



## Senior Philanthropic Advisor, West Coast

Rare

*(Based remotely on the West Coast)*

### THE SEARCH

Rare, the leading behavior change organization in the conservation space, seeks an entrepreneurial development professional to galvanize and elevate philanthropic support across the West Coast at a pivotal moment of growth and transformation. In this newly created individual contributor role, the senior philanthropic advisor (SPA) will lead fundraising efforts in one of Rare's most promising wealth markets and increase the organization's philanthropic visibility in the region through comprehensive cultivation, solicitation, and stewardship tactics aligned with Rare's strategic priorities.

For more than 50 years, Rare has served as a global leader in community-led solutions to protect nature, fight climate change, and build resilient communities. Rare partners with people around the world to adopt sustainable practices, restore ecosystems on land and at sea, and strengthen their livelihoods. Grounded in local leadership and behavioral science, Rare's work helps communities drive lasting change – ensuring people and nature thrive together. In 2025, Rare began putting its new 2030 Strategy into action to strengthen resilience for people and nature. Across regions, Rare piloted integrated approaches, elevated local leadership, and removed barriers through policy, finance, behavioral science, technology, and narrative shifts. This work lays the foundation to protect 1 million km<sup>2</sup> of ocean and 250,000 km<sup>2</sup> of land, building resilience for 100 million people.

As Rare seeks to scale these critically needed and effective conservation solutions, the organization is committed to growing its development enterprise, including a robust individual giving program, to inspire the next generation of philanthropic partners. With the West Coast philanthropic market offering significant potential for expanded donor identification and engagement, the SPA is positioned to grow both the volume and value of individual giving in the region, with particular emphasis on unrestricted support. Reporting to the vice president of individual giving, the SPA will join a highly collaborative team of individual contributors and work in close partnership with senior leaders, programmatic staff, trustees, and other colleagues to devise and implement development strategies for the region. Based remotely on

the West Coast, the SPA will travel to key philanthropic markets throughout California – as well as other select areas in the Pacific Northwest, Southwest, Colorado, and Texas – to identify new donors, qualify major gift prospects, and expand Rare’s reach and visibility. For those drawn to a mission-driven and dynamic organization, this role offers an exceptional opportunity to play a pivotal part in accelerating philanthropic investment and conservation impact.

Rare has retained Jack Gorman and Nicole Poe of the national executive search firm Isaacson, Miller to conduct this important recruitment. Confidential inquiries, nominations, and applications may be directed to the search firm as indicated at the end of this document.

## ABOUT RARE

[Rare](#) inspires change so people and nature thrive. For more than 50 years, across 60 countries, the organization has empowered millions of people and communities to adopt behaviors that protect our shared planet.

Rare is a global leader in behavior-centered solutions; working with individuals, communities, and local leaders to tackle environmental challenges, steward natural resources, and build resilient futures. The organization’s belief is that lasting change happens when people are inspired, equipped, and supported to act.

Rare’s culture is results-oriented, entrepreneurial, and guided by five core values: **Courage to Take Risks, Commitment to Accountability, Mindset of Solutionology, Investment in People, and Spirit of Celebration**. The organization sets ambitious goals, measures what matters, and celebrates progress along the way.

## FINANCIAL AND FUNDRAISING OVERVIEW

Rare raises approximately \$47 million on average annually, with most of those funds deriving from individual donors, foundations, governments, and corporations. In Fiscal Year 2025, Rare raised \$64.3 million, of which \$31 million came from individuals, \$27 million from corporate and foundation support, and \$5 million from other sources.

As Rare continues its growth trajectory and strengthens its long-term financial sustainability, the organization is placing renewed emphasis on increasing individual giving, expanding and diversifying its donor base, growing unrestricted support, and building a coalition of foundations to fund innovative and scalable solutions.

## ROLE OF THE SENIOR PHILANTHROPIC ADVISOR, WEST COAST

The senior philanthropic advisor will be a key driver of Rare's philanthropic growth across the West Coast, with strong emphasis on prospecting, donor upgrading, and qualifying high-capacity individuals. This role requires frequent in-person travel throughout California to meet with donors, prospects, partners, and connectors, as well as regular virtual engagement for cultivation and stewardship. In addition to California, the SPA will spend approximately 20 percent of their time traveling to other key Western wealth markets – including but not limited to the Pacific Northwest, Southwest, Colorado, and Texas – to identify new donors, qualify major gift prospects, and expand Rare's reach. The SPA will occasionally travel to Rare's offices in Arlington, Virginia and to other organizational gatherings. This is a highly external-facing role for a strategic, proactive relationship builder who thrives on outreach, qualification, and advancing meaningful donor partnerships.

