



World Pediatric Project[®]
Heal a Child. Change the World.

World Pediatric Project Executive Director, North Carolina Market Position Announcement

August 22, 2023



Please send cover letter and resume or candidate nominations to:
wppsearch@mossandross.com

Applications will be reviewed beginning September 1, 2023
and accepted until the position is filled.

World Pediatric Project

Position Description: Executive Director, North Carolina Market

Salary range is \$125,000-\$150,000 plus benefits.

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The Opportunity

World Pediatric Project (WPP) seeks the first Executive Director in North Carolina as the organization expands from its founding market in Richmond, VA to the Research Triangle region in North Carolina. WPP began as passion projects in two cities initiated to save the lives of children. ***International Hospital for Children***, founded in Richmond, VA in 2001, and ***Heal the Children Missouri***, founded in St. Louis, MO in 2004, merged in 2011 to better leverage and scale their combined expertise and resources as World Pediatric Project. Now, WPP is prepared to expand its reach yet again. A 10-year cycle of strategic growth has been initiated under Chief Executive Officer, Vafa Akhavan, who began his tenure in 2021. As part of WPP's vision to serve more children in less time and to increase its global impact, WPP intends to grow from the current two locations (St. Louis and Richmond) to five in the next three years.

Thanks to the generosity of a lead donor, WPP will establish a hub in the Research Triangle region of North Carolina as a blueprint model for WPP's future market expansion. WPP selected the Triangle area for its first major expansion based on WPP's donor base in the area, the region's world-class pediatric care, and the Triangle's attractive quality of life.

World Pediatric Project's Executive Director, North Carolina Market position presents an incredible opportunity for a dynamic leader with limitless vision. Launching this new endeavor for WPP calls for a leader who is energized by the prospect of founding a new venture, building its presence, and forging the relationships that will sustain the organization and benefit the children and families served.

World Pediatric Project

Since 2001, WPP has provided thousands of children with access to lifesaving and life-changing care, facilitated training for hundreds of local healthcare workers across pediatric specialty disciplines, and worked with governments and hospitals to develop system capacity and resources and advocate for health policies. Driven by its guiding purpose, WPP seeks *"to elevate the human condition by enabling sustainable transformation of access to advanced pediatric care."* WPP partners with governments, in-country health care workers, and local organizations to achieve its vision *"to have unique, sustainable models for advanced pediatric care implemented everywhere we work."*

For more than 20 years, WPP has grown to an expansive and dynamic healthcare delivery system. The WPP network now includes:

- 45+ professional staff members
- 200+ medical volunteers
- nearly 50 hospital and supply partners
- two market-based Advisory Boards and an Executive Board
- and thousands of donors and supporters from more than 15 countries.



WPP provides direct advanced care to thousands of children each year, while also strengthening the capacity of local healthcare systems. These outcomes are achieved through:

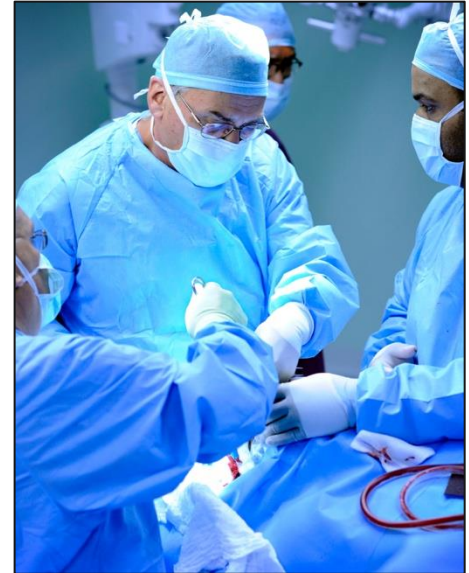
1. **DIRECT CARE** – Delivering pediatric surgical and specialty care to children in 12+ specialties via traveling diagnostic and surgical teams and coordination of care at partner hospitals.
2. **GLOBAL NETWORKS** – Continuously building a robust network of pediatric healthcare resources through global partnerships.
3. **CAPACITY BUILDING** – Developing in-country healthcare resources through training, education, technology, and infrastructure/resource development.
4. **COMMUNITY-DRIVEN MODEL** – Local staff in 12 partner countries drive organizational efforts in the Latin America, Caribbean and United States Regions.

