



# Executive Director

## LA MAIDA PROJECT

La Maida Project (LMP) is a nonprofit addressing the mental health crisis by empowering organizations to adopt an ecological approach to healing that improves the mental health of their teams and those they serve.

## UNIQUE APPROACH

LMP achieves its mission through experiential education and training in La Maida's unique Ecological Model. Grounded in neuroscience, psychology, and public health, the LMP Ecological Model is based on preventative, upstream solutions that are being expressed in real-world projects and programs. Uniquely, LMP's Ecological Model asserts that mental health is best realized in settings of communal support and thus works with organizations to transform them into mental health supporting ecosystems.

## WHY LA MAIDA PROJECT

In a context of decreasing community connection, rates of mental illness are growing at a staggering pace in the U.S., and people of all ages and demographics are suffering. Nonprofits that support their communities in combating this trend are experiencing high rates of burnout and turnover. There is an increasing demand for mental resilience and well-being solutions among leaders, frontline staff, and care workers.

## DESIRED OUTCOMES

At the Organization Level:

- ▶ Improved workplace culture as evidenced by increased number of resources, support and tools, education around mental health for the organization's employees/team;
- ▶ Improved staff mental health measured as rigorously as possible in a given partner org/LMP capacity, e.g. metrics of improved retention, surveys of job satisfaction, or mental health scores on standardized surveys.

At the Level of Communities Served by the Organizations:

- ▶ Increased resources, support and tools, and education around mental health for the organization's constituencies/communities.
- ▶ Improved mental health of constituencies measured as rigorously as possible, e.g. self-report, standardized PHQ mental health survey, and/or data like reduced restraints/meds (e.g. McKinley), reduced truancy (if school), etc.

## OUR IMPACT

In 2023, we reached over 15,000 individuals through public awareness and campaigns and educated over 100 individuals. More than \$575,000 was raised through individual contributions and grants and more than \$90,000 was earned through workshops and programs.

Our experiential education programs range from individual workshops to multi-session professional training in which we've reached and educated over 1,000 professionals, educators, community leaders, and health care professions.

## STRATEGIC PRIORITIES

In 2024, La Maida Project will continue to deliver our existing workshops and programs while we roll out our new programming. We will utilize evaluation data to assess effectiveness and outcomes, and continue to refine and adapt our curriculum. The following four strategic objectives are aimed at supporting LMP's continued growth, impact and scalability:

1. Expand programmatic audiences in diversified settings that include youth, educators, parents, and caregivers
2. Increase number of no-cost program offerings for lower income populations at higher risk for adverse health outcomes
3. Influence policy and practice through data sharing and strategic partnerships
4. Increase operating budget by bringing in additional grants and foundation funding, individual donor gifts, and service revenue

## ABOUT THE EXECUTIVE DIRECTOR POSITION

The Executive Director will have overall strategic and operational responsibility for LMP's staff, programs, expansion and execution of its mission, leading business decisions to drive organizational growth and results. The Executive Director will also play a leading role in fundraising and communications, serving as the key liaison for all major donors and spokesperson at events and conferences. LMP's Board of Directors, which includes its founders, includes well-known and high-profile leaders in several fields, and the Executive Director must be proficient partnering with and leveraging this board to strategically grow the organization.

## KEY RESPONSIBILITIES

### Leadership and Management

- ◇ Lead LMP's vision, mission, and staff to ensure mission alignment and maximum impact
- ◇ Develop and execute LMP's short and long-term strategic plans, including correlating fiscal plan and budget
- ◇ Build, develop, and manage staff and consultant teams across operations, programs, development, and marketing
- ◇ Standardize/formalize management systems, including through implementing clearer KPIs for organizational and operational goals
- ◇ Evaluate and enhance the organizational structure and capacity to ensure optimal performance now and in the future

### Board Partnership

- ◇ In collaboration with the Executive Committee, set agendas for and attend board meetings that strategically leverage the insights and expertise of Board members
- ◇ Nurture partnerships with the Board of Directors, and provide each board member with the resources, information, and training necessary to be organizational ambassadors;
- ◇ Actively engage with key Board committees to meet shared goals
- ◇ Of note, LMP welcomes a new ED recruiting new board members, and the ED will be a part of ongoing board recruitment

### Financial Performance & Viability

- ◇ Provide strategic counsel to the Board on the financial position of the organization;
- ◇ Develop and manage an annual budget of approximately \$1 million in alignment with the strategic plan to develop a long-term sustainable business model, effectively allocating resources to ensure exceptional programming
- ◇ Work with staff and the contract accounting firm to ensure: timely and accurate monthly financial reports to the Board (including progress against plans/budgets); and accurate tracking of grants/funds and reporting on fund allocations, as required

### Fundraising and Communications

- ◇ Lead LMP's fundraising efforts, including by inspiring the Board, to create and execute a fundraising strategy based upon current trends for a large, sustained base of annual mid-level and major individual donors
- ◇ Develop and maintain ongoing relationships with donors
- ◇ Secure financial support from foundations and corporations
- ◇ Identify partnerships and collaborations with organizations and platforms that drive critical philanthropic support and are aligned with LMP's values
- ◇ Develop annual impact report
- ◇ Engage in marketing and public relations on behalf of the organization, including but not limited to attending and hosting fundraising events, a presence at key program kick-off events, and speaking with reporters, donors, and community members representing La Maida Project

## QUALIFICATIONS

This is an extraordinary opportunity for an individual with non-profit and/or corporate leadership experience to lead and grow La Maida Project to achieve new, innovative opportunities for scalability, impact, and broader systems change in the mental health space.

### Skills

- ◇ Degree in a field relevant to LMP, with 5+ years of senior management experience in the nonprofit sector
- ◇ Deep and demonstrated knowledge of mental health and its delivery systems, especially in the nonprofit space
- ◇ Past success working with a Board of Directors with the ability to cultivate existing board member relationships
- ◇ Demonstrated experience in development/fundraising and a network reflecting an ability to maintain donor relationships
- ◇ Sales & marketing expertise to scale programs and cultivate key strategic partnerships
- ◇ Demonstrated excellence in organizational, managerial, and communication skills
- ◇ Financial competency and proficiency in developing and tracking budgets as well as understanding non-profit accounting and financial documentation
- ◇ Identifying need for risk management tools and assessments, including liability insurance needs for Directors and Officers, staff members including contractors, volunteers, and the organization
- ◇ Experience with legal governance of nonprofit organizations
- ◇ Experience in presenting/speaking to a variety of audiences, including philanthropic audiences, in-person and virtually, including by using presentation software such as google suite and canva
- ◇ Strength in hiring, recruiting, managing, developing, coaching, and retaining individuals and teams, empowering them to elevate their levels of responsibility, span-of-control and performance

LMP cares deeply about the culture and integrity of our team and work. We are looking for an individual to join our team who is aligned with our mission and values and who is poised to lead programs that make a sustainable and scalable impact in the way people understand and address mental health.

