



EXECUTIVE DIRECTOR
CAROMONT HEALTH FOUNDATION
CaroMont Health, Gastonia, NC

Position Summary

The CaroMont Health Foundation seeks an Executive Director who is an entrepreneurial, innovative, forward-thinking development professional and senior executive who will play a pivotal leadership role in advancing the fundraising strategies and aspirations of the Foundation. The Foundation is aggressively expanding its development impact in support of CaroMont Health and the residents of Gaston County, North Carolina and is launching a \$25 million “Pillars for Health” campaign to support a \$350 million capital initiative of CaroMont Health. The Foundation’s advancement program is young, and its aspirational growth is supported by an engaged board of trustees, the exceptional reputation of CaroMont Health, and foundational work by a leading advancement consulting firm.

Reporting to the CaroMont Health Foundation Board of Directors and the Vice President Strategy & Business Development, with direct access to CaroMont Health’s CEO and executive team, the Executive Director of the Foundation will effectively execute the Foundation’s advancement program. The Executive Director will lead and grow a team of development professionals for significant fundraising results to support the organization’s strategic vision and goals. The Executive Director will have the ability to steward and solicit a wide range of stakeholders including medical and nursing leadership and the health system executive team, significant donors, board members, and other volunteer members. Engagement practices will inspire corporate, foundation, and individual donors to advance the CaroMont Health Foundation mission and vision and support regional healthcare efforts.

Candidates will have documented success in soliciting and securing major gifts from individuals, corporations, foundations, grateful patients and in leading development professionals to do the same. The ideal candidate will have knowledge of, and a commitment to improving the quality of life in Gaston County, North Carolina through excellence and innovation in healthcare. The selected candidate will demonstrate exceptional interpersonal skills and a high degree of professionalism, integrity, and be a model of ethical behavior.

Career Path

The Executive Director of the Foundation should have at least ten years of progressively responsible, related experience from the non-profit sector. Leading candidates will have a proven track record of success with fundraising from both institutional and individual supporters; proven understanding with annual giving, major gifts, planned giving, corporate giving, foundation grants, special events, capital campaigns; and, working knowledge of the information systems that support fundraising. Candidates will also have experience leading and articulating an institutional vision as well as the demonstrated history of making and executing plans, reaching goals, and developing staff and volunteers into a highly functional team.

Position Responsibilities

The Executive Director of the Foundation will:

1. Build upon the Pillar for Health campaign plan developed and approved by Board of Directors in February 2020. A campaign planning study has been completed.
2. Ensure successful execution of the Pillar for Health Campaign.
3. Manage and solicit an active and evolving portfolio of 20-30 individuals with the potential to give five, six and seven figure gifts and deferred gift and manage and assist staff and volunteer efforts with their portfolios.
4. Design, manage, and measure a foundation and corporate fundraising program.
5. Ensure execution of annual, memorial, deferred giving programs and fundraising event.
6. Ensure the ongoing execution of the grateful patient and family program that utilizes physician and nursing staff referrals and involvement.
7. Ensure the execution of a recently designed donor and stakeholder stewardship program.
8. Provide leadership, management, mentorship and evaluation to Foundation staff.
9. Serve as the champion of philanthropy to all constituency groups and stakeholders toward enhancing a culture of philanthropy throughout the CaroMont Health system.

10. Ensure a donor record system is maintained to receive, record, and acknowledge all gifts to the Foundation.
11. Update and maintain the formal operation manual for the Foundation Advancement Office, including gift acceptance and receipt policies and donor acknowledgement and recognition. This has also been tasked to consultants.
12. Ensure that all gifts are utilized per the donor's restrictions, and that all gifts are received according to the policies of the Foundation.
13. Create, with the support of available resources, fundraising material and information for presentation to prospects, donors, employees, stakeholders and the public.
14. Represent and promote the Foundation in various community organizations or through public presentation.
15. Make timely reports to inform the chair of the Foundation board, Foundation executive committee, Foundation board, VP Strategy & Business Development and Chief Executive Officer of the conditions and status of assigned functions, and on the progress toward meeting established goals.

