and Advocacy Fund](#)

[Advisory Council](#)

[UWC Programs](#)

[Unite With Ukraine Campaign](#)



KEY DUTIES & RESPONSIBILITIES

Strategy & Planning

- Develop the annual business plan for the department setting the fundraising strategic direction in support of approved fundraising priorities in alignment with the strategic goals of UWC.
- Create and manage the department operating budget, approve expenditures in accordance with UWC accounting policies; and liaise with external vendors and consultants in the delivery of the annual development program.
- Build the overall culture of philanthropy at UWC to develop fundraising as a core competency that is defined by professionalism, support of donor cultivation, solicitation, stewardship and recognition, adherence to principles of transparency and the pursuit of measurable goals.

Fundraising

- Serve as the “Chief Development Officer” and campaign director, delivering strategic oversight of all revenue streams with direct responsibility for all principal gift strategies and seven-figure major gift negotiations while managing the *Unite with Ukraine* campaign.
- Work collaboratively with senior leadership, volunteers and external partners on the preparation of campaign strategic plans, annual plans, and fundraising cases for support.
- Build the donor pipeline and ensure prospects and donors are moving through all stages of the fundraising cycle in a strategic and timely manner.
- Introduce principal and major gift fundraising through staff expertise that can manage long-term relationships and design complex gift structures to support the goals of the *Unite with Ukraine* campaign.
- Introduce leadership annual giving to bridge the donor pipeline between the annual fund and major gift fundraising.
- Support the solicitation of unrestricted donations through the annual fund campaign.
- Manage a portfolio of 7-figure plus gifts, the development of new prospects and donor relationships.
- Ensure that donor-facing fundraisers are fully supported through research, stewardship and communications services.
- Build systematic donor stewardship practises through a dedicated donor relations position that advances the donor life cycle from annual giving to major gift fundraising.
- Build core competencies in fundraising communications to support the crafting of strategic narratives that inspire philanthropic investments.
- Manage strategic partnerships with other organizations as they support the UWC’s fundraising objectives.

People

- Recruit a team of professional staff with diverse skills across a range of key development functions.
- Manage a team of fundraising, research and communications professionals to realize annual and campaign fundraising targets.
- Manage, motivate, monitor and mentor staff as required.
- Recruit, train and support development committee and individual volunteers.
- Support the Executive Director and the senior team of volunteers in the delivery of UWC’s fundraising strategies.
- Work with the UWC President, Executive Director, and other senior volunteers in the cultivation and solicitation of prospective donors.



QUALIFICATIONS

- Progressive senior leadership roles in the not-for-profit sector, or relevant experience in the corporate sector.
- Proven track record in all aspects of revenue development, including pipeline development and the solicitation and management of gifts at the six and seven figure level.
- Demonstrated ability to align strategic and philanthropic plans to promote, support and meet the revenue deliverables.
- Significant experience building fundraising infrastructure including policies, processes and metrics that contribute to revenue growth.
- Proven history building and managing successful teams with demonstrated success creating team engagement and alignment to leverage collective strengths and motivating staff to meet fundraising goals.
- Demonstrated comfort level and success supporting senior volunteers with fundraising activities.
- Excellent communicator with the ability to influence, persuade and motivate. Strong written and verbal communication and interpersonal skills with the ability to constructively contribute to discussions and build rapport at all levels within an organization.
- Proven relationship building skills with the ability to collaborate and build trusting relationships with diverse groups.
- Strong influencing and collaboration skills with a proven ability to work cross-functionally within a team environment to complete projects and meet targets.
- Proficiency in constituent relationship management (CRM) tools.
- Superior planning, organization, and time management skills.
- Passion for the mission of the UWC is essential.
- Interest, experience, and/or exposure to political affairs will be considered an asset.
- The ability to speak Ukrainian will be considered an asset.



