



CHIEF DEVELOPMENT OFFICER
HOPE FOR HENRY FOUNDATION
Washington, DC



The Aspen Leadership Group is proud to partner with the Hope for Henry Foundation in the search for a Chief Development Officer.

The Chief Development Officer will join a world-class team that is a driving force for change in how hospitals and other healthcare providers care for children. The Chief Development Officer will guide the vision and strategy for Hope for Henry's continued growth from 30 to over 100 hospitals and foster a culture of philanthropy within the organization that supports this critical work. The Chief Development Officer will bring an energetic passion for Hope for Henry's mission and a track record of fundraising success to their role. The Chief Development Officer will provide strategic input on key organizational decisions, and partner with leaders from across the organization to ensure a continued path for evolution, growth, and impact.

The Chief Development Officer will provide leadership, strategy, and management of all components of Hope for Henry's fundraising efforts. In the short-term, the Chief Development Officer will develop and execute a strategy for doubling the current annual revenue of \$2 million over the next three years, including overseeing a campaign to raise \$5 million specifically to finance Hope for Henry's expansion to 100 hospitals nationwide. In addition to a high-touch stewardship and donor recognition program, the Chief Development Officer will provide leadership on institutional, corporate, and legacy giving strategies while personally managing a small major gifts portfolio. The Chief Development Officer will be Hope for Henry's chief fundraising ambassador—partnering with the Chief Executive Officer—to inspire and train staff and leadership to further a culture of philanthropy. This is a highly entrepreneurial opportunity which will allow the Chief Development Officer to build and nurture a program that will significantly increase support for Hope for Henry.

Hope for Henry grew from a tragedy. Henry Strongin Goldberg was born with a life-threatening disease in 1995. He spent much of his time in hospitals, enduring countless procedures, but Henry's spirit shone through it all. Despite the best medical care available at the time, Henry succumbed to his illness in December 2002. Devasted by his loss, Henry's parents, Laurie Strongin and Allen Goldberg, reflected on the hundreds of nights they had spent in hospitals during their son's life. While he received high-quality medical care, the needs of Henry the child went unmet. They recognized that a birthday party in the hospital, or the ability to trick-or-treat in the corridors, brought a piece of normalcy that was otherwise lacking. Understanding the importance of optimism and play in the lives of seriously ill children led Laurie and Allen to found Hope for Henry in 2003. Since then, Hope for Henry has improved the lives of more than 100,000 hospitalized children and is used in over 30 hospitals nationwide. By 2026, this will expand to more than 100 hospitals.

Hope for Henry is on a mission to reinvent how hospitals care for children and their families. Using innovative, scientifically tested programs, Hope for Henry helps hospitalized children confront the challenges of serious illness, adhere to their medical programs, and thrive. Hope for Henry incentivizes children to take all the steps necessary to successfully complete demanding, life-saving procedures that are often frightening for younger patients.

In hospitals across the country, Hope for Henry programs are having a positive impact on pediatric patients. *Super Rewards for Super Kids* is a procedure-based incentive program that helps children successfully complete challenging medical procedures like proton beam therapy, MRIs, dressing changes, port access, and many more. Super Rewards is the culmination of nearly twenty years of research and applies principles of behavioral economics to pediatric care. Robust evidence from hospital staff using the program proves that it works. Children participating no longer rely on sedation to complete necessary procedures, and patients and families now have a much better understanding of what to expect before a procedure because of the clear graphics and simple descriptions.

Super Path to Super Duper Better is a groundbreaking pediatric patient incentive program that improves coping skills and medical outcomes for children whose serious, chronic illnesses require lengthy hospitalizations. Children receive *Hope for Henry Bucks* as they accomplish their medical challenges, which they earn and exchange for gifts or experiences—like meeting their favorite athlete or attending a concert. The program focuses on providing patients with the motivations they need to get better.

No child wants to be hospitalized for their birthday, and *It's Your Birthday* from Hope for Henry ensures children never face a cheerless celebration. Thanks to the program, hospital staff are prepared to throw a birthday party at a moment's notice. Hope for Henry supplies birthday boxes containing everything needed to celebrate a child's special day—décor, party favors and hats, blowers, cupcakes, and birthday gifts—ensuring hospitalized children experience fun and laughter on their birthday.

