

# MACKINTOSH ACADEMY BOULDER



## **PROSPECTUS**

LEADERSHIP OPPORTUNITY - DIRECTOR OF DEVELOPMENT

# MACKINTOSH ACADEMY

## ORGANIZATION MISSION HISTORY

Mackintosh Academy was established as a nonprofit independent school in 1977 by Eve Mackintosh, an influential leader in gifted education in Colorado. The Academy now has two campuses, one in Littleton and our campus in Boulder that opened its doors in 2011. Mackintosh Academy - Boulder (Mack Boulder) has two divisions, Lower School (K-5), and Middle School (6-8), that serve 155 total students with 40 faculty and staff. Mack Boulder operates with a highly supportive, independent Board of 15 Trustees.

Mackintosh Academy's mission is to nurture the keen minds and compassionate hearts of the gifted child in a responsive and caring community of learners. Our students mature into confident, healthy human beings inspired to contribute to a world that needs them. In addition to being Colorado's first independent school for gifted learners, it is Colorado's only independent school that's an authorized International Baccalaureate (IB) school with both a Primary Years Programme (PYP) for K-5, and Middle Years Programme (MYP) for 6-8. As an authorized IB World School, Mackintosh Academy's mission also aligns with the IB program's mission, "to create a better world through education."



KEEN  
MINDS



COMPASSIONATE  
HEARTS



GLOBAL  
ACTION

# BUSINESS OPERATIONS SPECIFICS

While the story of Mackintosh Academy comes to life through our students and our staff, numbers fill in some important details about our operation:

- \$4.3 million annual operating budget, 78% from tuition, 17% from donations, and 5% from other sources
- \$555,000 provided annually in tuition assistance to students + \$196,000 provided annually to cover tuition for Mack Scholars
- \$800,000 achieved of cash reserve goal of \$1,000,000 (as of 6/30/21)
- Three clean audits achieved in past three fiscal years since establishing financial independence from Littleton (prior to that partnered in eight previous clean audits)

Additionally, we have developed strong supports for our highly talented and committed educators and staff members that set Mackintosh Academy apart:

- Faculty/staff wages place them among the highest paid independent schools educators in our local area.
- Faculty/staff have a 401K featuring a “double down match” benefit (ie: 3% employee matched by 6% employer, 5% matched up to 7%)

***“Our family loves Mack because alongside hiring incredibly wonderful teachers who are GREAT at what they do - they hire quality people who enrich my daughter on a human level.”***



## OTHER GOALS AND SPECIFICS

We currently serve approximately 155 gifted students and 115 families. We also serve a number of Boulder-area students who attend after-school programs on our campus and regularly hold community events for local educators, clinicians, and families. Mack Boulder's **impact** stretches beyond our campus to be a resource that further serves gifted and creative students across Boulder Valley – no matter what school a child attends.

As innovations in gifted education often influence practices in mainstream classrooms, we seek to be education leaders in viewing students through a **new lens**: the lens of their gifts and strengths, seeing them as caring community members and creative contributors. We believe this view of children will enable us to be a transformative voice on the education landscape in Boulder and beyond.

Although it may seem counterintuitive, gifted students are among the most **underserved and at-risk** students in the U. S. education system. Budget cuts to gifted programs and the focus on meeting basic proficiency goals mean that high-potential students, especially those of color or with few economic resources, often do not have their intellectual, social and emotional needs met in the classroom. In addition, many gifted children go under-identified when language barriers, socio-economic factors, or learning differences mask a child's true capabilities.

With 3,000+ Boulder students identified as gifted and a population that is highly educated and entrepreneurial, **Boulder County is an optimal fit** for Mackintosh Academy's unique educational model.

