



Kennedy Krieger Institute

www.kennedykrieger.org
Baltimore, MD

ASSISTANT VICE PRESIDENT OF DEVELOPMENT

“More than sixty years ago, the Kennedy Krieger Institute began its journey toward unraveling the mysteries behind disorders of the brain in children... Our persistence has given us international recognition as a premier resource for children with disabilities - from the rarest genetic disorders to the most common learning problems. Each year, more than 10,000 of those children and their families come through our doors seeking help and knowing that here is where they can find it... Our mission is what it has always been: to help individuals with disabilities go as far as their potential allows. We are poised now more than ever to be able to do this and are inspired by a future of promising discoveries.”

Gary W. Goldstein, M.D.
President
Kennedy Krieger Institute

❖ THE SEARCH

Internationally recognized for improving the lives of children and adolescents with disorders and injuries of the brain and spinal cord, the Kennedy Krieger Institute in Baltimore, Maryland serves more than 13,000 individuals each year through inpatient and outpatient clinics, home and community services, and school-based programs. Kennedy Krieger provides a wide range of services for children with developmental concerns mild to severe, and is home to a team of investigators who are contributing to the understanding of how disorders develop while pioneering new interventions and earlier diagnosis.

With the goal of intensifying capacity for treatment and groundbreaking advances, Kennedy Krieger launched its \$55 million *Unlocking Potential: The Campaign for Kennedy Krieger Institute*. To date, the Institute has successfully raised more than \$47 million towards this goal. Poised for continued success and philanthropic growth, Kennedy Krieger seeks a dynamic, entrepreneurial fund raiser to serve as the Assistant Vice President of Development. This is an opportunity to provide strategic direction and operational management for a comprehensive development operation, with particular focus on expanding individual major gift philanthropy

In partnership with the Executive Vice President for External Relations Lainy LeBow-Sachs, the Assistant Vice President of Development will engage and effectively support the President, the Board of Directors, the Campaign Steering Committee, esteemed faculty and research scientists, and volunteers in fund-raising activities. He or she will promote and encourage the existing culture of enthusiasm, cooperation, and passionate commitment to the mission of the Institute.

The ideal candidate will have proven fund-raising experience (including major gifts, planned giving, and capital campaigns) and dedication to best practices. In addition to passion for the mission of Kennedy Krieger, he or she will possess superior communication and relationship management skills. The Assistant Vice President of Development will bring creative yet focused leadership, as well as the management acumen to guide and mentor a staff of 13 professionals and support staff. The Institute has retained Freeman Philanthropic Services, LLC to assist on this recruitment.



❖ ABOUT THE KENNEDY KRIEGER INSTITUTE

An Original Vision

Kennedy Krieger's tradition of improving the lives of children with neurological disorders dates back to 1937, when Winthrop Phelps, M.D., an orthopedic surgeon from Baltimore, responded to a dire need for treatment for individuals with cerebral palsy. He founded the Children's Rehabilitation Institute, the first treatment facility in the country dedicated solely to children with cerebral palsy. The Institute was renamed the Kennedy Institute in 1968 in memory of President John F. Kennedy, who enacted the Medical Training Act during his administration, to protect the rights and improve the lives of persons with disabilities. In 1992, the name was changed again to Kennedy Krieger Institute to honor original board member and long-time supporter, Zanvyl Krieger.



A Relentless Pursuit

Sixty-five years after its founding, the Institute has evolved into an international resource for children with diverse brain-related disorders, from mild learning disabilities to rare genetic disorders. Thousands of individuals with developmental disabilities and their families come to Kennedy Krieger to receive the best possible medical care, schooling and benefits of cutting edge research available. Individuals the world over have improved outcomes thanks to discoveries made and treatments implemented at Kennedy Krieger. Each year several hundred graduates and post-graduates on their way to becoming practicing professionals in this field, also receive exemplary training at Kennedy Krieger and go on to improve the lives of individuals with developmental disabilities worldwide.



An Ongoing Mission

Kennedy Krieger is committed to improving the lives of children and adolescents with disorders of the brain, either of congenital onset or acquired through injury or illness. Its singular focus on pediatric brain disorders, interdisciplinary treatment, ground-breaking research and application of specific and proven therapies, are what make Kennedy Krieger world renowned and recognized.