CaroMont Health

Who We Are

What makes CaroMont Health an exceptional place to work and receive care is the people who work here—the dedicated professionals who make CaroMont the advanced, compassionate and caring health system it is. We work together with patients, families and the community to focus on the health of every individual we encounter. We unite to spread knowledge, redefine the role of healthcare professionals and discover new methods to improve lives.

What We Do

Our team is made up of more than 4,000 healthcare professionals, including a medical staff of more than 450 highly-skilled physicians and advanced care practitioners. We work 24 hours a day, 7 days a week to provide the highest level of quality care and support to our patients.

Our Values

Our team is guided by our CARES values: Compassion, Accountability, Reliability, Excellence and Safety. The values are an integral part of our organizational culture. They are a promise we make to patients and each other which helps ensure we provide the best care and experience possible.

What Sets Us Apart

CaroMont Health recognizes that caring doesn't stop with patients. When we take good care of our employees, we empower them to take even better care of our patients. We've built a positive, inspiring culture with benefits that reward hard work.

We offer:

- Competitive salaries
- Robust benefits, including health insurance through United Healthcare featuring low-cost premiums, low deductible and 90% coverage (after deductible) for most services at CaroMont Health facilities
- Low-cost dental and vision insurance
- 403b retirement matching, free life and disability insurance for full-time employees
- Opportunities for educational reimbursement and scholarship assistance
- Paid Time Off (PTO), free employee parking and free membership to our Health & Fitness Center

The Community

Gastonia offers balance of small-town charm and big city fun. It is located very near Charlotte and midway between Atlanta and North Carolina's Research Triangle and offers an abundance of shopping and dining venues, including more than 80 specialty stores and restaurants.

There are a variety of excellent public and private school options in the city and the surrounding suburbs. Its proximity to highly rated city of Charlotte provides a multitude of arts and cultural amenities, dining hotspots, shopping, sightseeing and attractions including Carowinds, Botanical Gardens, North Carolina Zoo, Sea Life Aquarium and the Charlotte Knights baseball stadium.

The area's climate can best be described as moderate, pleasant and sunny and entices you outside all year. The winters are friendly, summers are favorable, and transformations of the seasons are the most breathtaking times of the year. Residents enjoy easy access to beautiful outdoor amenities including state parks with hiking trails lined with flowering shrubs and wildflowers.

Pillars for Health Campaign (see attached)

Qualifications

Qualities and experience that ideal candidates will embody:

- a) Baccalaureate degree, master's degree preferred.
- b) Ten or more years of verifiable experience and success working as a fundraising professional.
- c) Experience engaged with a multi-million-dollar campaign.
- d) A proven track record of closing a variety of major gifts from individuals, corporations and foundations, including knowledge of a variety of common planned giving instruments.
- e) Experience in the management of advancement programs and the skillful supervision of employees.
- f) Excellent written and verbal communications skills, with experience training other advancement professionals.
- g) Preferred but not required: Valued experience working with a broad cross-section of hospital leaders, medical professionals, employees, volunteers, patients and their families, and the general public
- h) CFRE or FAHP a plus.
- i) Experience with Microsoft Office Suite and Raiser's Edge software

Candidate inquiries, cover letter and resumes should be sent to:



Rebekah Kaufman
Copley Raff, Inc.
233 Needham Street, Suite 300
Newton, MA 02464
617-454-1110
rkaufman@copleyraff.com
www.copleyraff.com

Pillar for Health Campaign

Case for Philanthropic Support

September 2019

A Generational Opportunity

The healthcare landscape in Gaston County is about to improve dramatically and we want you to be a part of the transformation that will ensure CaroMont Health is here to stay.

With a bold vision and unwavering commitment to our patients, CaroMont Health is expanding its delivery of world-class healthcare and uncommon compassion, while ensuring its independence and financial strength.

Since our humble beginnings in a boarding house in 1908, CaroMont Health has been this region's faithful healthcare provider. We will continue our tradition of meeting local health needs by building CaroMont Regional Medical Center-Belmont - a second campus adjacent to Belmont Abbey College - to serve the fast-growing east side of Gaston County. Pending state approval, this 66-bed facility will open by 2023, bringing our brand of uncommon compassion and uncommon commitment of caring to residents we serve.

