

LEADERSHIP PROFILE



Keeping families close™

Vice President of Development **Atlanta Ronald McDonald House Charities (ARMHC)**

“The mission of Atlanta Ronald McDonald House Charities is to nurture the health and well-being of children and families.”

THE OPPORTUNITY

Atlanta Ronald McDonald House Charities (ARMHC) nurtures the health and well-being of families of ill and injured children through its two Ronald McDonald Houses, the Ronald McDonald Family Room and the Ronald McDonald Care Mobile.



This is a time of promise and growth for ARMHC, as the organization prepares to make a significant leap in scope, scale and offerings. ARMHC is financially and operationally strong. It has grown significantly in recent years. ARMHC now provides 81 rooms at two sites near Children’s Healthcare of Atlanta (CHOA), a new Ronald McDonald Care Mobile, and an in-hospital Ronald McDonald Family Room. Over the next 5-7 years, ARMHC will undertake an ambitious capital campaign and double its annual budget, in tandem with Children’s Healthcare of Atlanta’s capital campaign, expansion and relocation.

The newly-created Vice President of Development role is vital to this progress. The VP has a bold mandate:



To lead, grow and diversify ARMHC’s resources. ARMHC will transform to a larger, even more impactful organization in the community, supporting its healthcare partners.

To serve as frontline leader and strategist for ARMHC relationship-building, fundraising, overall resource growth and visibility.

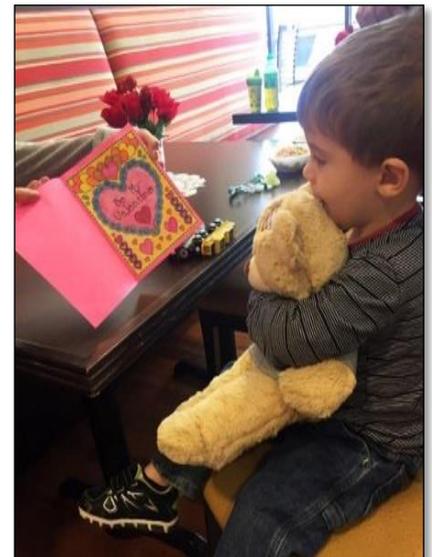
Aspirations for the Future

ARMHC aspires to achieve significant growth in the next 5-7 years – enabling many more children and families to access Ronald McDonald House programs and highest-quality care. To align with the growth and relocation plans of Children’s Healthcare of Atlanta (CHOA), ARMHC anticipates doubling its annual budget, successfully completing a capital campaign and opening a new house in 2026.

The organization seeks to enhance its community impact via the Ronald McDonald Care Mobile, the Ronald McDonald Family Room and volunteer engagement. To realize these important aspirations on behalf of families, ARMHC will sustainably increase capacity, visibility, volunteer, donor and partner engagement, and resources.

To position the organization and the Vice President to achieve next-level growth, ARMHC is reorganizing.

The Development, Special Events and Marketing & Communications teams, which are responsible for resource acquisition, marketing and volunteer efforts, will report to the VP of Development. The team will develop a holistic, impactful approach to engaging with volunteers, donors and partners, building ARMHC visibility in the community and increasing resources and organizational capacity.



THE ORGANIZATION

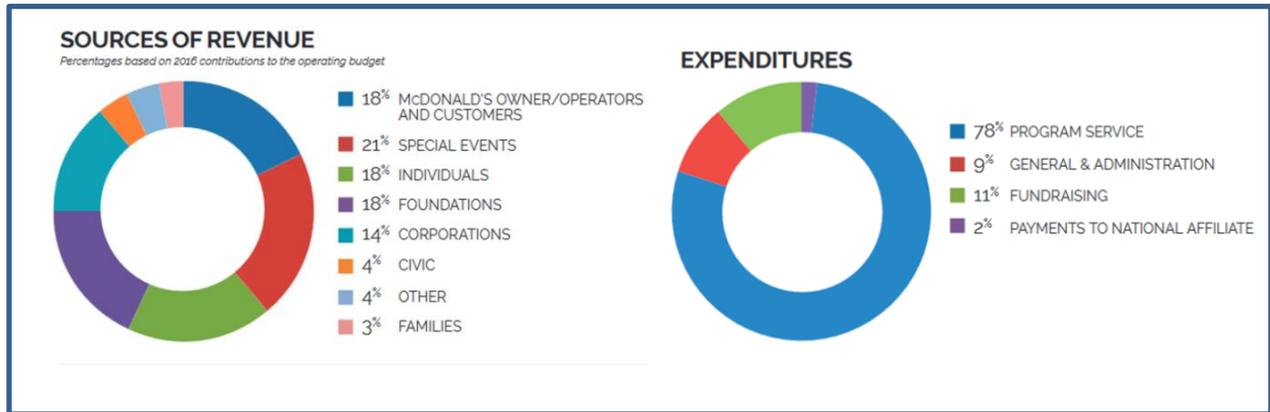
Children have better medical outcomes when their families are with them during recovery from an illness or injury. However, many families cannot afford the added cost of a hotel on top of medical bills, drug costs and other expenses.

In 1979, ARMHC built the fourth-ever Ronald McDonald House in the world. Through the years, ARMHC has served some 50,000 children and families. In 2016, the organization completed an \$18.5 million campaign to create the sparkling, state-of-the-art Ronald McDonald House at Scottish Rite. Combining this house and the Ronald McDonald House at Egleston, ARMHC provides 81 family-friendly rooms in comfortable, supportive, near-to-hospital settings.

To serve local families, ARMHC has recently launched the Ronald McDonald Care Mobile, which serves Atlanta’s highest-need children at nine schools. ARMHC has opened a Ronald McDonald Family Room at Scottish Rite. Hundreds of children and families in the area benefit from these new service additions.

