



[www.blythedale.org](http://www.blythedale.org)  
Valhalla, New York

## DIRECTOR OF LEADERSHIP GIFTS

**The Vision of Blythedale Children's Hospital: To serve as the pre-eminent children's rehabilitation hospital in the Northeast, serving higher acuity patients with a variety of special healthcare needs, through superb medical, psychosocial, teaching, research and advocacy programs.**

### THE SEARCH

For more than 100 years, Blythedale Children's Hospital has been a national leader in diagnosing and treating children with life-threatening and complex medical illness/conditions. Renowned for its excellence in patient care, research, training, and advocacy, the Hospital transcends the conventional notions of specialty medical and rehabilitative care. To ensure that Blythedale offers the best level of care to medically fragile children and their families, the Hospital has launched a \$65.3 million modernization project, including the \$40 million *Capital Campaign for Blythedale* - focused on the modernization of facilities. Building on the momentum of the highly successful ongoing campaign, the Hospital is strategically building a team of senior-level development professionals.

Building on the momentum of the highly successful ongoing campaign, the Hospital is strategically building a team of senior-level development professionals. To that end, Blythedale seeks an experienced Director of Leadership Gifts and has retained Freeman Philanthropic Services, LLC (FPS) to assist in this important recruitment.

The Director will increase, expand and diversify philanthropic revenue for the Hospital. In conjunction with the President and CEO, senior administration, and the Board, the Director will craft, execute, and lead a strategic and operational plan for the identification, qualification, cultivation, solicitation, and stewardship of individual leadership and major gift donors. Reporting to the President and CEO, he or she will cultivate, solicit, and steward a portfolio of leadership gift prospects and develop strategies for identifying and cultivating a pipeline of new prospects. In collaboration with colleagues, he or she will assess prospects and develop strategies designed to realize the current and life-time giving potential of individual donors.

The Director will bring an entrepreneurial approach to fund raising and the demonstrated ability to engage participation from all levels and create an atmosphere charged with excitement and energy for Blythedale's visionary programs and projects. The ideal candidate will have significant experience in the identification, qualification, cultivation, solicitation, and stewardship of leadership and major gifts, ideally within a healthcare institution, academic medical center, or higher education institution. The successful candidate will have the integrity and proven ability to develop relationships with high-caliber volunteers and esteemed medical leaders and/or faculty. He or she will have excellent communication skills and the intellectual curiosity and capacity to elicit and

quickly grasp medical and scientific concepts, and synthesize this information into an articulate case for support. Moreover, he or she will know how to creatively engage and motivate volunteers, donors, and prospects, inspire confidence with internal and external constituencies, and embrace and articulate the mission and vision of the Hospital. Capital campaign experience is required and planned giving knowledge is strongly preferred.

## BLYTHEDALE CHILDREN'S HOSPITAL

Blythedale Children's Hospital is dedicated to improving the health and well-being of children. This mission is accomplished in four ways:

- **Patient Care** – Blythedale is a national leader in the diagnosis and treatment of children with disabling and complex medical conditions.
- **Research** – Blythedale is a research center dedicated to discovering ways of improving the care of children with special needs.
- **Advocacy** – Blythedale advocates tirelessly at the federal and state level, to ensure that the highly specialized needs of all children are met.
- **Teaching** – Blythedale trains the next generation of health care professionals in diagnosis and treatment of children with complex medical needs.



Blythedale's first recorded history dates back to 1891, when a group of women of the New York Ethical Culture Society began visiting shut-in children in New York City, furnishing them with clothing and food, as well as obtaining medical attention for them. In addition, the group provided these children summer vacations in the areas surrounding the city. In 1903, \$10,000 was donated toward the establishment of a permanent summer home. This home was located in Hawthorne, just north of the Hospital's current location. The home became a year-round operation in 1913, and 34 children were admitted. The residential facility was formally named the Blythedale Home. In 1922, Blythedale moved to its present campus in Valhalla. The new Blythedale Home took up residence in a 22-room main building located on 17 acres.

Blythedale received its accreditation as a hospital, officially changing its name to Blythedale Children's Hospital in 1964, and underwent a major \$6.3 million reconstruction project to accommodate 92 beds. A swimming and treatment pool and a large multi-purpose area were added, followed by construction of a new school and diagnostic, therapy and administrative areas. In 1998, the Hospital added a beautiful 32,000 square-foot school building.



While the Hospital has undergone dramatic changes to its physical plant, it has evolved its mission, as well, in order to continue meeting the highly specialized needs of its patients. In 1963, the Hospital decided not to limit its treatment to orthopedic and neuromuscular disorders, but to use the skills it had developed for children with metabolic disorders, blood disorders, severe allergic reactions, speech and hearing disorders, and other disabilities requiring a wide range of medical services. This in turn required an expansion of staff and equipment, increased services and affiliation with one or more medical schools.

In 1971, Blythedale opened the Mt. Pleasant/Blythedale School under its roof – the only hospital in the state with a public school district on site specifically designed to meet the educational needs of its patients.