Our vision also includes adding 52 critical care beds to our hospital in Gastonia. We plan to begin construction in early 2020 and open the new critical care patient center by 2022, enabling CaroMont Health to care for more seriously ill patients while keeping them close to home and to their family. This investment in leading medical technology will support the healing relationships our caregivers forge with their patients, helping us to be our community's most trusted healthcare partner, largest employer and premier economic driver.

CaroMont Health will also work with Belmont Abbey College, to enable students studying for careers in health and medicine to train at our new hospital - that will be right next door.

These three major projects, and other initiatives, are a \$325 million investment in the health and wellness of the Gaston County region, making it the largest capital investment by any company in the history of the county. This makes clear that CaroMont Health is a growing and progressive regional healthcare system that is committed to the thousands of patients who trust us with their care and that of our families, friends and neighbors who call Gaston County home. We are here to stay and thrive - for you.

The Pillar For Health Campaign

Philanthropy is essential to our success. The CaroMont Health Foundation is launching the PILLAR FOR HEALTH campaign with a goal of \$25 million, to help CaroMont Health realize this \$325 million vision. The generous people, businesses and foundations that support CaroMont's vision - to increase access to healthcare services and be our community's most trusted healthcare provider - will appreciate the historic significance of CaroMont's leadership to keep our families, friends, and neighbors healthy.

Campaign funds will help CaroMont Health build these vital capital projects and create "first of their kind services" to enhance the health services in our community. These services are now under consideration and may include:

- A Women's Health Center that improves and advances the health of women at menopause and beyond. The offerings of the center will be based on the latest research and treatment options available.
- A Functional Medicine Center that promotes “new thinking, methods and practices” that get at the root cause of disease and illness. The center will focus on genetic, environmental and lifestyle factors that can prevent disease and influence long-term health and complex chronic disease.
- A Comprehensive Cancer Center that offers complete cancer care in a single location, bringing the latest in cancer treatment to Gaston County. Cancer is the second leading cause of death in the U.S. and often requires patients to travel outside Gaston County for the care they need. The center will bring together in one location the many diverse and complex services needed to diagnose and treat the types of cancers prevalent in our community.

CaroMont's reputation for excellent healthcare, ethical and efficient management, and commitment to locally controlled healthcare services, leaves little doubt that these new resources will strengthen our position as the best community hospital in the region and sustain our ranking as one of the 100 top hospitals in the *nation* according to IBM Watson Health.

What Distinguishes the Vision

Our vision addresses the urgent needs of today while preparing for the emerging opportunities of tomorrow. For years, occupancy rates at the 435-bed CaroMont Regional Medical Center have consistently been above the target of 75 percent. For the first time since 1973, state regulators have determined we need 33 new hospital beds this year and another 64 new beds in 2020 (a total of 97 additional beds).

Based on population projections, we will be called upon to serve more than 750,000 patients by 2028, a 15% increase over our 654,000 patients in 2018, including those requiring critical care. We are determined to ensure we have the rooms, technology and caring staff to meet our responsibilities with all patients.

The need for more capacity was further clarified when we opened a free-standing emergency department in the eastern part of Gaston County in 2015. While we expected to see 12,500 patients a year, visits immediately exceeded our expectations and we now treat 30,000 patients annually... demonstrating the need for more advanced care on the east side of Gaston County.

In turn, our new hospital will offer emergency services, inpatient and observation rooms, labor and delivery, surgery, imaging and outpatient services. Patients in the new hospital will also have peace of mind knowing they are minutes from all of the advanced services provided by CaroMont's integrated network.

All told, these advances will significantly strengthen CaroMont Health, enabling it to continue as your premier, independent community healthcare system. In an era of multistate healthcare systems, CaroMont's skilled and caring clinicians will continue to provide our communities with exceptional and compassionate care. We think a caring local health system is key to great healthcare, healthy people, and thriving communities.

How You Can Make A Difference

CaroMont Health's reputation for excellence and financial strength enables the CaroMont Health Foundation to undertake this transformational fundraising campaign. Revenue from CaroMont's clinical care services cannot, alone, support our vision for the Gaston County region. To launch new community health and clinical services and attract and support the work of eminent physicians and nurses, we must call upon the generosity of our community.

