

DIRECTOR OF DEVELOPMENT SEARCH

THE SAN FRANCISCO SCHOOL

San Francisco, California

sfschool.org

Start Date: July 2025



**Carney
Sandoe**
& ASSOCIATES

CARNEYSANDOE.COM

Mission Statement

The San Francisco School cultivates and celebrates the intellectual, imaginative, and humanitarian promise of each student in a community that practices mutual respect, embraces diversity, and inspires a passion for learning.

At a Glance



Established
1966



Enrollment
282



Total faculty
76



Student-teacher ratio
6:1



Students of color
65%



Financial aid awarded
\$1.9M



Faculty with advanced degrees
68%



Campus size
1.6 acres

Preschool enrollment: 44
Elementary enrollment: 130
Middle School enrollment: 108
Faculty of color: 55%

Students receiving aid: 27%
Endowment: \$10.3M
Annual operating budget: \$12M



Overview

The San Francisco School (SFS) has a proud history as a progressive educational community and is one of the oldest coeducational day schools in San Francisco. Founded in 1966 by a visionary group of parents and teachers who believed in creating a school rooted in community partnership, SFS began as a small Montessori preschool in the Portola District. From this humble beginning, SFS has evolved into a leading PreK-8 independent school while maintaining its core values of social justice, humanitarianism, and belief in every child’s capacity to learn with grace and courtesy.

The magic of The San Francisco School experience is found in both the transformative learning that happens in the classroom as well in the one-of-a-kind campus and unique programs, culture, and traditions that have grown around it. Community members often describe SFS as an urban school with a village atmosphere. This atmosphere gives students enriching experiences: participating in traditions to learn important values, connecting with different ages during ceremonies and performances, and coming together as a team to cooperate and represent their school.

Opportunities and Challenges

After a successful re-accreditation in 2024, SFS is developing a new strategic plan to launch in the Fall of 2025 that will build upon their demonstrated track record of previous successful strategic planning and campus development. The leadership culture at SFS is one of deep collaboration, and mission-centered decision-making. Among the notable strengths identified in the re-accreditation were the belief that “the mission statement is the foundation that fosters a positive and inclusive learning environment,” and that the emphasis on DEIJB and SEL values reflect “a vital part of the school.” In addition, and importantly for the new Director of Development, the accreditation team found that “SFS has implemented inclusive fundraising practices...these efforts align with the school’s value of inclusion, fostering a sense of community and equity in philanthropic initiatives.”



In her second year as Head of School, Juna McDaid is seeking a development partner who will work side by side with her to increase support for the school. Her vision, enthusiastic leadership, and willingness to fundraise will fuel a robust working relationship with the new Director of Development. A new organizational structure for the Advancement team will allow the new Director of Development to focus on activities closely linked to philanthropy.

The opportunities ahead for the role include:

- **Serve as a thought partner for the HOS.** The new DOD will bring a depth of knowledge of best practices in fundraising to inform the roadmap ahead.
- **Define the culture of philanthropy and develop the case for giving.** The tasks ahead include educating first-time independent school families about philanthropy and creating a culture where those who can, do. With a family community that is committed to social justice, the new DOD will help families find the public purpose in their philanthropy.
- **Grow Annual Fund to 10% of revenue in 2-3 years.** This work will help lay foundation for the upcoming Capital Campaign and should include developing a strong group of fundraising volunteers and building a major gifts program. Build out fundraising systems and utilize a thoughtful approach to initiatives. Evaluate current fundraising practices and events and determine best use of fundraising dollars. Develop a robust program of restricted operating annual gifts to support tuition assistance and faculty salaries.
- **Collaborate in building an effective team with other members of the Advancement group.** In the new structure, the DOD should work in partnership to build systems of strong communication between the admission, community and culture, marketing and communications, and development areas.
- **Nurture long term relationships.** A strong builder of personal relationships, the DOD will bring the ability to think strategically about support beyond current parents, and will work to build long term relationships with alumni and parents, and maintain family relationships and support for the school beyond graduation.



Key Responsibilities

In addition to embracing The San Francisco School's mission, supporting its Head and leadership, and representing the school at professional and public forums, the Director of Development has a number of primary responsibilities:

- Enhance the school's culture of philanthropy through constituent engagement and participation in the school's various giving programs;
- Oversee all aspects of the development program, including annual giving, capital campaigns, special events, and community relations;
- Work collaboratively with the Head of School and Board of Trustees to develop and implement fundraising strategy;
- In partnership with the Director of Communications, develop a compelling case for philanthropic support and create complimentary print and digital materials for prospects;
- Develop and maintain a consistent program for The San Francisco School alumni and parent of alumni community;
- Maintain own solicitation portfolio and support the HOS in their portfolio and donor relations efforts;
- Oversee the fundraising database and utilizing data to improve fundraising programs and cross-departmental processes;
- Manage the development budget;
- Engage in professional networks for continued professional growth;
- Participate as active community member in duties to support the school.



Qualifications and Personal Attributes

- 10+ years of fundraising experience. Independent school experience is preferred but not required;
- The ability to work collaboratively with multiple constituencies;
- Respect for the importance of confidentiality;
- Excellent verbal and written communication skills;
- A demonstrated commitment to equitable fundraising practices;
- Appreciation for an intimate school setting that is highly relational, collaborative and hands-on;
- Experience working with and motivating volunteers;
- A forward-facing 'people-person' who connects authentically with school community members;
- A joyous spirit and a fine sense of humor.

Learn More

Click on the links below to learn more about The San Francisco School.

[School Website](#)

[School History](#)

[Equity and Justice](#)

[About San Francisco, California](#)



To Apply

Interested and qualified candidates are invited to contact the consultants in confidence. Candidates will ultimately need to submit the following materials as separate PDF documents:

- A cover letter expressing their interest in this particular position;
- A current résumé;
- Two recent writing samples you authored—you may include speeches, blog posts, articles, or letters to community to:

Charlotte Brownlee

Consultant

charlotte.brownlee@carneysandoe.com

Cathy Shelburne

Consultant and Executive Coach

cathy.shelburne@carneysandoe.com

The full-time equivalent salary range for this position is \$150,000-\$180,000. The starting salary is based upon, but not limited to, several factors that include type and years of experience, education level, and expertise.