



## Job Description, CEO

**About Us:** Across the country, food banks and other organizations in the food security system are seeing 20x normal demand. Millions of individuals are going hungry, all while restaurants are struggling more than ever before. HelpKitchen matches the food insecure with a free meal from a partner restaurant near them, all via text/SMS. This program keeps restaurants alive (and their employees working), injects funds into the local community, and eases the burden on food banks and the broader food security system.

Started by Eric Ries (author of the Lean Startup), Jeff Lawson (founder & CEO of Twilio), and Erica Lawson (UCSF physician), HelpKitchen is an entrepreneurial nonprofit endeavor. Using technology and Lean Startup principles, we've quickly and iteratively innovated on the simple idea of connecting supply of food to those in need with unprecedented speed and efficiency. We believe that the same principles and methods that drive innovative startups can drive nonprofit outcomes.

Beyond the urgency of the current situation, we see a future where applying technology to enable instant access to a variety of services, whether philanthropic or governmental, will help change the food security system permanently. Our restaurant partners show a willingness to become a permanent part of the food security solution. In short, we believe this program, born out of necessity during COVID, has the opportunity to apply technology and the lean principles to become a meaningful, permanent part of the food security solution.

**The Role:** To date, HelpKitchen has operated as a passion project for a small group of committed volunteers. After proving our initial hypotheses, we are ready to hire a co-founder and CEO to lead the charge as a full time employee. We are looking for a passionate entrepreneur and iterative builder who can take Help Kitchen to the next level and enhance its long-term sustainability. As the person ultimately responsible for building HelpKitchen into a real non-profit, overseeing the administration, programs and strategic plan of the organization, the role will also be responsible for fundraising, marketing, and community outreach.

HelpKitchen has \$5M of committed funds to take it to the next level, enabling this person to hit the ground running, continuing to scale existing programs while charting the path forward.

### Responsibilities Include:

- **Mission and Strategy:** Works with the advisory board to ensure that the mission is fulfilled through programs, strategic planning and community outreach. High level



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strategic thinking and planning will be crucial, along with the ability to envision and convey the organization's strategic future.

- Execution: Apply the entrepreneurial spirit to building HelpKitchen, continually experimenting and iterating upon our proven successes to date to create scale and permanency. Continue to iterate on the founding ideas, discovering the path to long term success beyond our initial ideas and founding markets.
- Financial Performance and Viability: Responsible for fundraising and developing other revenue streams necessary to support Help Kitchen's mission. Previous success in establishing relationships with individuals and organizations of influence including governmental programs, individual funders, partner agencies and volunteers.
- Face of the Organization: Responsible for the enhancement of Help Kitchen's image by being active and visible in the community and by working closely with city officials. Serve as Help Kitchen's primary spokesperson to the organization's constituents, the media and the general public.
- Operations: Direct and manage the volunteer community, manage and build out the partnership network with restaurants - negotiating terms, onboarding and ensuring their smooth operation - and managing the Help Kitchen Technology Platform.

Please apply with resume or detailed LinkedIn profile to : [apply@helpkitchen.org](mailto:apply@helpkitchen.org)