



Opportunity Profile
Chief Executive Officer



9600 Aldrich Avenue South, Bloomington, MN 55420 952.888.9616

www.veap.org



VEAP (Volunteers Enlisted to Assist People) is the Twin Cities largest food pantry, providing access to healthy foods, financial assistance and other supportive services since 1974. Every year, VEAP distributes over four million pounds of fresh and healthy food to nearly 25,000 people in Bloomington, Richfield, Edina and South Minneapolis.

VEAP's team of social workers, community navigators and suburban poverty experts work directly with individuals and families to holistically address their needs, providing hope and stability. We guide those in our community on how to weather financial crises, such as a loss of housing or employment. Whether the hardship stems from a disability, job transition, or the financial and physical stresses of aging, VEAP has been helping our neighbors in need for nearly 50 years.

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

VISION: A thriving community where all are free to pursue their dreams!

VALUES: Compassion • Collaboration • Inclusion • Innovation • Responsiveness • Integrity



2021 HIGHLIGHTS: 4,031,112 pounds of food distributed • 20,316 individuals supported by our food programming • \$5,815,717 in financial assistance granted to community members in crisis • 4,323 people received help with rent, utilities, gas and other needs

VEAP'S PARTICIPANTS: 78% of those visiting VEAP in 2021 earned less than 100% of federal poverty guidelines. For a family of four, that's equal to less than \$28,000 per year. Fifty-three percent of VEAP participants were working either full-time, part-time or seasonally last year, but their wages simply weren't enough to make ends meet. Another 32% reported they were retired or unable to work because of health problems or disabilities. VEAP is humbled to meet this important need in the community and also advocates for systemic changes to move the needle on suburban poverty.

"VEAP is family: you've got the elders in the back, grandmas and grandpas, you got aunties and uncles and cousins and friends here, because they care about me. I come here and feel love."

-Lisa, Food Pantry participant

CULTURE Staff at VEAP deeply embody our core values of compassion and responsiveness, and act nimbly to community needs. Our team of 25 staff is mission-oriented, with a strong commitment to holistically serving the people who utilize our services. This commitment extends to our volunteer team of 1,500 people who support nearly every element of our operations each year. VEAP’s volunteers make up 28 full-time equivalent staff, effectively doubling our capacity and output.

FINANCIALS VEAP has excellent purchasing power with our food bank partners. In 2021, \$9.20 of every \$10 we received went directly toward our programs. FY 2021 expenses totaled \$17,124,242 with an operating budget of \$8.3 million. We maintain a healthy diversity of funding sources to promote the long-term longevity of our organization, and primarily generate income through philanthropic donations and government contracts.

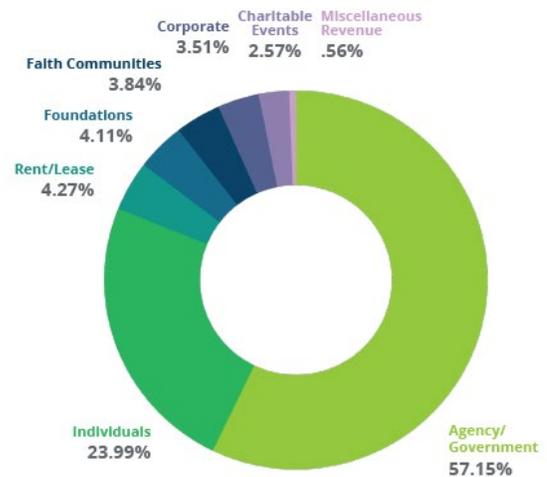
ASSETS

Cash and Cash Equivalents	\$2,901,476
Inventories	\$230,709
Accounts Receivable	\$2,003
Grants Receivable	\$590,932
Prepaid Expenses	\$52,743
Property & Equipment (net)	\$4,432,110
TOTAL ASSETS	\$8,119,973

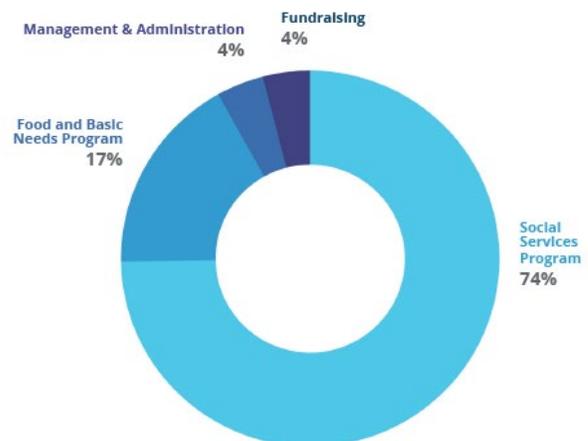
LIABILITIES & NET ASSETS

Total Liabilities	\$3,750,674
Total Temporarily Restricted Net Assets	\$100,000
Total Unrestricted Net Assets	\$4,369,299
TOTAL LIABILITIES & NET ASSETS	\$8,119,973

INCOME



EXPENSES



2022 BUDGET Operating budget for FY 2022 is \$7.8 million. VEAP presently maintains a healthy cash reserve, and is a financially prudent non-profit organization.