Philanthropic support secured through our PILLAR FOR HEALTH CAMPAIGN will provide the margin of excellence for CaroMont Health to continue our place among the nation's healthcare leaders.

The strength of CaroMont Health and our vision will lie in our solid foundation of community philanthropic support. Fulfilling our vision will demonstrate our region's commitment to high-quality healthcare, right at home, reflecting our dedication to those whose lives and livelihoods depend on extraordinary medical care.

Thank you for your interest in this generational healthcare opportunity. We appreciate your willingness to accept a meeting with a member of the CaroMont Health Foundation team when you are called upon to discuss your role in transforming our region's healthcare landscape.



CaroMont Regional Medical Center – Belmont

66-Bed Hospital

- 44 Medical/Surgical
- 6 Labor & Delivery
- 4 Critical Care
- 12 Observation

16-Emergency Treatment Rooms

Surgery Suite

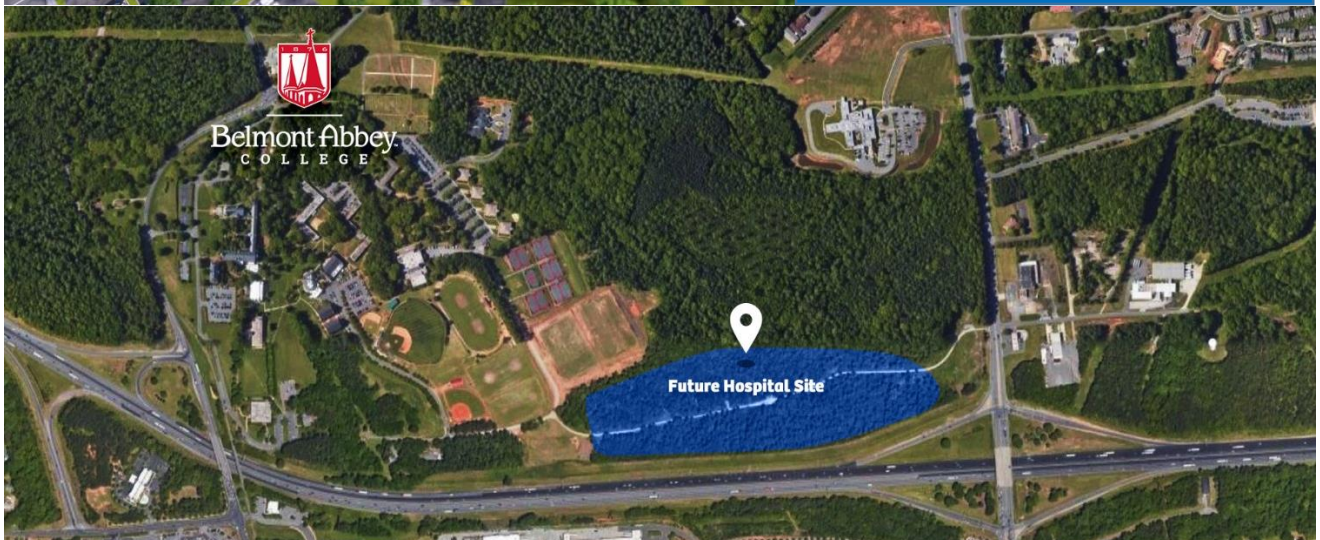
- 2 Operating Rooms
- 1 C-Section Suite
- 1 Endoscopy Room

Imaging Suite

- Inpatient/Outpatient

Total Cost: \$196M

**Anticipated Opening Date:
July 1, 2023**





CaroMont Regional Medical Center – Critical Care Expansion

52-Bed Patient Tower

Centralizes Intensive Care Services

- Highly-trained clinicians working together
- Specialized equipment readily available
- Simpler step-down process to discharge for patients

Larger, More Comfortable Rooms

- Allows families more time together
- Easier access for necessary equipment
- Increased number of monitored beds

Total Cost: \$70M

**Anticipated Opening Date:
July 1, 2022**