Clinical Programs

Kennedy Krieger's clinical programs offer an interdisciplinary approach in treatment tailored to the individual needs of each child. Services include over 40 outpatient clinics; neurobehavioral, rehabilitation, and pediatric feeding disorders inpatient units; plus several home and community programs providing services to assist families.

Kennedy Krieger's patient care programs are comprised of more than 35 outpatient clinics; neurobehavioral, pediatric feeding disorders and rehabilitation inpatient programs; and various home and community programs representing more than a dozen disciplines. All focus on realizing the potential of each child and strengthening participation in the home, school and community.



School Programs

The Kennedy Krieger School, is a nationally recognized “Blue Ribbon School of Excellence” (the first in the State), and is a leader in providing model programs of innovative education for children, adolescents and young adults with a wide range of learning, emotional, physical, neurological, and developmental disabilities. The Kennedy Krieger High School Career and Technology Center offers a model work-based learning program that blends expectations of the world of work with school-based instruction to empower students to develop the lifelong learning skills needed for meaningful employment and economic independence.



The Kennedy Krieger Research Institute

Scientists at Kennedy Krieger, who also hold appointments at Johns Hopkins University, are international leaders in the effort to diagnose, treat, and ultimately, prevent and cure childhood neurological disorders and developmental disabilities. The faculty, among some of the world’s leading experts in this field and are attuned to the special needs of this population, have made crucial medical discoveries leading to innovative treatments and have improved the lives of individuals with disabilities.

Centers of the Institute

- **International Center for Spinal Cord Injury (ICSCI)** is the world's first facility focused on the research and treatment of spinal cord injuries and paralysis in children. While most other spinal cord programs concentrate on helping individuals learn to compensate for injuries believed to be permanent, the ICSCI relies on an innovative treatment philosophy known as activity-based recovery to actually promote recovery of function, even in patients whose injuries occurred years ago. The Center welcomes adult patients, but may be particularly beneficial for children; ICSCI has concentrated its efforts on a group of patients whose bodies’ natural tendencies to grow and repair makes them even more likely to benefit from intense rehabilitation.
- Autism is now the second most common developmental disability, affecting as many as 1 in 166 children. Kennedy Krieger's maintains the **Center for Autism and Related Disorders**, a multi-faceted, multidisciplinary program that combines research, assessment, therapeutic, community outreach and training. CARD endorses a flexible approach to treatment, adjusting the core set of methods used and goals of intervention to meet the needs of each child and his or her family.
- The **Maryland Center for Developmental Disabilities** is one of a national network of University Centers for Excellence in Developmental Disabilities (UCDD), federally funded by the Administration on Developmental Disabilities. The Institute was the nation’s first UCDD and set the precedent for this important program, which was established in 1963 to advance the understanding of children with mental retardation and other brain related disorders.



Professional Training

In addition to providing evaluation, rehabilitation, educational services and cutting edge research on behalf of children with brain related disabilities, Kennedy Krieger also provides professional training by renowned experts dedicated to increasing the number of qualified specialists in the United States and abroad. Through funding from the Leadership Education in Neurological Disabilities (LEND) project of the Maternal and Child Health Bureau, the Institute provides interdisciplinary training in the field of developmental disabilities.

❖ **THE LEADERSHIP OF KENNEDY KRIEGER INSTITUTE**

"We at Kennedy Krieger dedicate ourselves to helping children and adolescents with disorders of the brain and spinal cord achieve their potential and participate as fully as possible in family, school and community life."

President and CEO – Gary W. Goldstein, M.D.

Gary Goldstein, M.D. is the President and CEO of the Institute. One of the leading researchers of neurological functions and defects, Dr. Goldstein has helped gain international recognition for the Institute through his studies of children with a wide range of disabilities, from rare genetic disorders to common learning problems.



Dr. Goldstein is also a Professor of Neurology and Pediatrics at Johns Hopkins University, School of Medicine and a Professor of Environmental Health Sciences at Johns Hopkins University, School of Hygiene and Public Health. He also serves as the chair of the Autism Speaks scientific advisory committee. He received his M.D. from the University of Chicago. He served as a Major in the United States Army, before becoming the Director of Pediatric Neurology at the University of Michigan, Ann Arbor.