### KEY RESPONSIBILITIES

#### Prospecting, Qualification, and Pipeline Growth

- Lead proactive prospecting to identify and engage new high-net-worth individuals across California and the Western United States.
- Qualify prospects with six- and seven-figure giving potential, conducting discovery conversations in person and via Zoom.
- Build and maintain a strong donor pipeline with clear moves management strategies.
- Engage board members, ambassadors, partners, and staff to unlock new networks and forge meaningful introductions.

#### Donor Upgrading and Portfolio Management

- Manage a portfolio of approximately 100 to 150 donors and prospects, with a strategic focus on upgrading five-figure donors into higher giving tiers and multi-year commitments.
- Develop tailored cultivation, solicitation, and stewardship plans for each donor.
- Use both frequent in-person meetings across California and virtual touchpoints to deepen donor relationships.
- Maintain accurate and timely tracking of donor engagement, forecasts, and activity in Salesforce CRM.

#### Relationship Building, Networking, and Visibility

- Build Rare's presence in California by cultivating relationships with key networks, community leaders, donor circles, and philanthropic partners.
- Travel to Western wealth markets (Pacific Northwest, Southwest, Colorado, Texas) to expand networks, qualify donors, and represent Rare at regional events.
- Host and support donor engagement events, including salons, briefings, and partner convenings.

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### **Donor Meetings and Collaboration with Staff**

- Conduct frequent in-person donor meetings throughout California, including joint meetings with development colleagues, program staff, and senior leadership.
- Hold regular Zoom meetings to advance donor conversations, qualify new prospects, and steward existing supporters.
- Prepare internal colleagues for donor interactions, ensuring alignment on cultivation strategies and messaging.

### **Fundraising Strategy and Materials**

- Lead and support major gift solicitations in collaboration with senior development staff.
- Prepare compelling proposals, donor briefings, pitch decks, and follow-up communications.
- Align donor interests with organizational priorities to create meaningful giving opportunities.

## **QUALIFICATIONS AND CHARACTERISTICS**

The successful candidate will bring the following skills and experiences to the role.

- Six to eight-plus years of fundraising or relationship management experience, with significant success securing and upgrading five-figure gifts.
- Experience qualifying donors with the capacity for six- and seven-figure gifts.
- Strong prospect research and pipeline building skills.
- Ability to travel frequently across California and spend roughly 20 percent of their time traveling to other Western markets.
- Excellent interpersonal, communication, and storytelling abilities.
- Experience managing in-person donor meetings and virtual engagement via Zoom.
- High level of organization, independence, and CRM proficiency.

The selected candidate will also ideally bring the following preferred skills.

- Experience in conservation, climate, sustainability, or global development.
- Existing networks in California's philanthropic or business communities.
- Demonstrated ability to increase brand visibility and build partnerships.
- Ability to translate technical content into compelling donor narratives.

## COMPENSATION, BENEFITS, AND LOCATION

The estimated compensation range for this role is \$150,000 - \$175,000, with final salary commensurate with experience and qualifications. The senior philanthropic advisor will be based remotely on the West Coast, with a preference for candidates in the Bay Area, though other major West Coast markets will be considered.

As one of Rare's core values, the organization believes in the talent and ingenuity of its staff. To advance its mission and attract exceptional candidates, Rare makes both financial and emotional investments in its team. Rare offers a competitive and distinctive benefits package, including generous paid time off (vacation, holidays, personal days, sick leave, and a weeklong organization-wide power-down); comprehensive health coverage (medical, dental, and vision); a matched retirement savings plan; professional development funding and training opportunities; and a collaborative, mission-driven work environment.

## APPLICATIONS, INQUIRIES, AND NOMINATIONS

Screening of complete applications will begin immediately and continue until the completion of the search process. Inquiries, nominations, referrals, and CVs with cover letters should be sent via the Isaacson, Miller website: <https://www.imsearch.com/open-searches/rare/senior-philanthropic-advisor-west-coast>

Jack Gorman, Partner  
Kahn Lee, Managing Associate  
Nicole Poe, Managing Associate  
Sandeep Kaur, Senior Search Coordinator  
Isaacson, Miller

*Rare is an equal opportunity employer that is committed to diversity and inclusion in the workplace. Rare prohibits discrimination and harassment of any kind based on race, color, gender, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic.*

*This document has been prepared based on the information provided by Rare. The material presented in this leadership profile should be relied on for informational purposes only. While every effort has been made to ensure the accuracy of this information, the original source documents and information provided by Rare would supersede any conflicting information in this document.*

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## ADDENDUM

### LEADERSHIP

#### **Brett Jenks, Chief Executive Officer**

Brett Jenks is a globally recognized conservation leader, social entrepreneur, and the chief executive officer of Rare. For more than three decades, he has advanced community-led solutions that safeguard nature, strengthen local livelihoods, and build climate resilience. Under Brett's leadership, Rare has grown its global reach and expanded its portfolio of programs focused on people-centered solutions for sustainable fisheries, regenerative agriculture, and climate-positive everyday actions. He has been a leading voice in bringing behavioral science, impact investing, and creative cross-sector partnerships to bear on conversation's greatest challenges – always with an emphasis on empowering the communities most connected to the ecosystems we aim to protect.

