

Vice President for Advancement

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About Both Ends Believing

Somewhere in the world tonight, a child is living in an institution with little chance of finding a permanent family—not because a family does not exist, but because the system lacks the information and infrastructure needed to connect them.

Both Ends Believing exists to change that.

Powered by Children First Software (CFS) and a growing global network of government, NGO, and childcare partners, BEB moves children out of institutions and into loving families, transforming child welfare worldwide.

Developed in partnership with Tyler Technologies, CFS is the first technology platform specifically designed to help governments and child welfare systems identify vulnerable children, develop permanency plans, reunify families, recruit and qualify caregivers, and accelerate the placement of children into family-based care. What began as a solution to child invisibility has become a catalyst for systemic change.

Today, CFS operates in 20 countries, with more than 81,900 children registered and over 16,500 children placed into families through reunification, kinship care, foster care, and adoption. Every child made visible creates the opportunity for action. Every placement creates the opportunity for transformation.

The impact extends far beyond individual children. By providing governments with real-time child welfare data, helping institutions transition from long-term care to family placement, and connecting children, families, caregivers, and decision-makers through a common platform, BEB is building the digital infrastructure that helps nations move children from institutions into families at scale.

The opportunity ahead is extraordinary. Millions of children around the world remain invisible to the systems designed to protect them, while governments and institutions often lack the tools needed to help them find permanent families. Through transformative partnerships, innovative technology, and a growing global network of leaders committed to reform, BEB is helping countries build child welfare systems that prioritize permanency over institutionalization.

Their North Star is simple but ambitious: every child in a permanent, loving family. They believe the greatest child welfare challenge of our generation is not discovering what works—it is accelerating what works. BEB exists to help nations do exactly that, so that more children grow up where they belong: in families.



The BEB Approach



Make every child visible, their data actionable.



Turn institutions into placement centers.



Create cultures of domestic adoption.



Prepare youth for adult success.



Lay the groundwork, then accelerate.

BEB's Model of Change

BEB believes systemic change in child welfare begins with making every child visible and ends with every child in a family. Their Model of Change builds that pathway.

KNOWN & PROTECTED

Children are first made known and protected, then institutions are re-missioned, families are mobilized, older youth are prepared for adulthood, and progress is measured in real time through the CFS Dashboard. The goal is simple but profound-more children growing up safe, loved, and home.

GROUNDED IN EXPERIENCE

This model is not academic theory but grounded in BEB's front-line experience and the efforts we and our partners have seen work and expand in more than 20 countries over the past decade

HOME IN LOVING FAMILIES

While too many children still live in institutions and too many families wait too long, the evidence shows this challenge can be met-and more children can grow up known, protected, and home in loving families.

5 million children grow up in institutions, instead of families. **Their stories are unknown and unfinished.**

Without family, they face increased risks of trafficking, exploitation, and lifelong trauma. With only scattered, paper-based records, they are invisible to the systems meant to protect them.