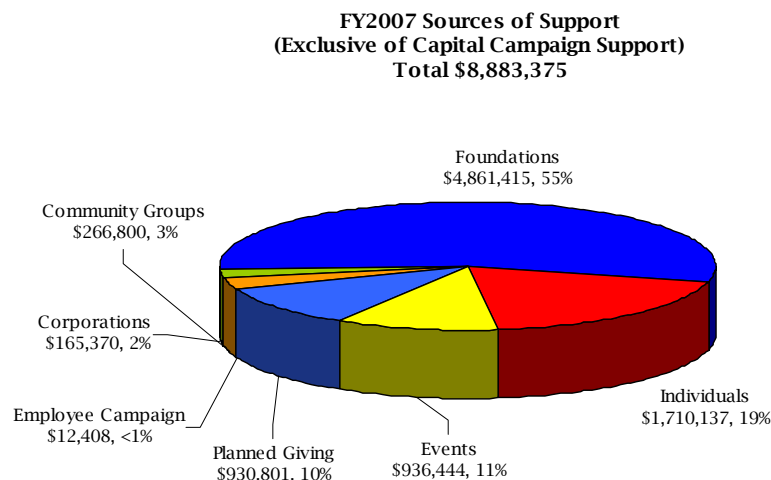
Executive Vice President for External Relations – Lainy LeBow-Sachs

Ms. Lainy LeBow-Sachs has served as the Executive Vice President for External Relations for the Institute since 1996. Prior to joining Kennedy Krieger, she worked as a long-time aide to former Baltimore Mayor, Maryland Governor, and Maryland Comptroller, William Donald Schaefer.

Ms. LeBow-Sachs currently serves on several boards, including the Baltimore Symphony Orchestra, the Maryland Zoo, and the Baltimore Jewish Council. She is often recognized for her work, both professional and volunteer, within the sector; demonstrated by numerous awards, including "Maryland's Top 100 Women" (for which she was named for three years and was included in The Circle of Excellence), United Way's "Clementine Award", and "Woman of the Year" by Hadassah. Ms. LeBow-Sachs received a Bachelor of Science from Boston University and a Masters in Education from Loyola College.

❖ **FUND-RAISING HIGHLIGHTS**

Through the Office of Development, the Institute has established relationships with individuals, philanthropic corporations, foundation, associations, and community groups. Exclusive of dollars raised for the current capital campaign (outlined below), the Institute has raised \$8.883 million, \$7.196 million, and \$6.443 million in fiscal years 2007, 2006, and 2005 respectively. In FY2007, the Institute raised a total of \$8,883,375 from individuals, foundations, special events (including the annual Festival of Trees event), planned giving, community groups, corporations, and the employee campaign. In the same fiscal year, the Institute's endowment reached \$50 million.



UNLOCKING POTENTIAL: THE CAMPAIGN FOR KENNEDY KRIEGER INSTITUTE

With the goal of providing funding for a new outpatient facility and expanding the search for answers in the critical areas of autism and spinal cord injury, Kennedy Krieger launched its \$55 million *Unlocking Potential: The Campaign for Kennedy Krieger Institute*.

- **The Harry and Jeanette Weinberg Building (Goal: \$35 million)**

Kennedy Krieger’s new Harry and Jeanette Weinberg Building (currently under construction, *artist’s rendering pictured below*) is named for The Harry and Jeanette Weinberg Foundation, Inc.’s generous \$7,150,000 lead gift towards the new center for outpatient care. As a comprehensive resource for disabled children, their families, and Baltimore’s underprivileged community, the center will support the Foundation’s legacy of affirming the value and dignity of every human life. The Harry & Jeanette Weinberg Building will be an architectural flagship featuring state-of-the-art technology surrounded by natural healing gardens. A six-story physical expression of the Institute's patient-centered approach, the Weinberg Building will boast one of the most comprehensive pediatric rehabilitation facilities in the world.