In turn, the WPP Model:

- Builds strong international and regional networks with hospital partners and medical professionals
- Formalizes partnerships with Ministries of Health and regional health agencies
- Strengthens local healthcare systems by prioritizing education, training, and advocacy programs
- Commits to excellence through monitoring patient care and tracking outcomes
- Leads efforts on the ground in all partner countries with professional WPP staff and partner healthcare workers
- Demonstrates cultural competency and humility

Partnerships are a vital part of the WPP delivery system. Philanthropic in-kind support from medical volunteers, supply and equipment companies, hospitals, and other partners help turn every dollar raised into so much more than delivered care. Through event and program sponsorship and outright giving, WPP Corporate Partners invest in a global health system that means the difference of a lifetime for the communities served.

WPP operations originate from offices in Richmond, St. Louis, Belize City, Belize and Kingstown, St. Vincent & the Grenadines, with numerous field team members currently working in six US states and throughout WPP's 12 partner countries.



The Position

The Executive Director of the North Carolina Market reports to the Senior Vice President – Market Development in Richmond, VA. Given that the position is a new one, the inaugural leader must be comfortable with all facets of a start-up initiative – including the adaption of critical and efficient policies, systems and programming as modeled in other regions, and – most importantly - the initiation and cultivation of relationships that will promote engagement with the community and drive financial support for the WPP mission.

The Executive Director role will have two principal areas of responsibility. Approximately 85% of the leader's responsibilities will involve driving strategy and hands-on implementation for short- and long-term revenue growth and expansion in the new market. This will require that the Executive Director have a demonstrated history of success not only closing six-figure philanthropic gifts but also in developing and executing the type of comprehensive fundraising strategy, tailored to the targeted geographical area, that yields such donations. This leader will be a person who has an interest in driving front-line fundraising efforts; the success of those efforts will directly correlate with the speed of hiring and expansion of the Raleigh-based WPP team. Upon team expansion, the ED role is intended to shift from “key player” to “player-coach,” and ultimately “leader.”

As WPP is powered by a network of individual, medical, corporate, and other community partners, the Executive Director of the North Carolina Market will be expected to serve as the face and chief relationship officer for WPP in the market (approximately 15% of the role's responsibility). Such partnerships will serve to expand the donor base, increase outlets for treatment – especially in neonatology, cardiac, craniofacial, and orthopedic care – and catalyze a rich and complex network of medical professionals, regional health care agencies, and hospitals. Leveraging these partnerships – and the insights and assets of a market board, which the new Executive Director will recruit and lead – the WPP leader in

North Carolina will network to forge new relationships with institutions and healthcare workers who have an interest in supporting WPP's work in the Triangle area.

Finally, the expansion to North Carolina marks an important first step in WPP's aspirations to extend the arc of the organization's impact. As such, the Executive Director of the North Carolina Market will contribute to establishing precedents and best practices that WPP replicates as it enters new markets.

The Location

More than two million people and 10 colleges and universities reside in the "Triangle" region of North Carolina which includes the cities of Raleigh, Durham and Chapel Hill. The Research Triangle Park has attracted hundreds of companies to the region helping to make it the largest research park in the United States. Perfectly positioned midway between the coast and the Appalachian Mountains, with the highest peaks east of the Rockies, the Triangle offers residents a beautiful place to call home.

The Research Triangle is anchored by three major universities, The University of North Carolina - Chapel Hill, Duke University, and North Carolina State University. Along with these institutions come the benefits of top medical schools. The Triangle medical ecosystem is known for innovative research, highly effective clinical trials, renowned surgical centers, and a variety of community resources. The Triangle region has some of the top-ranked hospitals in the country with satellite locations spread across the region.