BOARD OF DIRECTORS VEAP’s governing body of directors meet on a bi-monthly basis. Leaders and professionals from many different sectors serve on the Board of Directors and provide active and engaged direction to our organization.

WORKING RELATIONSHIPS The CEO reports directly to the Board of Directors and attends all meetings. The current Board President, Ross Widmoyer, leads the 16-member Board, who make strategic and executive decisions regarding the direction of VEAP. The CEO also directly oversees an experienced and passionate leadership team which includes:

- Advancement Director
- Basic Needs Director
- Human Resources Director
- Operations Director
- Social Services Director
- Volunteer Director
- Finance Manager

POSITION OVERVIEW The CEO is responsible for the active direction, management and administration of VEAP, and serves as the face of our organization to the communities we serve. They are responsible for proactively developing and nurturing relationships with peer organizations, philanthropic donors and leaders in the south Hennepin County community to ensure VEAP remains an innovative and responsive organization.

The CEO will partner with the Board of Directors to provide directional clarity and to ensure an execution of VEAP's mission on all levels. They will inspire Board Members to commit to tangible actions, and will annually recruit new members whose leadership and experience advance VEAP's growth.

VEAP's CEO serves as the primary champion of our organization, engaging with elected officials, business leaders, key volunteers and faith communities to support our mission. They will resolutely pursue new relationships that strengthen VEAP's ability to realize our organization's vision, building forward movement and momentum with all stakeholders.

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

The next CEO will bring significant business and executive-level leadership experience to VEAP, developing upon and implementing a strong and sustainable financial plan for our organization. They will have a nuanced and experienced understanding of nonprofit fundraising, and will work directly with VEAP's Advancement team to offer sophisticated, strategic ideas to meet the growing needs of the community.

VEAP's CEO is a gifted communicator, able to effectively share the story behind suburban poverty and make clear the external pressures that drive people to seek support from our organization. They have an understanding of the long-term solutions needed to build the

vibrant and thriving community we seek to cultivate, and the ability to clearly communicate those solutions to the public.

QUALIFICATIONS The ideal candidate will demonstrate the following:

- Strong non-profit leadership and management experience with extensive knowledge in the areas of food insecurity, housing and related social services OR proven corporate leader with the drive to transition into a non-profit role with all of its unique opportunities and realities
- A professional and personal commitment to VEAP's [mission, vision and values](#)
- Graduate-level degree in a related field consistent with VEAP's primary mission, or an MBA and business experience in leading an organization greater than the current size and scope of VEAP is desirable
- Experience working with under-resourced or vulnerable populations, including people from diverse, racial, ethnic, and economic backgrounds and an affinity, identification, or deep understanding of the complexity of suburban poverty
- A strong connection to the communities VEAP serves

SUBMISSION PROCESS Inquiries and submission of resume/CV, narrative questions and references may be directed to Tony Kroening, Managing Partner:
tkroening@simapartners.com

Please ensure all submissions include information on all positions held in the last ten years, as well as the annual budget for each organization and the department in which the candidate was employed.

Candidates are asked to thoughtfully respond to the following narrative questions as part of their submission:

NARRATIVE QUESTIONS

1. What most resonates with you when considering VEAP's mission and vision?
2. Describe two or three experiences in your own leadership development and professional experience that would translate to success in this role.
3. How have your career trajectory and past leadership roles prepared you for this position?
4. VEAP holds a deep commitment to ensuring equity and social justice for the communities we serve. Tell us about your past experience in leading solutions that build fairer and more just communities.
5. Please share an example of either a significant partnership or major donor gift that you have been key in developing or acquiring. What role did you play?

REFERENCES *(Note they will not be contacted without your prior knowledge)*

As part of your submission, please include three references from your professional life: preferably a direct manager, a peer, and someone you have supervised. Please also include three personal references who can speak to your character and leadership competency.

To apply, please submit entire package of noted items above in .pdf or .doc format to:

Tony Kroening, Managing Partner

tkroening@simapartners.com

612.801.4136