- **The Center for Autism and Related Disorders (Goal: \$10 million)**

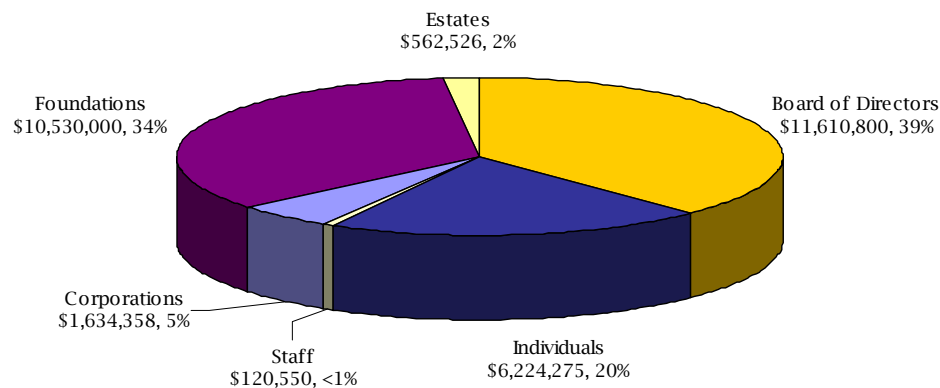
As described on page 3, the Center for Autism and Related Disorders (CARD) at Kennedy Krieger is a multi-faceted, multidisciplinary program for children with autism spectrum disorders and their family members.

- **The International Center for Spinal Cord Injury (Goal: \$10 million)**

The International Center for Spinal Cord Injury (ICSCI) at Kennedy Krieger, also described on page 3, was founded on the philosophy that individuals with paralysis can always hope for recovery of sensation, function, mobility and independence, even many months or years after their injuries.

As of May 21, 2008, Kennedy Krieger has raised \$47,946,228.72 towards the \$55 million campaign goal. Of this total amount, \$17,263,720 is government awards and \$30,682,508.72 is private philanthropic gifts (please see constituency breakdown below). Notably, private support to date includes eleven gifts above \$1 million, totaling \$23,150,000.

Capital Campaign Gifts by Constituency
Private Gifts, Totaling \$30,682,509
 (as of May 21, 2008)

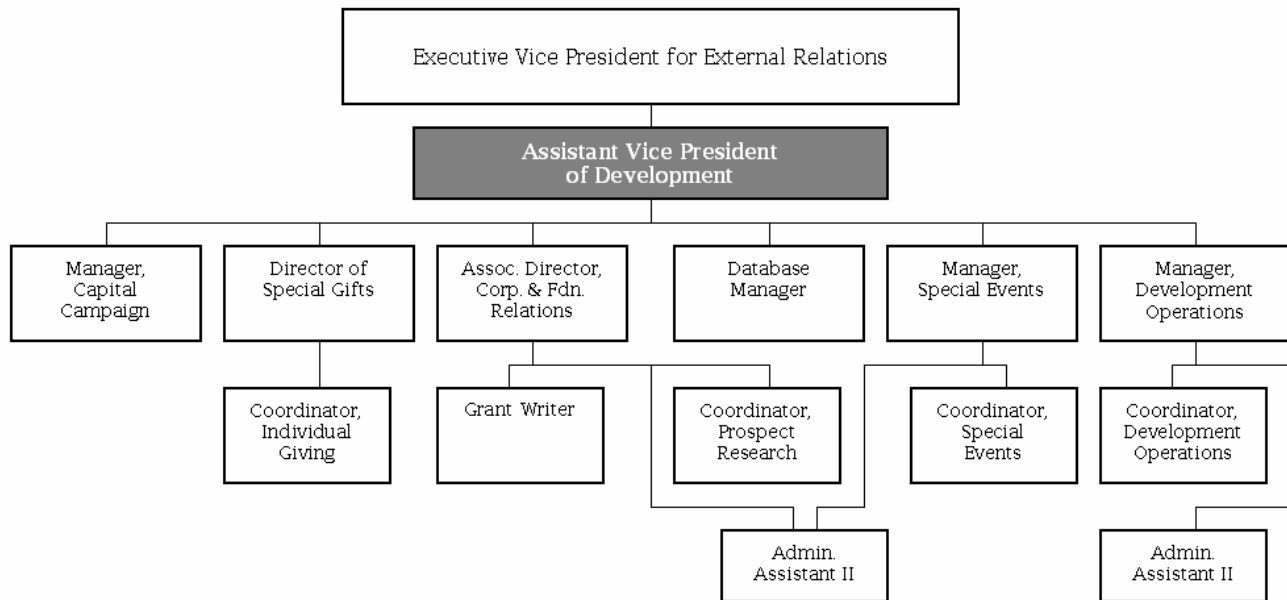


❖ **IMPORTANT & REPORTING RELATIONSHIPS**

The Assistant Vice President of Development will report to the Executive Vice President for External Relations, Lainy LeBow-Sachs. He or she will strategically engage and effectively support the President, the Board of Directors, the Campaign Steering Committee, esteemed faculty and research scientists, and other volunteers in fund-raising activities.