BIOGRAPHIES

Paul Grod, President, Ukrainian World Congress



Paul Grod is President of the Ukrainian World Congress (UWC). He served as its Vice President for 10 years prior to his election in November 2018. During that time Paul Grod was responsible for many key initiatives and chaired a number of committees and projects including several international election observation missions to Ukraine and UWC's Council in Support of Ukraine, among others. Professionally, Paul Grod is a lawyer and business leader. He is President & CEO of Rodan Energy Solutions, a leading North American energy management company. Prior to founding Rodan Energy Solutions, Paul was a corporate and investment banker with CIBC World Markets and a lawyer with Gowling WLG, a leading global law firm where he practiced corporate finance and M&A law.

Paul is past-President of the Ukrainian Canadian Congress, which coordinates and represents the interests of one of Canada's largest ethnocultural communities (1.4 million). Paul is a recipient of many awards and recognitions, including the Queen Elizabeth II Diamond Jubilee Medal, Ukraine's 25th Anniversary Jubilee Medal, the Shevchenko Medal of the Ukrainian Canadian Congress for outstanding contribution to the development of the Ukrainian Canadian community and Top 100 (#21) people influencing Canada's global future by Embassy Magazine & Hill Times' Power and Influence magazine. He is one of 13 Canadians (only non-government official) sanctioned by Russian President Vladimir Putin and barred from entering Russia.

Paul is a member of the Law Society of Ontario and holds Bachelor of Political Science, Bachelor of Laws, and Master of Business Administration degrees. He is married and has four children.



Sonya Soutus, Executive Director



Sonya Soutus has over 30 years of experience in business and communications. Her career includes leading communications, public affairs, government relations, brand communications, M&A communications, investor relations and corporate social responsibility strategies for multinational corporations, as well as building and restructuring teams to meet the changing demands of those corporations.

Prior to taking on the role of UWC Executive Director, Ms. Soutus has worked as UWC's director of communications and prior to that as a volunteer in establishing the Ukrainian World Foundation in Ukraine. She also worked in Ukraine as a consultant for various Ukrainian and foreign businesses.

Prior to returning to Ukraine in 2018, Ms. Soutus was a Senior Managing Director with Teneo. There she led teams supporting several global clients including The Coca-Cola Company and Verizon. Prior to joining Teneo, Ms. Soutus was Senior Vice President and Chief Public Affairs and Communications Officer for The Nature's Bounty Company, which was owned by The Carlyle Group. There, she led a team that supported the organization through a number of business-critical situations, including: acquisitions, divestitures, joint ventures, a rebranding and name change of the company and, ultimately, the sale of that company to KKR & Co. Inc. As part of this effort, Ms. Soutus built out the corporate communications and brand communications efforts and established an in-house government relations function. She also led efforts to successfully receive \$60 million in New York state funds tied to job growth.

Immediately prior to her tenure at Nature's Bounty, Ms. Soutus served as Senior Vice President, Public Affairs and Communications for the Coca-Cola Company, leading the Coca-Cola North America Business Unit. In that role, she oversaw corporate communications for the business unit, as well as media relations, brand communications, government relations, community relations, corporate social responsibility and corporate giving. During her 20-year career with The Coca-Cola Company, Ms. Soutus held roles of increasing responsibility and worked globally, managing critical issues in several countries, including: the USA, India, Ukraine, Russia, Poland, China, Canada and throughout Western Europe.

Before joining The Coca-Cola Company in Ukraine, Ms. Soutus was Group Director with Burson-Marsteller in Ukraine, where she led public education programs for USAID and later helped establish the agency's first commercial office in that country. Immediately prior to joining Burson-Marsteller, Ms. Soutus served as Press Secretary to the Patriarch and Cardinal of the Ukrainian Catholic Church in Rome and Ukraine. She also worked at KDKA-TV in her hometown of Pittsburgh, PA. Ms. Soutus is a graduate of Duquesne University where she earned a degree in journalism and English Literature.

Ms. Soutus recently returned to Ukraine and lives in Kyiv where she has been consulting for companies investing in Ukraine. She is a recipient of the Order of St. Olha from President Victor Yushchenko.