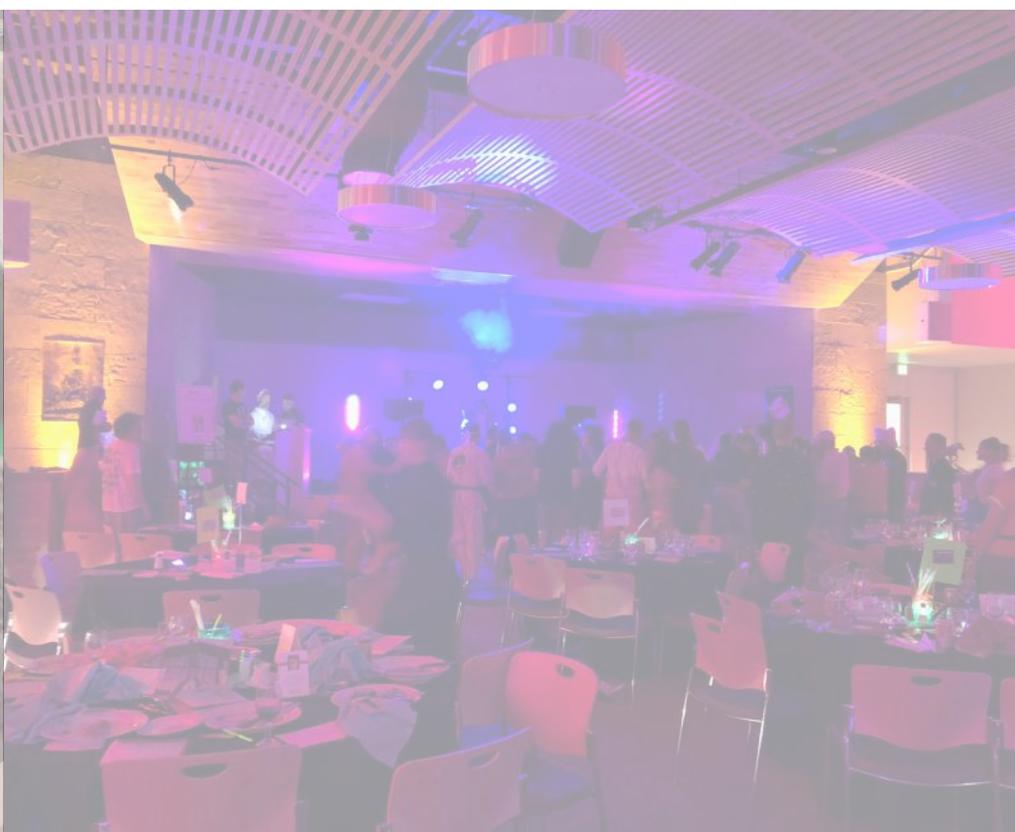
As the only independent school for gifted students in Boulder Valley, we reach as **diverse a population** as possible and offer the **highest percentage of financial aid** to qualified families among independent schools in our area.

With our strong institutional history, proven track record in educating gifted students, and families and educators who are passionately committed to our mission, we believe Mackintosh Academy is the **leader** in Boulder in providing an education that is intellectually challenging, encourages creativity and innovation, and is child-centered: nurturing the unique genius of every child so that they can contribute to a world that needs them.

# POSITION OVERVIEW

Reporting to and working in concert with the Head of School, the Director of Development provides leadership, and day-to-day planning, coordination and execution of all fundraising and donor volunteer management at Mack. The Director of Development provides strategic direction for the School's advancement and external relations efforts, including establishing and implementing an overall advancement strategy; ensuring annual goals are met; implementing and managing all fundraising initiatives including special events, annual giving, and special projects; and preparing for a capital campaign in its early stages. The Development Director additionally provides leadership for all relevant marketing and outreach efforts supporting both admissions and development efforts.

The Director of Development expands and diversifies Mack's donor base and pipeline by coaching and partnering with the Head of School, staff and faculty members, the Board of Trustees (with supporting committees and task forces), committees, parents, and other ambassador groups. The Director of Development confidently and charismatically builds and deepens donor relationships, local connections and civic partnerships. This position helps creatively elevate the brand, inspires the community and represents the organization. The Director of Development plays a critical role in the future success and expanded impact of Mack Boulder.



# OPPORTUNITIES FOR IMPACT

The incoming Director of Development will have the opportunity to make a significant impact on our operations and our ability to deliver on our core mission. Some of these opportunities include:

- Work and partner with an entrepreneurial, future thinking Head of School to further grow and strengthen Mack and its philanthropic culture. Be part of a nimble, action-oriented leadership team that is curious, committed to excellence, and innovative.
- Strengthen our annual fund. We currently raise about \$225,000 each year with 100% participation from the Board, staff, faculty and parents, and we are poised for significant growth in this area.
- Grow our major gifts program to support special initiatives such as The Orchard Center.
- Identify and implement innovative fundraising programs and events to supplement and/or complement the regular auction. The spring auction currently raises around \$225,000.
- Develop and implement an effective planned giving program.
- Partner with the Board of Trustees to support its Development Committee and Investment Task Force.
- Build a culture of philanthropy across the school community that is healthy and lasting.
- Plan and execute an effective, future \$5-6 million capital campaign in partnership with the Head of School, the Board of Trustees, and others.
- Enhance the brand of Mack Boulder with a variety of stakeholders locally and regionally.

Mack Boulder has several broader plans for the next few years in which the Development Director will play a significant role:

- Expand and brand remote learning programming (ie: Mack Without Walls) to serve additional families.
- Support the growth of The Orchard Center (our “school within a school”) program to support gifted learners with dyslexia. After the initial launch, we will work to expand the reach of the program to include remote teaching, and the strengthening of a public facing testing center.
- Support the development of summer professional development conferences at Mack that will attract educators from around the country (expected launch summer 2023).
- Establish endowed, or cash-term donations to support faculty and staff, professional development, and tuition assistance/scholarship funding, and facility expansion.

