



Fund Raising Manager

Orran was founded ten years ago in Yerevan, Armenia to divert children of destitute families from the streets and engage them in academic, cultural, and extra-curricular activities. In 2009 a second small center was opened in the city of Vanadzor based on rented premises. These centers also help the lonely and needy elderly. Today the organization, with the assistance of 32 staff (13 full time, 19 part time and over 25 volunteers), embraces over 150 children and 60 elderly.

Orran is currently in the process of constructing its own premises in the city of Vanadzor, a center of 1,000m² and of similar size to its center in Yerevan, and which hopefully will be in operation in May 2013. The cost of the project is close to \$1.2 million and we still need to raise a further \$500,000.

Orran's operating budget for 2011 is \$350,000 for the Yerevan Center and \$100,000 for the Vanadzor Center, the latter costs being secured by a \$74,000 grant from George Soros's Open Society Institute Foundation, with the balance of the funding requirement coming from Orran Yerevan.

Until 2005, over 70% of the funds raised came from the USA with minimum marketing effort. Local fund raising initiatives taken in Yerevan since 2005 in the form of the annual summer gala has led to the majority of the funds being generated locally. The global financial crisis in the 4Q of 2008 has led to a significant decrease in ad-hoc donations from the USA to such an extent that the funds received in 2010 amounted to only \$34,000 compared to the figure of \$92,000 in 2009. We expect this trend to be significantly reversed by the appointment of a fund raising manager in the Los Angeles area.

Mission Statement

- Divert children from the streets and engage them in academic, cultural, and extra-curricular activities
- Fight the concept of beggar children as the principal breadwinners of their families
- Identify and develop children's interests and talents towards a working career
- Help families "in crisis"
- Assist the lonely and needy elderly
- Prevent the spread of destitution and begging among Armenia's children and elderly

1. Title: Fund Raising Manager – Position Summary

The Fund Raising Manager, located in the Los Angeles area, will report to a designated Orran board member including issuing end of month progress reports. The fund raiser's main duty will be to maximize income for ORRAN (both operational and for the new Vanadzor center), by identifying, developing and maintaining relationships with potential donors, existing donors, trusts/foundations, institutional donors and those who would be encouraged and assisted in pledging a legacy. The territories covered will initially include mainland USA and its territories, Canada and South America. We expect most of the income will come initially from the 1.0 million or so Armenians that live in Los Angeles area.

2. Essential Objectives, Duties and Responsibilities

- a) Identify potential **private donors** (with or without Armenian background)
- b) Study and identify potential **institutional donors** for Orran
- c) Develop and implement **fund raising campaigns and fundraising activities** (such as meetings, Gala dinners, fund raising races etc.) to target the identified potential private donors
- d) Assist in maintaining and enhancing marketing tools such as brochures, leaflets, presentation materials, letters etc in conjunction with the Yerevan Fundraiser
- e) Write **grant applications** to institutional donors
- f) Give talks and presentations about Orran to maximize Orran's presence in the market place

- g) Develop and maintain **excellent relationships** with existing benefactors/donors
- h) Ensure that the contributions/donations, financial or otherwise, of fundraising supporters, donors and participants in events are appropriately acknowledged
- i) Establish and maintain excellent relationships with the print media, radio, television
- j) Ensure an Internet-based presence of Orran for the targeted markets
- k) Attend all fundraising events related to Orran as required, supporting colleagues, external fundraisers and fundraising supporters
- l) Report monthly to the Orran Board of Directors, or any other person entrusted by the Board, about all activities and the financial results of the fund raising activities against agreed financial targets
- m) Fundraise funds that exceed 1.75 times salary after all costs during the first year contract increasing to 10 times salary after all costs within 3 years

3. Requirements

Qualification/Experience

- University degree preferably in marketing; an MBA degree is also preferred
- Minimum of 4 years of successful Fundraising Experience, preferably for a charitable, non-profit organization
- 2 years of grant writing experience
- Proven track record of achieving fundraising and grant income against agreed financial targets
- 2 years of exposure with the press
- Experience organizing large and small events and recruiting and working with volunteers

Skills

- Excellent oral and writing skills in English. Knowledge of Armenian preferred
- Ability to strategically plan and carry out major fundraising campaigns
- Ability to write professionally for the press
- Ability to give talks, presentations and lectures
- Ability to write grants
- Readiness to travel inside the US and abroad
- Ability to prioritize and manage a variety of workloads
- Ability to work on own initiative, set and achieve ambitious goals
- Excellent working knowledge of computer applications such as Microsoft Word, Excel and PowerPoint

Ethics: Unquestioned principles and behavior. Collaborative and responsible work habits

Between two and four weeks stay in Armenia prior to commencing fundraising activities for Orran is required (depending on preexisting knowledge about life in Armenia)

Monthly Gross Salary: USD \$4,500. Consideration will be given to bonus remuneration payments after having raised, after all costs, 10 times the annual gross salary during one year.

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To apply for this position, please submit a cover letter and a resume addressing relevant qualifications, experience, skills and information on professional reference and current salary to:

email: hovik.avetisyan@orran.am with a copy to jaaoff123@yahoo.com

NO PERSONAL VISITS, DELIVERIES OR PHONE CALLS!

The closing date for the receipt of applications is January 15, 2011. Only short listed candidates will be notified for an interview.