Greenline Housing Foundation

Director of Fund Development

Reports to: Chief Executive Officer
Status: Full-time, exempt
Date: October 1, 2026
Location: Hybrid (In-person, Pasadena, CA / Remote)

About Us

Founded in 2020, Greenline Housing Foundation is a Pasadena, CA-based housing nonprofit with a mission to close the racial wealth and homeownership gaps, and reverse the effects of systemic racism in housing that have occurred through practices such as redlining and other forms of legal housing discrimination. This mission is achieved in three ways: Homeownership Access through down payment grants and real estate development for a pathway to homeownership; Homeownership and Community Preservation through estate planning, legal services, and home maintenance grants; and financial education.

Rooted in its identity is a spirit of community. Greenline prides itself as functioning more as a family member to homeowners, not a transactional organization. From the top-down, everyone at Greenline shares this ethos. Since the 2025 Eaton Fire, Greenline has become one of Altadena's most trusted community partners, providing crucial interim housing, gap financing for property owners rebuilding their homes, and launching a land-banking initiative that keeps Altadena land in community hands rather than in the hands of speculative developers. In the year following the fire, Greenline's revenue grew dramatically from $785k to nearly $6M – the vast majority for fire recovery. Greenline expects to continue this growth rate in the foreseeable future while also refining and growing its pre-Eaton fire grant-making operations.

Position Summary

The Director of Fund Development leads Greenline's efforts to build a sustainable philanthropic model for the organization - one that increases private revenue, strengthens donor engagement, and positions Greenline for long-term financial resilience. Greenline has experienced significant revenue growth and has established key relationships with institutional funders, and therefore the organization is in need of someone with the vision and qualifications to build a department and leverage existing funder relationships while cultivating and building new ones. This role is a **builder** who will be inheriting an established program and $6,000,000 budget, and will have the opportunity and responsibility to establish a development team over the next 2-4 years to effectively meet revenue goals. This role combines strategic and entrepreneurial leadership, direct revenue generation, grant writing, donor and institutional relationship management, and campaign execution.

Recognizing that fund development is a team effort, The Director of Fund Development serves as a key partner to the CEO and Board of Directors, who **together** will drive fundraising strategy, lead major gift cultivation and solicitation, and cultivate a culture of philanthropy across the organization. As a member of the leadership team, the Director of Fund Development works in close collaboration with operational, program, finance, and communications staff to align all development activities with Greenline's strategic and programmatic priorities.

Responsibilities

Fundraising Strategy, Revenue Accountability, and Funding Diversification

- Develop and implement a comprehensive, multi-channel fund development plan to grow individual, corporate, foundation, and planned giving.
- Establish and achieve annual fundraising goals and contribute revenue targets as approved by the CEO; maintain accountability for meeting those targets.
- Establish and monitor clear fundraising performance metrics, forecasting practices and accountability systems to monitor pipeline health and evaluate effectiveness, adjusting strategy as needed to meet or exceed revenue goals.
- Partner with the CEO and Board to align fundraising strategy with organizational priorities and program needs.

Major Gifts and Donor Stewardship

- Along with the CEO, establish clear definitions of major gifts, including transformational and leadership-level donations, and personally cultivate, solicit and close gifts at each level.
- Manage and grow an existing $6,000,000 portfolio comprised of major donors and institutional funders, by providing individualized engagement, recognition, and stewardship strategies.
- Develop and execute strategies for donor upgrades, retention, and moves management across all giving levels.
- Oversee donor stewardship across the full donor pipeline to ensure meaningful, timely engagement and long-term loyalty.
- Establish and provide leadership and/or support for donor cultivation activities including meetings, site tours, and cultivation events.

Strategy Development

- Prospect Research and Pipeline Development:
    - Develop strategy for later implementation to identify, research, and qualify new individual, corporate, and foundation donor prospects; with strategy to include ways to leverage wealth-screening tools, board networks, and community intelligence to identify opportunities.
- Planned Giving:
    - Develop a planned giving strategy for later implementation, to build long-term philanthropic sustainability for Greenline, including exploring potential partnerships with legal and financial advisors, as appropriate, to support donors in completing planned gifts.