1,443

Childcare institutions using CFS

16,578

Children have been placed in a family in active countries

81,900

Children records have been digitized since the start of CFS



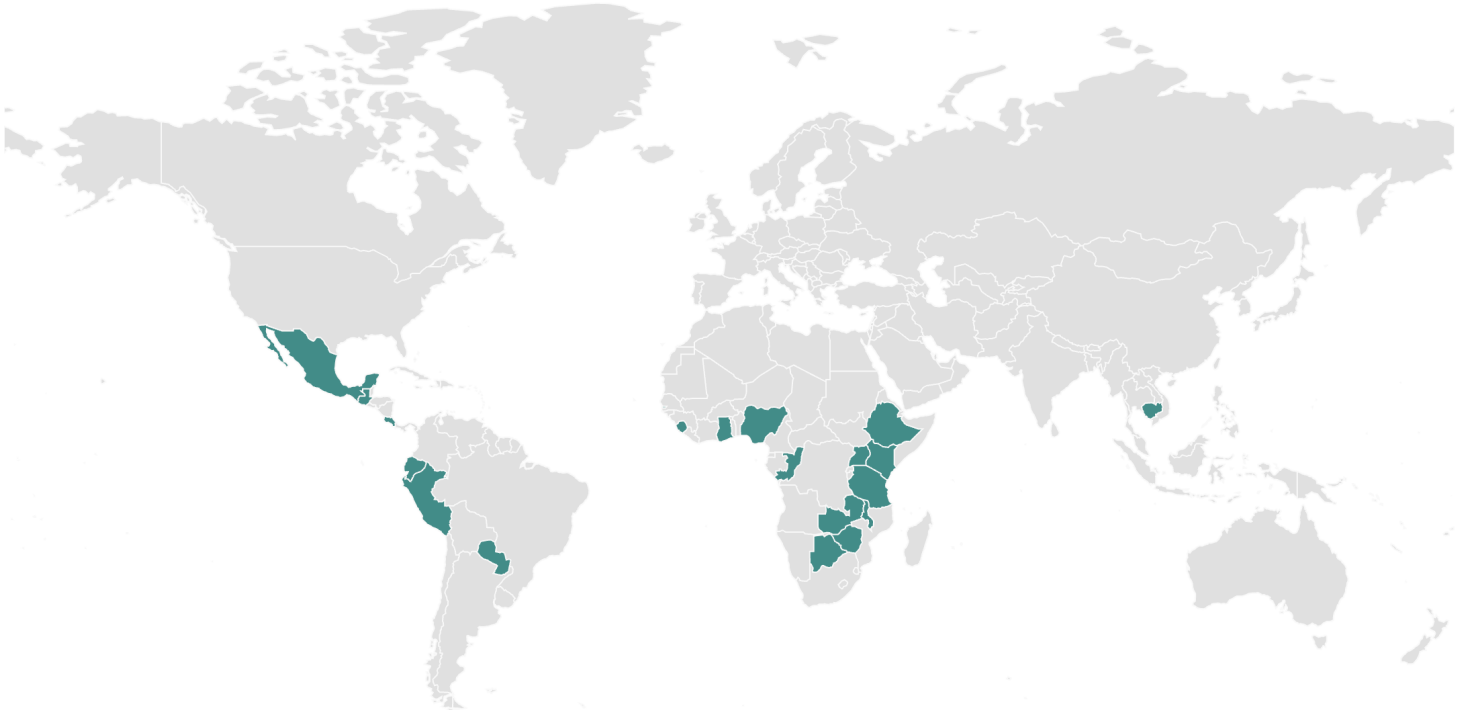
The Opportunity

The next chapter for Both Ends Believing includes building the philanthropic engine to leverage their growing global impact.

The VP for Advancement will step into a program that has momentum, but one that still has significant architecture left to build. A mission that resonates deeply with high-capacity donors. A CEO who is an active, committed partner in the work. A board ready to invest in advancement infrastructure. And a donor community that is motivated, growing, and waiting to be led.

The VP for Advancement will bring expertise to build a program worthy of this mission, the discipline to turn early momentum into something durable, and the conviction to see this work of moving children from institutions into families as more than a job.

In 2025, BEB brought Childrens First Software to *five* new countries, including its first expansion into Asia.



Key Duties & Responsibilities

The Vice President for Advancement reports directly to the President and CEO and serves as the primary architect of BEB's philanthropic growth strategy. This leader will work closely with the leadership team to build donor relationships, develop a major-gift community, and provide strategic direction over BEB's communications and marketing efforts, ensuring they are fully aligned with and in service of the advancement program.