Supported by an exceptional staff and led by a committed Board of Directors, Hope for Henry uses insights from passionate parents, patients, and hospital staff to improve hospital experiences for pediatric patients.

REPORTING RELATIONSHIPS

The Chief Development Officer will report to the Chief Executive Officer and Founder, Laurie Strongin, and will serve on the organization's Executive Leadership Team.

FROM THE CHIEF EXECUTIVE OFFICER AND FOUNDER

The Hope for Henry Foundation is a results-driven organization committed to improving the quality of life and outcomes for America's sickest children. Allen and I established the foundation in memory of our son Henry Strongin Goldberg, recognizing that it takes more than medicine to help kids heal.

Kids get better faster when they are happy, engaged, and rewarded for their accomplishments. Since 2003, Hope for Henry has effectively leveraged this simple insight through continuous innovation. Its groundbreaking incentive program has been proven to decrease anxiety, improve coping, and increase compliance with medical procedures so pediatric patients can speed their recovery and go home. Kids report that it's fun and easier to get their MRI, take their medicine, or get poked with yet another needle. Close tracking of data confirms the positive impact on the children, their families, and healthcare professionals.

Now entering its third decade, Hope for Henry is a positive disrupting force at more than 30 leading children's hospitals across the nation (having served more than 100,000 patients) where it is helping reinvent the way these institutions care for kids. The organization—called a “game changer” by the former chairman of the Children's Hospital Association—is on the cusp of a period of rapid growth to at least 100 hospitals within the next three years. Hope for Henry's high-performing team of mission-driven professionals is expanding to manage this growth smartly. The Chief Development Officer will play a critical role in helping Hope for Henry scale to meet the growing nationwide demand for its program.

—Laurie Strongin, Chief Executive Officer and Founder

HOPE FOR HENRY'S COMMITMENT TO FAIRNESS AND JUSTICE

Hope for Henry professionals are ethically responsible for promoting and fostering fairness and justice for all employees, creating and sustaining an environment that encourages all individuals, and the organization itself, to reach their fullest potential in a positive and productive manner.

The staff and leadership of Hope for Henry will

- respect the uniqueness and intrinsic worth of every individual;
- treat people with dignity, respect, and compassion to foster a trusting work environment free of harassment, intimidation, and unlawful discrimination;
- ensure that everyone has the opportunity to develop their skills and new competencies;
- assure an environment of inclusiveness and a commitment to diversity;
- develop, administer, and advocate for policies and procedures that foster fair, consistent, and equitable treatment for all;
- regardless of personal interests, support decisions made by the organizations that are both ethical and legal; and
- act in a responsible manner and practicing sound management.

PRIMARY RESPONSIBILITIES

The Chief Development Officer will

- assess the *state of play* of in-process fundraising efforts and provide support for those efforts as needed;
- review and adapt the current fundraising support infrastructure to ensure that the organization can respond quickly, effectively, creatively, and contextually to long-term financial requirements and short-term operating needs;
- serve as the principal fundraising strategist for driving significant revenue growth;
- in collaboration with the Chief Executive Officer, develop and execute a comprehensive, data-driven fundraising plan that includes donor segmentation, goals for individual and institutional fundraising, success metrics, and identification of staff and board who will be actively involved in identifying, cultivating, and stewarding relationships with existing and new donors;
- develop and manage a robust pipeline of donors to grow Hope for Henry's revenue by 90% (from \$2 million to \$3.8 million annually) in three years to facilitate ambitious national expansion;
- provide vision and leadership for Hope for Henry's *I'm a Hospital Hero* \$5 million, three-year campaign, including strategy, management, and execution;
- develop, edit, and manage the creation of written proposals, letters, and other communications for individuals, corporations, and foundations;

- orchestrate special events that boost fundraising efforts, including galas, corporate events, private gatherings, milestone celebrations, and community events in partnership with external consultants, staff, and board members;
- participate in the development, implementation, and monitoring of Hope for Henry's annual operating budget;
- maintain donor and financial records in partnership with the Director of Finance and Accounting in accordance with general accounting and fundraising standards;
- recruit and hire staff over time as needed, building the skills, knowledge, and abilities of a resource development team in areas including annual giving, major gifts, events, donor relations, community partnerships, grants, communications, and stewardship; and
- establish work plans, performance objectives, and goals; review performance; and provide professional development and training opportunities to cultivate staff skills and professionalism.