Atlanta Ronald McDonald House Charities (ARMHC) is vibrant and growing. It has a current annual budget of \$4 million, assets total over \$40 million and an operating reserve of \$6 million. Last year, individual giving tripled to over \$600K. The partnership with the Greater Atlanta McDonald's Operators Association contributes about 20% of the annual budget.

ARMHC 2016 Revenues



ARMHC has a strong, highly engaged Board of Directors, talented staff and 14,000+ volunteers committed to the organization and life-changing impact of the mission. Volunteers contribute financial support and hands-on service. In addition to program-based volunteering, there are four volunteer organizations:

- The governing Board of Directors, comprised of 34 corporate and civic leaders who govern and support ARMHC.
- The Advisory Council, which includes volunteers committed to growing awareness for the annual gala and other events.
- The Future Leaders Board of 27-35 year-old professionals who oversee a 5K run.
- The Red Shoe Society, comprised of 23-27 year-old young professionals.

ARMHC has a nurturing and supportive culture, evident in its caring relationships with the families it serves and among staff and volunteers. The culture of service, collaboration and compassion is part of ARMHC's success.



ARMHC has strong, aligned partnerships with the Greater Atlanta McDonald's Operators Association, Children's Healthcare of Atlanta, The Coca-Cola Company, Georgia Pacific, Cox

Enterprises and United Healthcare -- to name just a few.

ARMHC is part of a global network of Ronald McDonald House Charities. Each is owned and operated locally and has a local Board of Directors. McDonald's Corporation licenses each chapter and provides a wealth of resources through hundreds of global Ronald McDonald House Charities. Atlanta is very well-regarded within the global network.

THE RESPONSIBILITIES

The Vice President of Development has a compelling opportunity: to diversify and significantly grow resources in support of ARMHC's mission. The VP will be a strategic, big-picture leader of revenue, relationships and marketing, a trusted partner and source of ideas for the CEO and the Board. The VP will have a proven track record of growth and authentic passion for the mission of ARMHC.



The Vice President will:

- 1. Lead and implement transformational growth.** The VP will be a strategic, forward-looking leader with broad expertise across the fundraising and revenue spectrum, including capital campaigns. She or he will have demonstrated ability to grow significant support and to be a partner and thought leader for the CEO and the Board. The VP will play an instrumental role in ARMHC's growth and mission accomplishment.
- 2. Manage the people and the business.** The VP will be an inspiring leader and manager of people, as well as process, infrastructure, budgets and growth. The VP will lead and coach the team of Development, Special Events and Marketing & Communications professionals, and will build a positive culture of collaboration, cohesion and success. The VP will be savvy about budgets and the business, able to prioritize and to manage change.
- 3. Be a frontline fundraiser and relationship builder.** The VP will be a dynamic relationship builder and storyteller who inspires people to support the mission. The VP will be effective with Board members, corporate partners, individual donors, foundation leaders and volunteers as well as ARMHC families. The VP will diversify and strengthen relationships and sources of support, finding new ways to engage current and new volunteers and donors. The VP will partner with the CEO and Board to design and lead a successful capital campaign.

4. Drive visibility, innovation and engagement. The VP will have strong marketing and communication skills, welcome new ideas and be a source of innovation and creativity. The VP will be creative at broadening awareness and familiarity, and at reaching new audiences. The VP will seek to continuously enhance the reputation and awareness of ARMHC throughout current and new communities of support.

5. Enhance relationships and partnerships. ARMHC relies upon strong, long-term relationships with Children’s Healthcare of Atlanta, the Greater Atlanta McDonald’s Operators Association and other significant partners. The VP will enhance, deepen and expand current partnerships through relationship-building, ideas and innovation. The VP will also develop new relationships, engendering new support and impact.



PERSONAL CHARACTERISTICS

The ideal candidate is an extraordinary development professional with proven frontline leadership, management and implementation success, combined with passion for ARMHC’s mission. The VP will have a record of achieving resource growth, personally and through leadership of successful teams.

Personal assets will include:

- A magnetic, engaging, gracious personality and good diplomatic skills.
- A passion for people, relationships and mission.
- A can-do attitude and self-confidence, coupled with humility – “all about the mission.”
- Desire to roll up the sleeves and make things happen.
- Ability to be nimble and adaptable.
- Ability to build shared vision, inspire engagement and get people excited to achieve stretch goals together.
- Ability to develop effective teams, systems, infrastructure and processes.
- Collaboration, coaching and partnering skills.
- An entrepreneur’s penchant for innovation, strategic risks and continuous improvement.
- Financial, problem solving and critical thinking skills.
- Compelling communication and storytelling skills.
- Dedication to serving ill and injured children and their families.

- Knowledge of the Atlanta market, its leaders and funders, is ideal.

THE RELATIONSHIPS

The Vice President will report to the CEO of Atlanta Ronald McDonald House Charities (ARMHC) and work closely with the Board of Directors. The VP will manage a team comprised of Development, Special Events and Marketing & Communications professionals. The team works with 14,000+ volunteers.

THE LOCATION

ARMHC administrative offices are headquartered in the Ronald McDonald House. Metro Atlanta area is home to over five million residents, the world's busiest airport, Children's Healthcare of Atlanta, the Centers for Disease Control and Prevention, Emory Healthcare, major educational and nonprofit institutions and nationally prominent companies including The Coca-Cola Company, Georgia-Pacific and The Home Depot.



The search for Vice President of Atlanta Ronald McDonald House Charities is being conducted by BoardWalk Consulting. For potential consideration or to suggest a prospect, please email appropriate materials to ARMHC@BoardWalkConsulting.com or call Kathy Bremer or Laura DiBacco at (404) 262-7392

