POSITION PROFILE

President
The Winston-Salem Foundation
Winston-Salem, NC
ABOUT THE WINSTON-SALEM FOUNDATION

We are a nonprofit community foundation, comprised of over 1,500 funds, that assists people and organizations with their charitable giving, provides financial aid to college students, and makes community grants to nonprofit organizations in Forsyth County.

We are the oldest foundation in North Carolina and one of the top 50 community foundations by size in the country and we currently manage over $600 million in assets. Our Strategic Initiatives include the Black Philanthropy Initiative, The Women’s Fund of Winston-Salem and Youth Grantmakers in Action. Since 2018, the Foundation has been on a journey to deepen its understanding of and commitment to racial equity as both a priority in our work in the community and as a hallmark of our organizational culture.

Our Vision:
A generous and trusting community where everyone is thriving.

Our Mission:
We inspire giving and link resources to action, strengthening Forsyth County—now and forever.

Our Values:
• Inclusion – we practice and champion inclusion, honoring the strengths and experiences of all in our community.
• Accountability – we honor the intentions of our donors and partners and hold ourselves to the highest standards of ethics, service and stewardship.
• Continuous Learning – we are committed to learning and evolving with our community and our partners.

Our Commitment to Racial Equity
The Foundation is committed to advancing racial equity across all our work in Forsyth County. Data shows that in our community, race serves as a reliable predictor of an individual’s educational, health, and economic outcomes. While data reveals racial gaps when it comes to poverty, household income, academic performance, and health, we recognize that systems—the institutions, policies, and resource allocation in our community—have played a major role in this data and that we must focus on these systems to affect real change.
In 2018, prompted by this data and an in-depth community listening process, the Foundation chose to focus significant investment in two key areas—Building an Inclusive Economy and Advancing Equity in Education. With full support and encouragement from the Foundation Committee (which functions as a Board of Directors), we are committed to analyzing history, policies, and institutional structures within these two areas and to developing desired outcomes that speak explicitly to racial equity in order to measure and evaluate progress. These efforts are crucial to ensuring that Winston-Salem becomes a place where race no longer predicts life outcomes.

We recognize that we are an institution with great privilege and responsibility and that we cannot successfully apply a racial equity lens to our focus area work without turning the lens inward. We have committed to analyzing our internal policies, practices, and behaviors and to asking not when, but how race shows up in our office culture.

Our entire staff and Committee share responsibility for this work, and we have created working groups specifically focused on racial equity to ensure ongoing attention and progress. We are committed to thinking and acting in a way that is accountable to the communities we serve and sustains the advancement of racial equity for many years to come.
The Winston-Salem Foundation Committee is seeking a talented executive to lead the highly respected institution’s next chapter of work and impact.

This is an opportunity to serve as a key community leader and to significantly affect the Foundation’s impact in the years to come. The Committee will look to its next President to think creatively and strategically about the current opportunities and challenges facing Forsyth County and propose ways the Foundation can continue to be a highly effective catalytic force in the community. Racial equity will be a driving factor in this work, both in the internal culture of the Foundation and in the Foundation’s impact in Forsyth County.

The President leads and directs the advancement and fulfillment of the mission of the Foundation. The President is responsible for the achievement of all operational and strategic goals, including fund and donor development, fiscal management, grants and programming, board relations, staff oversight, community relations and administrative matters.
THE OPPORTUNITY

Key responsibilities of the next President include:

• Work with the Foundation Committee and staff to advance the current goals and objectives of the Foundation and bring fresh ideas and innovation to drive the next chapter of impact for the organization;
• Lead, partner with, listen to, inspire and support a talented and highly engaged staff;
• Play a leadership role in the community in identifying, communicating and seeking ways of addressing issues of widespread community concern. Promote the Foundation as a thought leader, convener and community leader;
• Ensure that the Foundation is an effective voice with Winston-Salem’s many and diverse audiences, highlighting racial equity as a driving factor for the Foundation’s philanthropic agenda and amplifying the internal work of the Foundation externally;
• Lead efforts to grow the assets of the Foundation; work directly to ensure continued commitment of current contributors and the engagement and stewardship of new and prospective donors including from communities new to the Foundation’s work;
• Oversee program and grantmaking work, including leading continuing assessment of its impact and consideration of ways to increase that impact;
• Provide operational leadership for all aspects of the Foundation including overseeing financial integrity and ensuring compliance with all applicable legal, accounting and reporting regulations;
• Cultivate relationships with the Foundation Committee, facilitating its work as a governing and fundraising body and its continuation as a cohesive and engaged group; assist in the recruitment of new Committee members;
• Take initiative in encouraging communication and developing cooperative efforts with other civic and not-for-profit leaders in the community and across the state;
• Be a visible representative of the Foundation at events and in ways that enhance its image and increase awareness of its activities. Build networks that advance the Foundation’s mission;
• Convene stakeholders in Winston-Salem and beyond through thoughtful conversations and initiatives around how best to accomplish philanthropic goals on a larger scale than any one foundation acting on its own;
• Promote WSF’s culture of integrity, inclusiveness, transparency and respect in which innovation, calculated risk-taking, creativity and shared leadership are valued; and where challenging, but critical, conversation is encouraged;
• Seek out new and innovative approaches to community impact and ways to generate increased philanthropic resources for key initiatives.
CANDIDATE PROFILE