Responsibilities

Strategic Competencies

- Identify, recruit, and lead the North Carolina Market Board (non-governing board) and key fundraising volunteers to align fundraising efforts with organizational goals and foster a culture of philanthropy throughout volunteer leadership.
- Serve as the face and chief relationship officer for WPP in the market: Leverage existing partnerships as well as the insights and assets of a market board, to drive new relationships with institutions and healthcare workers who have an interest in supporting WPP's work in the Triangle area.
- Develop and implement a strategic fundraising plan tailored to the specific demographics, industries, and donor pool within the Research Triangle Park and state of North Carolina (starting with year 2).
- Spearhead approach for NC office to generate \$ 5 million annually by year 2028 (starting with year 2).

- Identify and pursue opportunities for new fundraising and revenue growth through creative means; pilot and test fundraising programs for future rollout in all US-based markets (starting with year 2).

Drive Revenue Generation

- Complete launch of \$1.5M inaugural campaign by June 30, 2024 (\$500k remaining).
- Donor Cultivation: Identify and engage with potential major donors, philanthropic organizations, corporate partners, and community stakeholders to foster strong, lasting relationships, and generate donations, contributions and funding.
- Identify Grant Funding Opportunities: Identify grant opportunities from local agencies, foundations, and corporations and collaborate with VP-Institutional Giving to secure funding for initiatives and projects.
- Major Gifts and Capital Campaigns: Develop and execute major gift campaigns, capital campaigns, and other fundraising initiatives to secure substantial contributions and investments.
- Donor Stewardship: Implement effective donor stewardship programs to ensure ongoing support and engagement, fostering a sense of pride and partnership in the organization's mission.
- Fundraising Events: Plan, organize, and execute fundraising events and campaigns that engage the community, attract potential donors, and increase overall financial support.

Staff Leadership

- Evaluate future staffing structure for the region and, in partnership with WPP's senior leadership team, create a funding strategy and hiring schedule to build out the staffing within the new region.
- Partner with other WPP market leaders, the WPP senior leadership team, and global WPP region leaders to align strategy, create programmatic synergies and networks, and raise funds and support for the organization.

Oversight and Management

- Financial Management: Work closely with the finance team to ensure proper allocation and reporting of funds and maintain transparency with donors and stakeholders.
- Public Relations and Advocacy: Represent the organization at public events, conferences, and media appearances to raise awareness about the mission and drive support.
- Performance Metrics: Lead team members to reach key performance indicators (KPIs), measuring the success and effectiveness of fundraising efforts and regularly report progress to senior leadership.

Required Skills & Characteristics

World Pediatric Project is a great fit for an entrepreneurial leader committed to advancing pediatric health care across the globe. Candidates should possess strong initiative, personal drive and motivation, demonstrate exemplary professional behavior and values, and be resourceful, collaborative, culturally and competent and fully embrace the role.

- Bachelor's degree in a related field (e.g., Nonprofit Management, Business Administration, Communications) required; advanced degree preferred.
- 7-10 years of related experience and proven track record of successful fundraising in the nonprofit sector, with a focus on major gifts, events, and campaigns.
- Knowledge of the unique philanthropic landscape within the designated geographical area is highly desirable.
- Strong leadership skills with the ability to inspire and motivate teams, volunteers, and donors.
- Excellent verbal and written communication skills, including the ability to deliver compelling presentations and proposals.
- High level of emotional intelligence and the ability to cultivate strong, trust-based relationships with diverse stakeholders.
- Strong capacity and resilience of working in a fast-paced, changing, and agile environment.
- Familiarity with fundraising software, donor databases, and online fundraising platforms is a plus.
- Passion for the mission and vision of WPP and dedication to making a positive impact on the community.

Physical Requirements

- Must be able to drive on a regular basis; must have and maintain an incident-free driving record.
- Must be able to lift 30 pounds without assistance.

Work Environment

- Hybrid work in RTP with regular site visits for donor engagement and special events.
- Periodic travel to partner countries and other WPP regional offices.

Salary/Benefits: World Pediatric Project is committed to attracting extraordinary leaders for this position. We seek to attract and retain such outstanding employees through a comprehensive package that includes a competitive salary in the range of \$125,000-\$150,000 and a generous employee benefits package that includes medical, dental vision, 403(b) plan, professional development, paid holidays, and generous paid time off (PTO).

World Pediatric Project is committed to creating an inclusive work environment and welcomes applications from all genders, races, religions, sexual orientations, ages, and any other groups that could bring diverse perspectives to our organization.



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