LEADERSHIP

Laurie Strongin

Chief Executive Officer and Founder

For 30 years, Laurie Strongin has helped draw attention and resources to issues of emerging national significance.

She began as a public relations professional at Podesta Associates and The Kamber Group, two of Washington DC's premier public relations firms. Laurie then took her advocacy expertise to the issue of affordable housing, serving as the Deputy National Coordinator for the Neighborhood Reinvestment Corporation's Campaign for Home Ownership; and subsequently running Fannie Mae Foundation's multi-million-dollar portfolio to advance homeownership counseling, foreclosure prevention, and asset-building investments

In 1996, Laurie became drawn through personal experience into the frontlines of a breakthrough medical procedure that held the promise of saving her son, among countless other children. Turning her advocacy and media skills to that issue, Laurie participated in national medical policy panels (alongside Newt Gingrich and Dr. Bernadine Healy, among others); worked with then-House Democratic Leader Nancy Pelosi and Congresswoman Diana DeGette (D-CO) to urge Senate passage of the Stem Cell Research Enhancement Act; secured coverage of the issue on ABC's "Nightline" and in a Sunday *New York Times Magazine* cover story; authored "Vetoing Henry," a *Washington Post* op-ed criticizing President Bush's 2006 veto of federal funding for human embryonic stem cell research; and advocated for parental perspectives on NBC, the CBS Early Show, and MSNBC. In 2009, when President Obama lifted the ban on federal funding for stem cell research, Laurie was one of a few dozen honored guests.

Laurie's subsequent memoir, *Saving Henry* (Hyperion 2010), has been featured on Good Morning America, The Diane Rehm Show, and BBC; and featured in *USA Today* and *The Washington Post*. Since its publication, Laurie has headlined over 60 speaking engagements across the U.S.

Laurie's leadership has been recognized by numerous institutions. She has received Children's National's Chairman's Award, Georgetown Pediatrics' Flame of Hope Award, Children's Charities Foundation's Star for Children Award, and the Center for Nonprofit Advancement's 2016 EXCEL Award. Laurie was featured as a "Heroes Among Us" in *People* magazine in 2016. In addition, in 2015-2016, she served on the Institute of Medicine's Committee on the Ethical and Social Policy Considerations of Novel Techniques for Prevention of Maternal Transmission of Mitochondrial DNA Diseases. She currently serves on the Board of Directors of the National Marrow Donor Program.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The Hope for Henry Foundation seeks a Chief Development Officer with

- a commitment to Hope for Henry Foundation's mission to reinvent how hospitals care for children and their families through innovative, scientifically tested programs that help hospitalized children confront the challenges of serious illness, adhere to their medical plans, and thrive;
- success closing major gifts and identifying and stewarding long-term relationships with donors with evolving priorities;
- exceptional strategic thinking and creative problem-solving skills, and an ability to effectively influence internal and external stakeholders;
- an ability to motivate, direct, and manage staff and consultants, and coordinate and support the fundraising activities of others, including leadership;
- exceptional communication skills, both written and oral;
- an ability to make meaningful connections with individuals, align cases for support, and create opportunities for engagement;
- superior listening skills with comfort receiving input from many sources, as well as an ability to analyze and formulate disparate information into a sound, well-organized plan;
- the confidence needed to challenge assumptions and stay focused on institutional priorities;
- the flexibility and sensitivity needed to work successfully with diverse personalities and situations; and
- familiarity with CRM systems.

A bachelor's degree of an equivalent combination of education and experience is required for this position as is at least ten years of leadership experience as part of a high-performing team.

SALARY AND BENEFITS

The salary range for this position is \$150,000 to \$200,000 annually. The Hope for Henry Foundation offers a comprehensive package of benefits.

LOCATION

This position is based in Washington, DC.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the Hope for Henry Foundation as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit: [Chief Development Officer, Hope for Henry Foundation](#).

To nominate a candidate, please contact Patrick Key, patrickkey@aspenleadershipgroup.com.

All inquiries will be held in confidence.