# THE MACK BOULDER CULTURE

People who thrive at Mack Boulder find their values and personal attributes align with these key features of our culture:

- Mack Boulder is a school for and about children. All our decisions have a child at the center, and we each value regular opportunities to be with and learn from the students at the school.
- We are infinitely patient and curious. Students, teachers, staff members, board members, parents regularly ask, “Why” and expect others to do the same. Education is all about asking questions and understanding the world in new ways, and we practice that thinking every day in all our efforts.
- Having a keen sense of humor and an openness to interacting regularly with people who are interesting, quirky, compelling, and service-minded are essential to success at Mack Boulder.
- We take a lot of pride in our work, we demand excellence from ourselves and each other, we exhibit consistently strong ethics, and we are committed to our efforts to educate children who can make the world a better place.



## WHAT DOES IT TAKE?

Qualified candidates for the Director of Development position will exhibit these leadership skills and characteristics:

- Demonstrates clear commitment to the mission of Mackintosh Academy and its approach to education.
- Shows independence, enthusiasm, high self-esteem, and a sense of humor.
- Demonstrates honesty, reliability, confidentiality, and strong integrity - takes pride in quality work consistently.
- Demonstrates strong attention to detail with a proven ability to keep focused on big picture and long-term goals.
- Is a strategic, pragmatic, and creative thinker.
- Demonstrates empathy and compassion.
- Employs an open and collaborative management style.
- Models perseverance.
- Demonstrates exceptional time management skills.

# QUALIFICATIONS AND EXPERIENCE

The ideal Director of Development is highly competent in their role as a fundraiser and manager, while maintaining a collaborative working style. They are self-directed and able to thrive in a dynamic and entrepreneurial environment. The Director of Development brings an awareness of industry best practices and the flexibility to integrate new procedures into organizational culture. They also bring the ability to educate and positively engage other staff and volunteers in the implementation process with a sense of humor and warmth that reflects the culture of the school.

The successful candidate possesses experience in development or advancement leadership roles with demonstrated expertise in fundraising, marketing, admissions, and the process of growing related systems. They need experience in planning and implementing fundraising campaigns and events which require excellent organizational skills, clear and effective communication skills, and well-honed listening skills.

Qualified candidates should possess:

- The ability to think strategically, to manage change, and to take intelligent risks in a complex environment.
- The credibility to represent the School.
- The ability to gain the respect of donors, School committee members, parents, faculty, and other colleagues.
- Passion and appreciation for data tracking, data-driven decision making, and the power of marketing (social media & digital story telling) to strengthen community and fundraising.

Candidates need a high level of energy, a balanced sense of urgency, and the intellectual capacity to partner effectively with a visionary Head of School.

## **Credentials and Experience:**

- Significant experience (at least 7+ years) preferably for not-for-profit development role, including management experience.
- Proven track record in fundraising and sophisticated understanding of the fundamentals of annual giving, capital fundraising, and the relationship between the two.
- Tangible experience of cultivating and expanding existing and new donor relationships with a focus on individual giving.
- Outstanding communication skills, especially writing and public speaking.
- Strong organizational skills, including great attention to detail.
- Strong commitment to diversity, inclusion, and school culture.
- Ability to create sophisticated reports and to analyze and synthesize data to maximize the development program's effectiveness.
- An undergraduate degree from an accredited institution is required with a strong preference for an advanced degree.
- Proficiency/experience with donor CRM database systems, social media (Facebook, Instagram), Google Suite/ Microsoft Office, graphics creation (InDesign, Illustrator, Photoshop), and email software (Constant Contact) preferred.
- Able to work occasional evening and weekend hours for meetings and events, as appropriate.

# COMPENSATION

In accordance with independent school guidelines and local market conditions, the salary range for this position is \$95,000-\$110,000 depending on skills and experience. Full time employees of Mackintosh Academy - Boulder also have access to a comprehensive benefits package that includes robust healthcare, dental, vision, retirement, and generous paid time off.

# HOW TO APPLY

Qualified candidates are encouraged to apply as soon as possible by sending a cover letter, resume, and salary requirements to Carolyn McCormick of Peak HR Consulting, LLC at [carolyn.mccormick@peakhrconsulting.com](mailto:carolyn.mccormick@peakhrconsulting.com). All applications are to be submitted electronically. To learn more about Mackintosh Academy and this position, please visit: <http://www.mackboulder.com>.

*Mackintosh Academy - Boulder is an equal opportunity employer that does not discriminate in employment opportunities or practices because of race, color, religion, gender identity, sexual orientation, familial and marital status, age, socioeconomic status, or disability. Mackintosh Academy - Boulder is committed to fostering justice, equity,*