The President of The Winston-Salem Foundation will possess the following professional and personal qualities, skills, and characteristics:

A Strategic and Visionary Leader

The President will be a strategic, visionary and humble servant leader who, in partnership with the Committee and staff, sets and clearly articulates a vision for the Foundation and how it can effectively deploy its human and financial assets to positively impact the Winston-Salem community. The President will keenly understand the potential of a foundation to use its leadership status and grantmaking in combination to positively impact a community. The President will bring experience leading organizations with a clear strategic focus on racial equity through times of transition and change. The President will be skilled at building partnerships with local and regional institutions and leaders in the field to enhance the Foundation’s impact and advance its mission and strategic priorities. The President will be forward-thinking and driven to uncover new approaches and ideas for the Foundation to consider.

A Passionate Ambassador and Fundraiser

The President will be an “Ambassador” for the Foundation, sharing its mission and vision and helping to expand the institution’s role more broadly. The President will be a warm, engaging communicator who brings a passion for articulating the values of the Foundation to the community and a genuine interest in connecting with the many stakeholders of the Foundation. The President will be well versed in issues of racial equity, comfortable articulating that focus in all forms of communication, and a fierce advocate of these issues on every possible platform. The President will have exceptional interpersonal skills with the ability to build and sustain strong support across a wide range of stakeholders, including donors, grantees, Committee members, staff, investment professionals, elected officials and the larger community. The President will develop a powerful sense of shared purpose in others and motivate them to engage in the future of the Foundation. The President will be skilled at building partnerships with other foundations, institutions and key leaders in the field to enhance the Foundation’s impact and advance its mission and strategic priorities. The President will enjoy sharing the value of working with the Foundation to achieve philanthropic goals with existing and potential donors, inspiring confidence and generating buy-in and support.
CANDIDATE PROFILE

Management Acumen

The President will be an executive with extensive staff, operational and financial management experience as well as knowledge of the nonprofit sector. The President will have a track record of sound financial planning, oversight and accountability, with the ability to clearly communicate financial status to the Committee. The President will embrace a shared leadership model and possess the ability to set strategy, prioritize and inspire and empower an exceptional staff. With clear priorities and strong communication, the President will encourage collaboration across functional areas and help all staff to understand their role in achieving the Foundation’s strategic goals, leading to strong team cohesion and respect. The President will be a facilitator of staff and Committee teamwork, with the ability to provide clear expectations and accountability measures for staff deliverables while encouraging innovation and initiative.

Passion for the Mission

The President will bring a true passion for the work of community foundations and a deep, demonstrated belief in the importance of racial equity in improving communities. Working in close collaboration with the staff and Committee, the President will be motivated to achieve the greatest possible impact through the Foundation’s grantmaking. The President will exhibit a capacity to listen, a willingness to advocate and a dedication to the mission of the Foundation. It will be imperative that the President demonstrates empathy, treats others with respect and always stays true to the values of the Foundation. The ideal candidate will be an individual of unquestioned integrity, ethics and values, someone who can be trusted without reservation.
Erin Reedy, Melissa Madzel, and Marisa Chock of Koya Partners have been exclusively retained for this search. To express your interest in this role please submit your materials here.

All nominations, inquiries, and discussions will be considered strictly confidential.

_The Winston-Salem Foundation is committed to building a staff that reflects the community served by the Foundation’s mission and strategic priorities. We invite applications from candidates whose life experiences and personal identities will inform the Foundation’s work. In our efforts to ensure a diverse candidate pool, we encourage applications from all racial identity groups, especially those who have historically been underrepresented in philanthropy. Please note that the President will be expected to live in Winston-Salem but we welcome interest from all candidates who are willing to relocate._

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**About Koya Partners**

Koya Partners, a member of the Diversified Search Group, is a leading executive search and strategic advising firm dedicated to connecting exceptionally talented people with mission-driven clients. Our founding philosophy—The Right Person in the Right Place Can Change the World—guides our work as we partner with nonprofits & NGOs, institutions of higher education, responsible businesses, and social enterprises in local communities and around the world.

Koya is an equal opportunity employer fully committed to creating an environment and team that represents a variety of backgrounds, perspectives, styles, and experiences. We encourage all to apply because we believe a diversity of voices leads to better discussions, decisions, and outcomes for everyone.

For more information about Koya Partners, visit [www.koyapartners.com](http://www.koyapartners.com).