



LEADERSHIP PROFILE



Chief Executive Officer (CEO)

Wellroot Family Services

Formerly United Methodist Children's Home (UMCH)

Tucker, Georgia

**We envision a world where every child is
raised in a loving, compassionate and nurturing home.**

Vision of Wellroot

AN EXCITING OPPORTUNITY

This is a time of promise at Wellroot Family Services. Formerly the United Methodist Children's Home, Wellroot is expanding its programs to reach more children, young adults and families across a broader continuum of need. Known for its foster care and young adult services, Wellroot is expanding its scope of service to support and help create "forever families."



Wellroot is poised to make a greater difference. The organization has a strong Board, staff and financial foundation. It has a new name, a new location, and a new, expanded mandate. Wellroot is poised to deliver on the evidence that children, youth and families do best in nurturing, permanent family environments. Building on its strengths in foster care and young adult services, Wellroot will serve at-risk families, starting earlier to help prevent separation if appropriate, and engaging along the continuum of need through successful reunification or adoption. Programs will be delivered through direct service and partnerships.

The new CEO of Wellroot has an exciting mandate: to bring the vision to life through ideas, inspiration, operational acumen and relationship building. The CEO will be a seasoned, compassionate leader called to align Wellroot's full potential

Finding leaders that matter for missions that matter®

84 Peachtree Street NW • Fourth Floor, FlatironCity • Atlanta, GA 30303
Tel 404-262-7392 • www.BoardWalkConsulting.com

We restore children and families from trauma through Jesus Christ.

Mission of Wellroot

with the needs of a growing number of children, youth, families and communities in Georgia. The Wellroot Board is seeking a leader with proven executive, communication and organizational skills and a passion for this mission, the expanded mandate and the Kingdom of God.



MANDATE FOR THE CEO

The CEO of Wellroot will lead an organization with significant strengths to achieve its expanded difference-making potential. Wellroot is poised to live into its broader calling to help children, youth and families thrive.

The CEO will be a proven leader able to maximize mission impact and resources over the near and long-term. Wellroot's resources include an endowment of \$75 million, talented staff and good relationships with donors and funding agencies. The CEO will:

- 1. Lead transformation and mission.** The CEO will be a visionary leader, a compelling communicator and a source of inspiration for Wellroot staff, supporters and partners. The CEO will apply bold thinking, business acumen and operational savvy to the challenge of clarifying Wellroot's new vision, strategic focus and approach to direct service and partnerships. The CEO will build organizational cohesion, effectiveness and profile.
- 2. Operationalize the vision.** Working with the Board and the staff, the CEO will envision and execute processes, programs and partnerships needed to deliver on Wellroot's vision. The CEO will be a systems thinker, able to manage change and lead the talent, resources, partnerships and support needed to build out the vision and achieve key milestones across the continuum of care.



- 3. Be the compelling face of Wellroot.** The CEO will be a confident, creative and engaging communicator and storyteller whose efforts will enhance Wellroot's reputation and profile. The CEO will be savvy about marketing, messaging and social media, and will expand the organization's visibility and following.

4. **Grow, deepen and diversify relationships.** The CEO will be charismatic, authentic and skillful at connecting with current and new donors, funders and partners. The CEO will be an enthusiastic fundraiser able to grow individual, church-based and corporate support as well as foundation, governmental and partnership resources. The CEO will be adept at building trust and creating win-win partnerships, alliances and collaboration.
5. **Be a great manager of people and the organization.** The CEO will have financial and business acumen including planning, change management, operational, systems and process skills. The CEO will be expert at hiring, developing, motivating and retaining staff, and will welcome and value ideas from others. The CEO will be a “culture builder” – a leader of compassion, integrity and positivity who understands the importance of, and cultivates, a culture of engagement and high performance.

PERSONAL CHARACTERISTICS

The ideal CEO is an energizing, visionary leader with relevant experience, able to build trust and commitment to Wellroot’s mission. The CEO will be forward-looking, strategic and able to bring the new vision to life. Personal characteristics being sought include:

- Confidence *and* humility—all about the mission
- Strong relationship, communication, listening and collaborative skills
- Accessibility, compassion and team-building skills
- Ability to coalesce people and get them excited about a direction
- Demonstrated commitment to diversity, equity and inclusion
- An entrepreneurial spirit, and the ability to adapt and lead change
- Ability to build consensus *and* take tough decisions as needed
- A sense of humor and balance
- Strong motivation to do this work to fulfill a God-given calling

THE RELATIONSHIPS

The CEO reports to	<ul style="list-style-type: none">• The Board of Directors
Manages a staff of 77 with direct reports including	<ul style="list-style-type: none">• VP Programs• VP Advancement• Chief Operating Officer and Corporate Treasurer• Executive Assistant

THE ORGANIZATION

Wellroot is a faith-based child and family welfare organization that was founded as an orphanage in 1871. Previously known as United Methodist Children's Home (UMHC), Wellroot has a \$10 million budget and a long history as a leader in the field in the state of Georgia. Wellroot seeks to preserve, protect and enhance the lives of children, youth and families.