Institutional Giving and Grant Management

- Research and pursue foundation, corporate, and where applicable, public funding grant opportunities aligned with Greenline's evolving programs and community impact.
- Oversee grant proposal development, grant-writing, and reporting in collaboration with program and finance staff.
- Maintain strong relationships with foundation officers and institutional partners.
- Execute and oversee accurate and timely grant reporting and compliance with all funder requirements.

Fundraising Events, Campaigns, and Donor Appeals

- Develop and provide strategic oversight of all fundraising events, ensuring they support revenue goals, donor engagement, and stewardship objectives.
- Lead annual fundraising campaigns, appeals, and giving initiatives, including online and direct-mail programs.
- Develop and execute special campaigns or initiatives to support program transitions and organizational priorities.
- Oversee all development-related donor communications in collaboration with the Communications Team to ensure mission-centered, consistent messaging.
- In collaboration with the Creative Team, integrate program data and impact metrics into storytelling to enhance donor engagement, public awareness, and case-making, ensuring consistent messaging across platforms.

Community Engagement and External Representation

- Represent Greenline in the community at civic, philanthropic, and corporate events, where applicable, to increase organizational visibility and philanthropic support, articulating Greenline's mission and impact with clarity and passion.
- Build and maintain relationships with community leaders, corporate partners, and philanthropic stakeholders.
- Leverage external relationships to identify and cultivate new donor prospects and partnership opportunities.

Education and Experience

- Bachelor's degree in Business, Communications, Marketing, Nonprofit Management, or related field required.
- Minimum of 5-8 years of progressively responsible nonprofit fundraising leadership experience, including special events and grant-writing, with demonstrated success in building and executing comprehensive fundraising strategies; experience working in a housing organization preferred.
- Demonstrated ability to personally cultivate, solicit, and close significant gifts, including transformational or leadership-level donations.
- Experience managing a comprehensive development program including major gifts, planned giving, grants, events, and campaigns; management or leadership experience preferred.
- Experience partnering effectively with executive leadership, board members, and external stakeholders in fundraising strategy, donor cultivation, and gift solicitation.

- Master's degree or CFRE (Certified Fund Raising Executive) designation preferred.
- Familiarity with the Los Angeles County philanthropic landscape, corporate giving environment, institutional funding ecosystem and public housing funds.
- Experience in housing, community development, human services, economic development, education, or similarly complex nonprofit sectors.
- Experience fundraising in support of real estate development, capital projects, and/or community-based initiatives.
- Strong understanding of nonprofit fundraising regulations, donor stewardship practices, gift compliance, and ethical fundraising standards.

Knowledge, Skills, and Abilities (Qualifications)

- Passion for and commitment to Greenline's mission
- Strong understanding of fund development strategy, donor engagement, grant-writing, and revenue generation; strong, collaborative donor-centered ethos
- The ultimate level of professionalism, discretion, maturity, integrity, and confidentiality
- Proven ability to personally close major and transformational gifts
- Ability to think creatively and strategically, while executing tactically
- Strong interpersonal skills to interact effectively and professionally with a diverse staff, community leaders, board members, prospects, donors, and volunteers
- Significant emotional intelligence; ability to "read the room"
- Strong analytical skills with ability to use data to drive decisions
- Excellent written and verbal communication skills
- Strong organizational and project management skills
- Ability to manage multiple priorities and meet deadlines in a fast-paced work environment
- Proficiency with donor databases, CRM platforms (e.g. Salesforce, Bloomerang, etc.), wealth screening tools (such as iWave), Google Suite, Microsoft Office, fundraising reporting tools, and project management software (Slack, Asana)

Benefits

- Full employee medical, dental, and vision benefits
- 403b plan with employer match
- Flexible hybrid work schedule
- Discretionary vacation days
- Paid sick time - 40 hours/year
- Compensation range: $150,000-$170,000 depending on experience

Send resume and cover letter to careers@greenlinehousing.org