The 1990's continued to bring changes to Blythedale. At the request of major teaching hospitals and pediatricians, Blythedale developed



innovative clinical programs, as well as support services, to diagnose, treat and rehabilitate children with a variety of highly complex rehabilitative and medical needs. In addition, Blythedale expanded its medical staff to include approximately 50 physicians drawn from the top medical schools and residency training programs throughout the United States in their relevant fields of expertise.

Today, Blythedale is the only independent, free-standing children's rehabilitation hospital in the entire United States, according to the National Association of Children's Hospitals and Related Institutions. Other highlights include:



- Blythedale serves children (birth through 19) without regard to religion, race or ability to pay. Although it treats children from any locality, its primary communities are the greater New York metropolitan area, Hudson Valley and Connecticut.
- Through its family-centered approach, extraordinary medical and nursing care, integrated therapy programs and on-site school, Blythedale helps its patients reach their greatest potential and return to their homes and communities as soon as possible.
- In addition to its expert medical staff, Blythedale partners with preeminent academic medical centers to provide access to the region's top pediatric sub-specialties.
- Blythedale's clinical and nursing staff provide expert, compassionate care in a 92-bed inpatient hospital, a Day Hospital program, and extensive outpatient programs.
- The Hospital has the largest cadre of hospital-based pediatric physical, occupational, and speech therapists in New York State.
- Blythedale is the only hospital in the State with an on-site pre K – 12 public school that serves more than 130 inpatients and Day Hospital patients from across the region.
- Over 100 colleges and universities choose to train their future medical professionals at Blythedale.
- Blythedale's pediatric research efforts are dedicated to discovering ways of improving the care of children with special needs.



## THE CAPITAL CAMPAIGN FOR BLYTHEDALE

The children drive Blythedale's vision and its tireless pursuit to develop innovative clinical programs and partnerships with leading academic medical centers to vastly improve children's lives. In order to maintain Blythedale's status as the preeminent children's hospital in the region serving children with special healthcare needs, the Hospital launched the *Capital Campaign for Blythedale* - a \$65.3 million philanthropic initiative to build a replacement inpatient hospital. The modernization project, which is the first major renovation of the Hospital in over 40 years, incorporates the latest medical technology in a warm and child-centered environment. The new facility will feature larger inpatient rooms, a spacious new entrance and lobby and expanded treatment areas for the Hospital's therapy programs. The project is designed to address the dramatic changes in Blythedale's patient population and diagnoses over the past several decades. This ambitious and transformational project has a projected completion date of 2011, with no interruption in service.



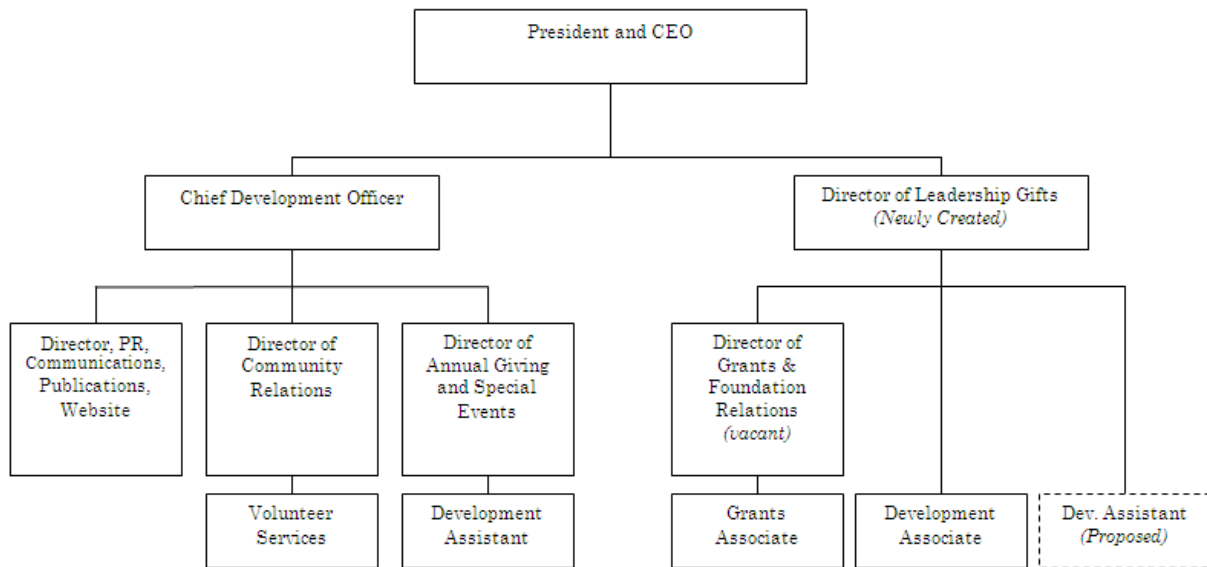
This unprecedented campaign is ongoing and highly successful: The Hospital is currently in Phase One – the construction of the 56,000 square foot replacement inpatient hospital. The cost of this

phase is \$65.3 million with a campaign goal of \$40 million; the Hospital has raised over \$30 million to date towards this campaign goal. Phase Two of the Campaign will encompass renovation of some of the existing space and will include a new speech and audiology department and a new Day Hospital unit. The goal of this phase will be \$8 million.