Brett holds BA from the University of Massachusetts Amherst (magna cum laude, Phi Beta Kappa) and an MBA from Georgetown University's McDonough School of Business. Over the years, he has served on boards and advisory groups including the World Economic Forum's Global Future Council on the Human Science of Environmental Action, the Closed Loop Fund committee, and the board of the Grantham Foundation for the Environment. He is also a Catto Fellow, Braddock Scholar, McNulty Prize laureate with the Aspen Institute, and a recipient of the Rose-Walters Prize for Global Environmental Activism from Dickinson College. Driven by the belief that individual and collective choices can add up to meaningful environmental impact, Brett continues to champion innovative, evidence-based approaches that help people and nature thrive.

#### **Caleb McClennen, PhD, President**

As president, Caleb McClennen leads Rare's programs and operations to deliver Rare's organizational mission of inspiring change so people and nature thrive. Prior to joining Rare in 2022, Caleb served as a vice president with Wildlife Conservation Society's (WCS) Global Conservation Program across oceans, climate, health, livelihoods, and WCS' core global strategy to conserve Nature's Strongholds – the planet's last remaining intact and biodiverse places. Over his career at WCS, Caleb led a range of partnerships and served as principal to advance a number of new initiatives for WCS and partners including the Local Conservation Partners Fund, End the Trade, Wild for All, 50 Reefs/Vibrant Oceans, the Shark Conservation Fund, and the MPA Fund.

Caleb has also served as adjunct faculty at Columbia University's School of Public and International Affairs and serves as board member of the Woods Hole Sea Education Association, an advisor to the New England Aquarium Marine Conservation Action Fund, board member of the Great Barrier Reef Foundation's Resilient Reefs Project, and Steering Committee member of the Conservation Leaders Program. Caleb previously served for over eight years as the executive director of WCS' Marine Conservation portfolio. He has spent over ten years at sea and abroad as an environmental advisor to the Republic of the Marshall

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Islands, a GIS analyst and marine scientists with Woods Hole Sea Education Association. Caleb holds an undergraduate degree from Middlebury College in environmental studies and geography and a master's and PhD from the Fletcher School of Law and Diplomacy at Tufts University in international environmental policy and development economics.

### **Annie Schouw, Chief Development Officer**

As chief development officer, Annie Schouw leads Rare's global fundraising efforts and engagement with governments, foundations, and philanthropists. Annie joined Rare in March 2024 after serving in the same role with the One Campaign and possesses 25 years of experience in fundraising and development, working in the nonprofit and higher education sectors. In addition to the One Campaign, she served in leadership positions at the World Wildlife Fund, American Red Cross, Elizabeth Glaser Pediatric AIDS Foundation, London Business School, and Conservation International. Annie's experience includes managing complex principal and major gift strategies and solicitations, international fundraising, and capital campaigns; strategic planning and implementation; and collaborating with boards of directors, academics, and senior leadership.

Annie has served on the board of governors at London Business School, is a trustee of Nature for Justice, and currently chairs the fundraising committee and serves as board secretary at Planet Women. She earned a BA in international affairs from James Madison University and a master's degree from Birkbeck College at the University of London.

### **Emily Gray, Vice President, Individual Giving**

Emily Gray joined Rare in October 2024 as vice president, individual giving. In this role, Emily provides overall strategic leadership and management of a nationwide individual giving program, with an emphasis on major gifts, to meet Rare's resource goals at an exciting moment of growth and transformation for the organization. Emily joined Rare from The Hub Project, a nonprofit organization that provides resources, capacity, and infrastructure to partners striving to strengthen democracy, where she ultimately served as senior director of development. Prior to that, Emily spent seven years at the Natural Resources Defense Council (NRDC) in progressive roles with increasing responsibility. She first served as director of development for the Action Fund, NRDC's 501c4 nonprofit organization, where she more than doubled contributed revenue before transitioning to the role of associate director of major gifts for the Eastern Region, NRDC's largest territory.

Emily's early career consists of political fundraising and campaign finance roles, as well as serving as manager of major giving at the African Wildlife Foundation. She earned a bachelor's degree in nonprofit management and sociology from Salem College and a master's degree in international development from the University of Denver.

## Board of Trustees

Rare is governed by a strong and active [Board of Trustees](#) committed to supporting the organization's work to accelerate people-centered solutions for protecting nature and fighting climate change. Bruce W. Boyd, executive director of The Morrison Family Foundation, and Lizanne Galbreath, managing director of Galbreath & Company, serve as co-chairs of the board, which comprises a dedicated international group of leaders across business, academia, finance, social justice, and conservation.