



Development Director, Orran USA

Orran was founded fourteen 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 May 2004 Orran completed the construction of its first purpose-built center in Yerevan and at the end of 2012, its second center in Vanadzor. These two centers also help the lonely and needy elderly. Today the organization, with the assistance of 42 staff (18 full time, 24 part time and over 25 volunteers), embraces over 180 children and 80 elderly.

Orran's operating budget for 2014 is \$500,000 for the above two centers. Until 2005 out of a total operating cost of \$125,000, over 70% of the funds raised came from the USA with minimum marketing effort. Since 2005, local fund raising initiatives taken in Yerevan, namely an annual fund raising gala, have led to the majority of the funds being generated locally. The global financial crisis in the 4Q of 2008 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. To reverse the trend and with the aid of 10 fund raising volunteers, Orran hosted its first USA gala in Los Angeles in November 2012 raising \$140,000 towards the completion of Orran's Vanadzor Center.

The most recent fundraising galas in the 4th Quarter of 2014 raised a net income of \$180,000 in Yerevan and \$115,000 in Los Angeles, equivalent to 60% of the 2014 operating costs of the two centers. We expect a significant increase in fund raising from Orran USA as a result of the appointment of a development director 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
- Help families "in crisis"
- Assist the lonely and needy elderly
- Identify and develop children's interests and talents towards a working career
- Prevent the spread of destitution and begging among Armenia's children and elderly

1. Title: Development Director, Orran USA – Position Summary

The Development Director, must be resident in the Los Angeles area and will report on a monthly basis to the Chief Financial Officer/Financial Director of Orran and to the Chairman of Orran USA on day to day matters. A USA board is currently being set up with up to ten members.

The reporting to the financial director will be in the form of issuing monthly timesheets and monthly reports which would cover fund raising activities, the financials for the month in question, cumulative to date, comparisons against budget and cash flow projections to year end. The fund raiser's main duty will be to maximize income for ORRAN by identifying, developing and maintaining relationships with existing and potential donors, trusts/foundations/corporations, institutional donors and those who would be encouraged and assisted in pledging a legacy. Other sources of revenues and responsibilities would include organization of the annual fund raising gala, application of grants, and by involving a large number of members of the community which would find sponsors for sponsored events such as the running of the Los Angeles marathon. While territories covered will ultimately 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, and all efforts in the first year of appointment should be focused in this geographical sector.



2. Essential Objectives, Duties and Responsibilities

- 2.1 Fundraising efforts for the first year will be focused on the Los Angeles area and to securing grant applications
- 2.2 Develop and maintain **excellent relationships** with existing benefactors/donors
- 2.3 Identify potential **private donors** (with or without Armenian background)
- 2.4 Study and identify potential **institutional donors** for Orran
- 2.5 Write **grant applications** to institutional donors and governments
- 2.6 Plan, Organize and Host the Annual Fund Raising Gala with the help of up to 10 Volunteers
- 2.7 Develop and implement other **fundraising campaigns and fundraising activities** (such as meetings, dinners, fund raising races, concerts, sponsored marathon runs etc.) to target the identified potential private donors and sectors
- 2.8 Maintain existing and seek new benefactors for **“Child Sponsorship”** by corresponding on the child progress at least 3 times per year, namely at Christmas, Child’s Birthday and scholastic end of year reports
- 2.9 Legacy promotion
- 2.10 Assist in maintaining and enhancing marketing tools such as brochures, leaflets, presentation, letters etc in conjunction with the Yerevan Fundraiser and Orran’s CEO
- 2.11 Liaise with Orran Armenia on production and distribution of printed annual November newsletter
- 2.12 Produce monthly email newsletters using input from Orran Armenia to maintain awareness of Orran’s activities and latest fund raising appeals
- 2.13 Liaise with Orran’s web designer to maintain, enhance and keep up to date the Orran Website
- 2.14 Use social media such as Facebook, Twitter etc to raise Orran’s profile
- 2.15 Use media outreach to raise Orran’s profile and to seek fund raising
- 2.16 Work with Crowd Funding Organizations such as OneArmenia, Indiegogo to secure modest funds from the general public
- 2.17 Ensure that the contributions/donations, financial or otherwise, of fundraising supporters, donors and participants in events are appropriately acknowledged
- 2.18 Establish and maintain excellent relationships with the print media, radio, television
- 2.19 Give talks and presentations about Orran to maximize Orran’s presence in the market place
- 2.20 Ensure an Internet-based presence of Orran for the targeted markets
- 2.21 Attend all fundraising events related to Orran as required, supporting colleagues, external fundraisers and fundraising supporters
- 2.22 Circulate monthly reports following approval from the financial director 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
- 2.23 Fundraise net funds that exceed 2.75 times salary after all operating costs and expenses during the first two years of contract increasing to 5 times salary within 3 years of employment, the level at which bonus remuneration will be considered



3. Qualification/Experience

- 3.1 University degree preferably in marketing and business studies with an MBA degree preferred
- 3.2 Minimum of 4 years of successful Fundraising Experience, preferably for a charitable, non-profit organization
- 3.3 2 years of grant writing experience
- 3.4 Proven track record of achieving fundraising and grant income against agreed financial targets
- 3.5 2 years of exposure with the press
- 3.6 Experience organizing large and small events and recruiting and working with volunteers

4. Skills

- 4.1 Excellent oral and writing skills in English. Knowledge of Armenian preferred
- 4.2 Ability to strategically plan and carry out major fundraising campaigns
- 4.3 Ability to write professionally for the press
- 4.4 Media outreach expertise
- 4.5 Ability to give talks, presentations and lectures
- 4.6 Ability to write grants
- 4.7 Readiness to travel inside the US and abroad
- 4.8 Ability to prioritize and manage a variety of workloads
- 4.9 Ability to work on own initiative, set and achieve ambitious goals
- 4.10 Highly proficient knowledge of computer applications including Microsoft Word, Excel & PowerPoint in addition to desktop publishing applications

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

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

Yearly Gross Salary: Up to \$60,000 USD depending on qualification and experience, paid monthly in arrears with no other benefits. On an annual basis, bonus remuneration will be considered based upon the individual having raised net funds totaling five (5) times the annual salary (including all benefits), calculated on an annual basis. Net is the remaining balance after deducting all operating costs and fund raising expenses.

* * *

To apply for this position, please submit a cover letter and a resume attachment addressing relevant qualifications, experience, skills and information on professional reference and current salary to Armine Hovannisian, Founder and Chairman at ahovannisian@yahoo.com

14 December 2014