- Develop and implement a comprehensive advancement strategy with immediate emphasis on major and principal gift development ($10,000+ and $100,000+ annually), with a longer-term commitment to expanding the annual donor base
- Draft and refine BEB's formal Case for Support — a concise, aspirational document that defines organizational priorities, funding goals, and the three-year growth plan for internal alignment and donor-facing communications
- Build and lead BEB's major donor society, creating a community of philanthropic partners who are systematically and personally cultivated, solicited, and stewarded
- Establish and chair a Council for Philanthropy — a select group of major donors who extend the organization's relational reach and help recruit new philanthropic relationships to BEB's mission
- Carry a personal portfolio of major and principal donor relationships, actively managing cultivation, solicitation, and stewardship in partnership with the CEO
- Design and execute an annual donor communication and engagement calendar that includes personal outreach, strategic events, impact reporting, and year-end giving campaigns
- Partner with the CEO to establish a visible and authentic culture of philanthropy across the leadership team and board, including securing 100% personal participation in giving
- Build and maintain disciplined development systems including a CRM-based donor database, pipeline reporting, gift acknowledgment protocols, and performance tracking
- Develop messaging clarity around BEB's dual impact story — systemic child welfare reform and individual child placement — ensuring that donor communications are compelling, consistent, and strategically targeted
- Evaluate geographic market focus for donor acquisition and cultivation, with near-term emphasis on the Dallas-Fort Worth area while building toward broader national reach





Leadership Profile

The right candidate has built or significantly advanced a major gift program, moving it from modest beginnings toward institutional strength, from donor maintenance to donor growth, and from activity-based advancement to accountable, outcomes-driven development. They are a skilled relationship builder who understands that the work of donor development is fundamentally personal, and that meaningful philanthropy is cultivated through trust, consistency, and belief in the mission.

BEB's donor community is largely drawn from individuals and families who view their giving as an expression of faith and purpose. People who believe that placing a child in a safe and loving family is Kingdom work. The VP for Advancement must share that conviction, one that aligns with the way BEB's donors think about generosity, stewardship, and calling.

They can also translate a complex global mission into personal, compelling conversations that move donors to action. Moving with equal fluency between macro storytelling (systemic child welfare reform across 20 countries) and micro storytelling (one child, one family, one transformation).

Major Gift Expertise

The VP for Advancement brings a demonstrated personal record of cultivating and closing five - and seven-figure gifts. They understand the relationship-centered work of principal-level philanthropy and are not deterred by long cultivation timelines or complex donor dynamics. They have built or managed portfolios and can work systematically across stages of identification, cultivation, solicitation, and stewardship.

Organizational Builder

This is not a role for someone who prefers to inherit a mature program. The VP for Advancement will be building structure, culture, and strategy in an organization that has meaningful momentum but still requires significant architectural investment. They are energized by the act of creating, organizing, and implementing. They bring the discipline to translate entrepreneurial energy into durable, repeatable processes.

Strategic Communication

The VP for Advancement will bring clarity to BEB's donor-facing message. They can distill a complex global mission into a focused, inspiring Case for Support and can move fluidly between the organization's systemic impact and its deeply human stories in ways that resonate with donors at every level.

Partnership with the CEO

The VP for Advancement and the President of BEB will function as partners in the development enterprise. The ideal candidate welcomes that dynamic. Coaching the CEO on donor engagement, preparing him for key conversations, and serving as the strategic mind behind a joint philanthropic effort that draws on the visibility and credibility of organizational leadership.



Required Qualifications

- Demonstrated track record of cultivating and closing major and principal gifts ($10,000–$1,000,000+) as the lead relationship holder and solicitor
- Experience building or materially advancing a major gift program in a nonprofit or mission-driven organization
- An authentic Christian faith and personal alignment with the conviction that this work of moving children into safe and loving families has Kingdom significance
- Strong organizational and systems instincts, able to create the infrastructure (CRM, reporting, cadence, communication) of a professional advancement operation
- Experience working in close partnership with a CEO or senior leader to advance philanthropic goals
- Excellent written and verbal communication skills, including the ability to write compelling donor-facing materials, cases for support, and stewardship reports
- Minimum of 7–10 years of experience in fundraising or major gift development
- Bachelor's degree required



Location

BEB's home base and primary donor market is the Dallas-Fort Worth metroplex. Candidates residing in or willing to relocate to the DFW area are strongly preferred. Some domestic and occasional international travel will be required.

Applications & Nominations

Applications and nominations will be received until the position of Vice President for Advancement is filled. To apply, please submit a resume to Jen Tozier: jtozier@carterbaldwin.com

Nominations, confidential inquiries, and questions concerning this search may be directed to:

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