## IMPORTANT RELATIONSHIPS

The Director of Leadership Gifts will report to the President and CEO, Larry Levine and work closely with the Board of Trustees. He or she will collaborate with the Chief Development Officer to create and implement an inclusive enterprise-wide strategy for leadership gift development.

*Development Department Organizational Chart*



The successful candidate will partner with and support the President and CEO and the high-caliber Board Fundraising Committee, which includes Board Chairman John L. Furth, Vice Chair Owen Gutfreund, Capital Campaign Chair Larry Cohen, Peggy Tanner, Jeanne Savitt, and Heidi Schwartz.

The Director will strategically engage and support Blythedale’s esteemed medical leaders, including physicians, nurses, therapists, researchers, and other colleagues, in cultivation and solicitation activities. Moreover, he or she will build strong relationships with the Hospital’s dedicated community of volunteers and grateful patients/families.



## KEY OPPORTUNITIES & CHALLENGES

As a senior member of the development team, the Director of Leadership Gifts will be expected to contribute broadly to all aspects of the fulfillment of the Hospital’s mission and philanthropic growth. Blythedale seeks an entrepreneurial fund raiser with both the capacity and the demonstrated track record to respond effectively to the following challenges:

- Develop a thorough understanding of the Hospital's areas of excellence, services, and programs in order to effectively communicate the case for support to appropriate constituencies to increase philanthropic giving and achieve the Campaign's goals;
- Establish credibility and strong collaborative relationships with the President and CEO, senior administration, Board members, medical leadership, volunteers, and colleagues;
- In conjunction with the President and CEO, craft, execute, and lead a strategic and operational plan for leadership gift campaign initiatives;
- In collaboration with the Board and the President and CEO, the Director of Leadership Gifts will be charged with conducting a perspective donor and donor census;
- Strategically and effectively support senior administration, Board members, and medical leadership in the identification, cultivation, solicitation, and stewardship of individual leadership and major gift donors and prospects, as appropriate;
- Maintain a portfolio of leadership gift prospects, design and execute identification, qualification, cultivation, solicitation, and stewardship strategies for each prospect and determine the best strategy for leadership, staff, or volunteer involvement;
- Continue to steward current donors while systematically identifying and targeting leadership and major gift prospects;
- Maintain best fund-raising and operational practices, utilizing clearly defined goals, objectives, and transparent methods with which to measure success;
- Ensure a coordinated and collaborative approach with colleagues in respect to leadership and major gift solicitation, planned giving, stewardship, special events, corporations and foundations, and annual giving, as well as prospect research.
- Execute innovative identification, recruitment, engagement, and support vehicles for volunteers to inspire participation in identification, cultivation, solicitation, and stewardship activities;
- Serve as a resource regarding planned giving vehicles to volunteers, staff, and donors;
- Guided by the Hospital's values and mission, contribute to an organizational environment where teamwork, collaboration, and dedication are expected and required.



## IDEAL QUALITIES & EXPERIENCE

Blythedale seeks a dedicated development professional with, ideally, the following attributes and experience:

- Passion and appreciation for the mission and goals of the Hospital;
- Integrity, poise, and fund-raising skills to collaborate effectively with senior administration, medical leaders, and high-caliber volunteers in order to help marshal the full fund-raising potential of the Hospital;



- Established track record in leveraging leadership and major gifts, including the ability to effectively research, identify, qualify, cultivate, solicit, and steward prospects and donors from a variety of constituencies, ideally within an academic medical center, healthcare institution, or higher education institution;
- Proven ability to actively build and manage a portfolio of leadership and major gift prospects;
- Capital campaign experience required;
- Effective and successful experience supporting high-level volunteers and grateful patients/families, providing strong support, inspiring action, and continued dedication to the mission;
- Excellent communication skills (both written and oral), the ability to clearly and persuasively articulate the case for support to diverse constituencies;
- Intellectual curiosity and dexterity; the ability to solicit and understand complex scientific and medical information and then synthesize and communicate this information to diverse constituencies in an effective and compelling manner;
- Experience with all aspects of a high-performing development office, including planned giving, corporations, foundations, and special events, strongly preferred;
- Highly motivated self-starter with a collaborative style, seasoned with a sense of humor and perspective;
- Cultural sensitivity and commitment to the highest standards of professionalism and excellence;
- Bachelor's degree required, advanced degree preferred.

## COMPENSATION

The compensation package will be competitive and commensurate with the successful candidate's background and experience.

## APPLICATIONS & NOMINATIONS

Confidential inquiries, applications, and nominations should be sent to Freeman Philanthropic Services, LLC at [BlythedaleDLG@glfreeman.com](mailto:BlythedaleDLG@glfreeman.com). All applications must include an up-to-date resume, formal letter of interest in the Director of Leadership Gifts opportunity, and the contact information for three professional references. Blythedale Children's Hospital is committed to diversity among its employees and encourages qualified candidates from all backgrounds to apply.