



Volunteers Enlisted to Assist People

Opportunity Profile

Chief Executive Officer

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www.veap.org



a member of SIMA® International

bringing clarity to leadership transitions



VEAP

Volunteers Enlisted to Assist People

VEAP is a basic needs and social services organization providing access to healthy food, housing stability and other supportive services. Since 1973, VEAP has served the communities of Bloomington, Richfield, Edina and a portion of South Minneapolis, currently with a staff of 18 and volunteer force of approximately 3,000.

VEAP recently completed a year-long strategic listening and planning process we call Hope for the Future. The result is a new vision, mission and program focus areas and goals that will help us better serve our clients.

2017-18 Highlights

118,055

individuals served



3,461

rides home from the pantry



3.7 million

pounds of food distributed

2.035 million

pounds of fresh produce
(55% of total food)

\$135,090

in financial assistance helping local families with housing, car repairs, utilities and transportation



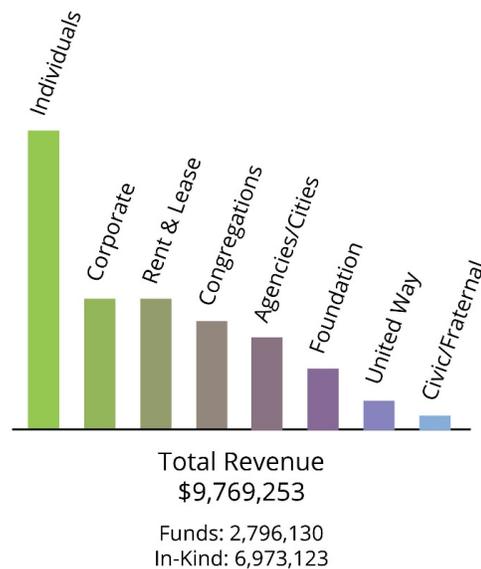
8,791

pounds of food distributed by Mobile Food Pantry
March-June, 2018



More About VEAP

- 2,972 individuals volunteered at VEAP in 2017 accounting for a \$1.7 million value in labor.
- Through the Donate & Do group volunteering program, 668 people from corporations, faith communities and civic organizations supported weekly operational needs in VEAP's warehouse.
- VEAP's commercial kitchen hosts cooking and nutrition classes for clients, provides volunteer hours in food production and food waste reduction, and houses production for a thriving packaged grocery retail brand.
- The Student Hunger Collaborative provided 4,548 food packs for school children at high risk of having no food over the weekend.
- VEAP continues to be recognized as Meets Standards by Charities Review Council and holds a Four Star Rating by Charity Navigator.
- 3,707 individuals provided financial support totaling \$1,005,960
- Social Services reported 199 new client intakes and 2,182 assessments, providing 7,430 resources and referrals for support including housing, car repairs, utilities and transportation.



POSITION OVERVIEW

The CEO is the face of VEAP to the communities they serve, inspiring others to join the Mission and the realization of the Vision. They will tirelessly tell the story, communicating the needs, the simple solutions, and sharing the message of hope and success.

They will engage as the primary champion of VEAP engaging with individual volunteers, congregations, businesses, and other partners, including Hennepin County's Human Services and Public Health Department, which is a tenant in VEAP's building.

The CEO will partner with the Board providing directional clarity and ensuring consistency with the mission of VEAP. They will build-upon a comprehensive and recent Strategic Planning initiative, building forward movement and momentum with all stakeholders.

The right leader will provide direction and inspiration to a team of seasoned and talented Directors. They will lead by example in delivering clear communication, providing organization clarity, and unity of purpose.

The next CEO will need to bring significant business and organizational experiences to VEAP, developing upon and implementing a strong and sustainable financial model for VEAP.

The role of the Chief Advancement Officer is also embodied in the work of the CEO. They will work hands on with a strong and broad development team providing strategy and sophistication in order to meet the growing needs of the community.

MISSION AND VALUES

Together, we create pathways to stronger, more hopeful, communities through access to healthy food, housing stability and supportive services.

- **Compassionate** - *We support and care for each other*
- **Collaborative** - *We are most effective when we work together*
- **Inclusive** - *We are stronger when we embody and empower all voices*
- **Innovation** - *We are bold and creative and maximize all resources available*
- **Responsive** - *We are proactive and adapt to meet changing needs*
- **Integrity** - *We are authentic and trustworthy at all times*

WORKING RELATIONSHIPS

The CEO reports to the Board of Directors. John Mitchell is the current President of the 13 member Board which is comprised of professional leaders and committed volunteers.

The CEO oversees an experienced and passionate leadership team which includes:

- Finance Manager
- Human Resources & Administration Director
- Basic Needs Associate Director
- Social Services Associate Director
- Marketing & Strategic Partnerships Associate Director
- Advancement Director

QUALIFICATIONS

- The CEO will have a passion to serve the working poor and less fortunate.
- The CEO will possess passion/calling and a track record of serving in a field related to the mission of VEAP.
- The CEO of VEAP may have an educational background or expertise related to the issues of poverty or hunger; or have a graduate degree in business, such as an MBA with experience and oversight that is greater than that of VEAP's current scope and size.
- VEAP is in need of an individual with visionary leadership, strong management motivation, and experience in building and inspiring teams and working collaboratively with boards.
- The CEO will be responsive with a track record of action and strategic problem solving.
- At the core, the next CEO will be a people person, a relationship builder and networker.
- The CEO will have a proven background and track record in major gift fundraising.

LOCATION AND AREA OF SERVICE

Located in Bloomington, Minnesota, VEAP is in a wonderful facility that the organization designed and moved into in January 2014. Communities served include Bloomington, Richfield, Edina and a portion of South Minneapolis. There is room to grow, innovate, and even expand the right scope of services and solutions in order to meet the vision of VEAP.

RESUME/ CV SUBMISSION

When formulating your resume for this position, please include the following information for each position you have held in the past ten years:

- Employer (name of organization)
- Your titles (Marketing Director, Vice President of Marketing, Chief Executive Officer, etc.)
- Your time of employment there (e.g., 1990–2001)
- Annual budget for the organization and your department
- Three specific achievements or accomplishments that were most meaningful to you while in each position
- Specific reasons why you left the previous job for the next job

NARRATIVE QUESTIONS

In order to give us a more complete picture of you and your interest in VEAP, please provide thoughtful responses to each of the following:

1. What is it about the mission of VEAP that attracts you to this position?
2. Tells us about 2 or 3 experiences in your own leadership development and professional experience that would translate to success in this role.
3. Looking back over your career and using this document as your guide, describe how your career/ministry experiences to date have prepared you for this position.
4. Over the course of your life, what have been your beliefs and involvement with the mission/service of social welfare and service to the working poor?
5. Give an example of either a significant partnership or major donor gift that you have been key or central in developing or acquiring. What role did you play?

REFERENCES (THEY WILL NOT BE CONTACTED WITHOUT YOUR PRIOR KNOWLEDGE)

- Three references from your professional life – preferably a significant manager, a peer, and a subordinate.
- Three personal references that can speak to your character and competency.

Submit these responses (in Word or .doc format) along with your resume/cv to:

Tony Kroening, Managing Partner
tkroening@simapartners.com
612.801.4136