The successful candidate will oversee 13 professional and support staff, including six direct reports (see organizational chart below). He or she will foster collaboration, teamwork, and communication among the development team.

Office of Development - Organizational Chart



❖ **KEY OPPORTUNITIES & CHALLENGES**

As a senior leader of the Kennedy Krieger development staff, the Assistant Vice President of Development will be expected to contribute broadly to all aspects of the fulfillment of the Institute's mission and growth. Key opportunities and challenges include:

- Gain the trust of and establish collaborative relationships with the President, the Board of Directors, the Campaign Steering Committee, the Executive Vice President for External Relations, esteemed faculty and research scientists, volunteers, community leaders, grateful patients and families, staff, and colleagues;
- Develop a deep understanding of the Institute's history, mission, programs, and fund-raising and campaign goals;
- Embrace Kennedy Krieger's case for support and passionately articulate the Institute's mission to the world at large;
- Create and implement a long-term, comprehensive fund-raising strategic plan, focused on increasing and expanding support from individuals;
- Continue to engage current donors, while proactively identifying, cultivating, and stewarding new prospects;
- Engage and effectively support the President, the Board of Directors, the Campaign Steering Committee, esteemed faculty and research scientists, and other volunteers in fund-raising activities, as appropriate;

- Manage a portfolio of major gift prospects; create a personal operating plan and devise cultivation, solicitation, and closure strategies for each prospect;
- In partnership with the Executive Vice President for External Relations, lead the current campaign to its successful conclusion;
- Further enhance board member and volunteer involvement in fund raising by designing and implementing structures for involving and supporting them in dynamic activities; develop approaches for improving the experience of current and future volunteers;
- Oversee, mentor, and motivate the development staff;
- Maintain best fund-raising and operational practices; establish processes that will ensure staff effectiveness, utilizing clearly defined goals, objectives, and transparent methods with which to measure success;
- Guided by the Institute's values and mission, provide inspirational leadership through teamwork, collaboration, and dedication.

❖ **IDEAL QUALITIES, CHARACTERISTICS & EXPERIENCE**

Kennedy Krieger seeks an entrepreneurial fund raiser with the ability and the demonstrated track record to respond effectively to the opportunities and challenges listed above. The ideal candidate will possess the following attributes and experience:

- Passion for the mission of Kennedy Krieger;
- Stature, integrity, and experience to gain the trust and confidence of the Institute's administrative, medical, and volunteer leadership, as well as colleagues, staff, donors, and prospects;
- Proven success in providing strategic direction and daily management of fund-raising initiatives, resulting in improved performance and increased philanthropic revenue;
- Significant experience leading all aspects of a comprehensive fund-raising operation, specifically major gifts, planned giving, and capital campaigns;
- Track record of successful, personal major gift solicitations;
- Excellent communication skills (both written and oral); ability to eloquently articulate Kennedy Krieger's mission, programs, and aspirations;
- Focused leadership that encompasses strategic vision, detailed organizational attention, and strong interpersonal skills;
- Ability to manage a productive and efficient development operation through motivation, recruitment, coaching and staff development, and team building;
- Demonstrated ability to maintain best practices, engage participation from all levels, and generate excitement, shared purpose, and action;
- Strong personal work ethic, collaborative, and results-oriented; combined with a sense of humor and perspective;
- Bachelor's degree required; advanced degree preferred.

❖ **COMPENSATION & BENEFITS**

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

❖ **CONFIDENTIAL APPLICATIONS & NOMINATIONS**

Confidential inquiries, applications, and nominations should be sent to Gail L. Freeman, President, Freeman Philanthropic Services, LLC at KennedyKrieger@glfreeman.com.

Kennedy Krieger is an equal opportunity employer, committed to diversity among its staff, and encourages qualified candidates from all backgrounds to apply.