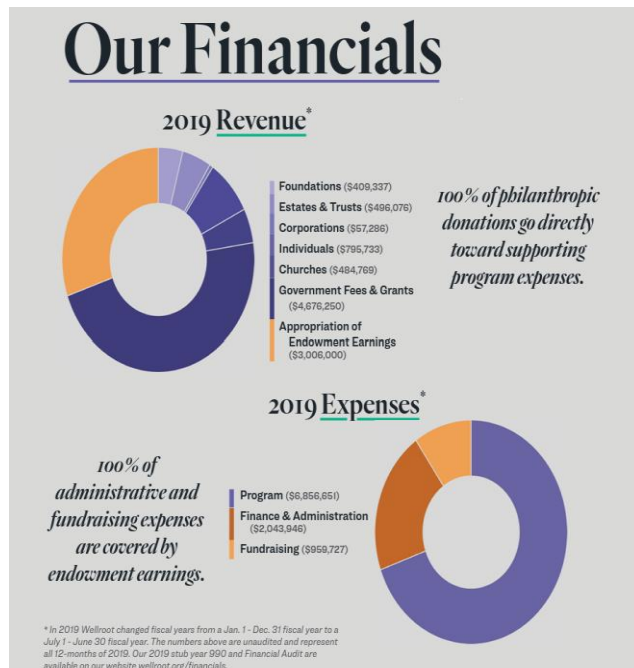


Best practices in child welfare have evolved continuously over the years. The evidence is clear that children do best living in a nurturing family environment, ideally with parents or other kin. The Families First Act of 2018 has refocused providers on permanency and kinship, and away from unnecessary family separation. Consistent with that direction, Wellroot is moving to engage earlier and more expansively with families, bringing a holistic, continuum of care approach to family permanency and success.

The CEO has the opportunity to architect a successful Wellroot future, building on the exciting new vision and the strengths of the team, current programs and finances. The CEO will step up to challenges stemming from three seminal decisions that have both positioned the organization for success and temporarily put it “out of sight, out of mind” for many donors, UMC church members and volunteers:

- **Monetizing the property and doubling the endowment.** The Board sold and monetized its expansive cornerstone property in Decatur, doubling the endowment to \$75 million. Financial stability opens up opportunities to think differently about the future and the role Wellroot can play in child welfare. The endowment establishes a solid platform for evolution and increased impact.
- **Changing the name.** The organization undertook a re-branding initiative that resulted in the name changing from the well-known “United Methodist Children's Home” to “Wellroot.” The new name symbolizes a nurturing, grounded childhood and better reflects the reality that children thrive most in permanent, nurturing homes.
- **Broadening the mission.** Wellroot convened a strategic planning initiative to determine how to leverage its considerable strengths and resources at this critical juncture in the field of child welfare. The strategic plan resulted in the

decision to enlarge the mission and the theory of impact to address a broader continuum of work, much of it still to be defined.



The UMC Children's Home, situated on iconic property with an easy-to-grasp mission, had a brand that was clear and well known. In its new configuration as Wellroot, the organization has a renewed, expanded mandate and new potential. It is challenged to rebuild awareness, saliency, visibility and relationships within and beyond the United Methodist Church community.

Wellroot's annual budget is \$10 million. The organization's endowment covers fundraising and administrative expenses, such that donor contributions go directly to mission support.

Wellroot's Theory of Impact and Future Direction

Wellroot can most effectively protect and restore children and families from trauma through Jesus Christ by harnessing the energies of faith communities, other social service organizations, related government partners and the philanthropic community to strengthen and preserve families at risk of separation.

We build and sustain a network of support through collaboration with churches, nonprofits, schools, child welfare agencies, family courts and other institutions serving families and children.

We seek to identify and strengthen children, young adults, and families in crisis and seeking assistance. We provide resources and support to families, children and youth so that they can develop and grow, helping them meet their spiritual, social, emotional, and basic material needs.

Wellroot's new vision is to work with at-risk families early, through transitions, to family permanency and aftercare. New Program areas, to be developed and served directly or with partners, are shown with an asterisk*:

Who Wellroot serves	How Wellroot serves
Families seeking help to avoid neglect or abuse, or who are otherwise at risk of separation	Prevention and early intervention* Identifying and working with families at risk, to prevent separation
Families engaged with DFCS and or the juvenile court system seeking help to avoid separation	Preservation* Keeping families intact and well-functioning
Families whose children have been placed in foster care programs seeking support to reunite their family ; and families who are fostering children, seeking permanency either through reunification or adoption	Foster parenting Foster care services with the goal of protecting children and attaining permanency
Adolescents/young adults seeking help during their transition from homelessness/foster care to adulthood and higher education	Young adult transitions Helping 18-21-year olds stay safe and begin adulthood through independent living and transition services
Families that have achieved permanency either through reunification or adoption, and young adults who have transitioned out of transitional living and independent living programs	Aftercare* Ongoing care to help ensure family permanency (after reunification or adoption), and ongoing care to help young adults as they continue their transition to adulthood

More information can be found at www.wellroot.org.

THE LOCATION

Wellroot's main office is in Tucker, GA near the city of Atlanta. Atlanta is home to over five million residents and one of the most dynamic, liveable metro areas in the U.S. It ranks in the top five cities nationally for Fortune 500 headquarters. It is home to the world's busiest airport, major academic institutions such as Emory and public-benefit organizations including the CDC and Habitat for Humanity.

**For potential consideration, or to suggest a possible candidate,
please email**

Wellroot@BoardWalkConsulting.com

Or call Kathy Bremer or Patti Kish at 404-BoardWalk (404-262-7392)

