



Chief Development Officer
Oak Brook, IL

"Keeping Families Close"

ABOUT RONALD McDONALD HOUSE CHARITIES, www.rmhc.org

Ronald McDonald House Charities (RMHC) creates, finds and supports programs that directly improve the health and wellbeing of children. In 1974, Dr. Audrey Evans, head of oncology for Children's Hospital of Chicago, founded the first Ronald McDonald House, along with Philadelphia Eagles player Fred Hill, whose daughter had leukemia; Leonard Tose, Eagles owner; Jim Murray, Eagles general manager; and Ed Rensi, McDonald's regional manager. It was founded to create a "home away from home" so that families could be close to their children while they were being treated; the original house was funded from the sales of "Shamrock Shakes®". As the founders recognized that families were sometimes traveling significant distances, additional Houses were created to make it easier for families to be close to their children. The Houses are built on the simple idea that nothing else should matter when a family needs to be focused on the health of their child. In 2014, RMHC served nearly 5.7 million children and families. RMHC programs include 353 houses that operate in 63 countries and regions, 196 Ronald McDonald family rooms, 50 Ronald McDonald Care Mobiles around the world, and grants to organizations that focus on providing access to healthcare.

RMHC is headquartered in Oak Brook, Illinois. The current staff complement is 26 and annual revenues are \$38 million. RMHC is a 501(c)(3) nonprofit organization that operates separately from McDonald's Corporation; however, McDonald's donates the time, facilities and significant staff general and administrative support as the Founding Mission Partner.



In 2014, RMHC launched a three-year "RMHC Impact Strategy" with a goal to serve an additional 1 million children a year. Three priorities have been identified:

- Expanding reach by both creating and growing existing programs – including Ronald McDonald Houses and Ronald McDonald Family Rooms.
- Strengthening the global network through staff development and education, and ensuring the financial sustainability of RMHC and its Chapters around the world.
- Mobilizing support to increase the understanding of RMHC programs, thereby allowing RMHC to support more children and families around the world.

**Ronald McDonald House Charities
Chief Development Officer**

RMHC is currently seeking a Chief Development Officer to generate the philanthropic support that will help RMHC realize its mission and expand its reach.

ABOUT THE CHIEF DEVELOPMENT OFFICER

Reporting to the President and CEO for RMHC, the Chief Development Officer is responsible for generating support from corporate partnerships, major and planned gifts, board giving and special events. The Chief Development Officer also provides strategic guidance, develops resources and implements system wide programs to support and strengthen the Chapter network. This individual serves as a member of the senior leadership team along with the Officers of Field Operations (programming), Marketing & Communications and the Charity's Controller. Direct reports include two Development Managers, and a Manager of Special Events and Supplier Management. The Chief Development Officer is an employee of McDonald's Corporation.

Revenue streams for the RMHC, Inc. include \$22 million through McDonald's facilitated giving, \$6 million from events (including a golf outing, an awards gala and a marathon), nearly \$7 million from point-of-purchase donation boxes, \$3 million from capacity campaigns and approximately \$750,000 from corporate partners. For national fundraisers (U.S.), 75 percent of generated revenue is shared with Chapters. The Chief Development Officer will be accountable for the revenue generated from special events, major gifts, planned giving, and new and existing corporate donors apart from McDonald's facilitated giving.



One of the challenges that RMHC faces is the perception that McDonald's Corporation underwrites all of the Charity's work, including that of the Chapters. In reality, each Chapter is a separate 501(c)(3) that raises its own funds for operations and programs. Another challenge is the need to deepen and expand relationships and partnerships outside McDonald's Corporation and beyond the existing corporate partners.

RESPONSIBILITIES

The Chief Development Officer has the following responsibilities:

- Collaborate with the Senior Leadership Team and the Global Board of Trustees to continue to develop, innovate and execute the long-term RMHC Impact Strategy.

**Ronald McDonald House Charities
Chief Development Officer**

- Generate philanthropic support for RMHC through existing and new relationships in the community, including McDonald's suppliers, owner/operators, board members and other constituents.
- Lead and manage a development team to stated objectives and goals, including cultivation of major gifts and planned gifts, in-kind contributions, and participation and sponsorship in RMHC events such as the Awards of Excellence, Team RMHC Chicago Marathon and Golf Outing.
- Expand the portfolio of donors so that they align and reflect the RMHC presence as a global brand and nonprofit serving the critical needs of children
- Establish strong relationships with RMHC Chapters around the world to help build capacity and provide strategic leadership.
- Create a Center of Excellence for development to strengthen the network of support for local Chapters.
- With the Chief Marketing Officer, co-lead the Marketing & Development Committee of the board.
- Cultivate and steward relationships within McDonald's and among new corporate donor leadership that will further advance the mission of RMHC.

QUALIFICATIONS

The successful Chief Development Officer will bring most, if not all, of the following personal and professional qualifications:

- At least 10 years of senior development experience, including leading a development team focused on building and expanding corporate relationships and partnerships, as well as significant individual (major and planned) gifts.
- Knowledge and capability to build and expand successful corporate partnerships on a global scale.
- A highly collaborative approach to addressing issues and solving problems.
- Inspirational and energetic leader with a strong sense of internal and external relationship building in a highly complex environment.
- Excellent communication, interpersonal relations and strategic thinking skills; an ability to speak and write persuasively.
- The ability to successfully manage competing priorities.
- Commitment to the mission of supporting programs that directly improve the health and well-being of children.
- Possesses a high degree of emotional intelligence, diplomacy and self-awareness.
- Ability and willingness to travel 30 percent time and to represent RMHC at events as required.

**Ronald McDonald House Charities
Chief Development Officer**

- A bachelor's degree is required; a master's degree would be an advantage.

APPLICATION

Campbell & Company has been exclusively retained to conduct the search for the Chief Development Officer on behalf of Ronald McDonald House Charities. This search is being conducted by Marian Alexander DeBerry, Director and Colleen Rogers, Associate Consultant, Executive Search. Please direct inquiries, applications and nominations to:

Colleen Rogers

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