Senior Director of Development for The Children’s Research Institute and Center for Neurosciences and Behavioral Medicine
Children’s Hospital Foundation
Washington, D.C.
http://childrensnational.org/

Send Nominations or Cover Letter and Resume to:
Wendy Lazar
Search Director
617-262-1102
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The Opportunity:

As the leading kids’ health system in the Washington, D.C. area and the only freestanding children’s hospital between Philadelphia and Atlanta, Children’s National Health System is dedicated to caring for children and its community. It aims to excel in clinical care, advocacy, research and education while providing a quality healthcare experience for its patients and their families. Children’s National also improves health outcomes for children and leads in the creation of innovative solutions to pediatric health challenges.

Founded in 1870, Children’s National Health System has grown from a modest 12-bed facility to the integrated healthcare system it is today. Its team members are among the most
experienced pediatric primary and specialty care providers in the country, and its advocacy and health promotion programs give all children the best chance for a bright future.

With a community-based pediatric network, 7 regional outpatient centers, an ambulatory surgery center, 2 emergency rooms, an acute care hospital, and collaborations throughout the region, Children’s National is recognized for its expertise and innovation in pediatric care and as an advocate for all children.

Children’s Hospital Foundation, the fundraising arm of Children’s National, has seen much success in supporting the needs of an ambitious institution. The Foundation’s recent successes include surpassing its last campaign goal — The Transforming Children’s Health Campaign — a $500 million goal, as well as securing a $150 million gift — the single largest gift ever made to a pediatric medical institution. The Foundation staff has also grown from 53 to approximately 100 employees since 2011. The Foundation is in the planning stages of an exciting, comprehensive campaign that will have transformational impact on Children’s National.

The Senior Director will oversee fundraising for the Center for Neurosciences and Behavioral Medicine and the Children’s Research Institute. These areas are led by top physicians who are great partners with the Foundation. This is an ideal opportunity for a seasoned frontline gift officer who is eager to lead a team in supporting a world-renowned institution that is improving and transforming pediatric care.

**Position Overview – Senior Director of Development for The Children’s Research Institute and Center for Neurosciences and Behavioral Medicine**

The Senior Director of Development will serve as the lead philanthropic professional for the institutional priorities of the Center for Neurosciences and Behavioral Medicine and the Children’s Research Institute of Children’s National. This individual will join a team of dynamic and high-achieving fundraising professionals who are committed to the advancement of pediatric medicine. The Senior Director will assume the leadership role to design, articulate and implement a comprehensive multi-year fundraising strategy for these areas within Children’s National. Working closely with center leaders, faculty and Foundation leaders, the Senior Director will launch creative initiatives capable of attracting significant new funders and build a broad base of support. The Senior Director will lead a team of professionals to manage all philanthropic
activities of these areas, and partner with its members to secure major and principal gifts, raising $5-7 million annually.

The Senior Director of Development, reporting to the Associate Vice President, Major Gifts, will assume the leadership role to design, articulate and implement a comprehensive multi-year fundraising strategy for multiple centers, institutes and programs. Provide strategic leadership, direction and management for each area under his/her supervision. Work closely with center leaders, faculty and Foundation leaders to launch creative initiatives capable of attracting significant new funders and build a broad base of support. Assume responsibility for his/her own fundraising goals and, when necessary, partner with Principal Gifts, Corporate & Community Giving, Planned Giving and any other unit within the Foundation to increase and diversify philanthropic revenue. The position carries an expectation of raising $3-5 million per year for each center in its responsibility. Manage all philanthropic activities of his/her center, institute or program’s Board/volunteer leadership and partner with its members to secure major gifts. Lead, inspire and manage the efforts of any fundraising and administrative staff under direction of the position.

**Minimum Education:**

Bachelor’s degree

**Minimum Work Experience:**

12 Year(s)

**Required Skills/Knowledge:**

Demonstrated track record of exceptional fundraising activities, including successful identification, cultivation and solicitation of 7- to 8-figure gifts. Experience in effectively leading fundraising activities in large, complex environments with the ability to generate, plan and execute best-in-class fundraising ideas. Outstanding verbal and written skills to effectively communicate with donors, volunteers, institutional leaders, faculty and staff. Experience in the development and oversight of budgets. Poise, initiative, energy and professional confidence. A high level of professionalism, compassion, creativity and integrity coupled with an ability to earn the confidence of a wide range of internal and external constituents. Demonstrated success building and leading volunteer and professional staff teams, leading institution-wide initiatives, and in staffing committees and Boards. Experience effectively managing professional fundraising staff. Skilled in the development and use of performance data and fundraising analytics.
**Functional Accountabilities:**

**Grow**
- Look across departments for opportunities to make the organization more effective;
- Recognize and share innovation and improvement;
- Represent the Department in organization-wide innovation and improvement efforts; and
- Monitor and grow the Department’s capacity for change.

**Strategic Direction**
- Design, articulate and implement a comprehensive, multi-year fundraising program or fundraising support strategy for each center, institute or program under the direction of the position.
- Implement a system of metrics to measure and prove the success of the strategies in place, including related activities, in conjunction with any specific fundraising metrics required by the Foundation.
- Ensure the effective working relationship between center, institute and program leadership, physicians and faculty and the Foundation, serving as the primary conduit of communication.
- Effectively serve as a Foundation representative at a high level across the institution.

**Management**
- Promote a culture of high performance and continuous improvement among team members under direction.
- Coach team members in effective fundraising techniques, creative implementation of strategy and devising sound solutions to problems.
- Ultimate accountability for the implementation of performance metrics for team members and their success in reaching acceptable performance.
- Recruit and retain members of the team to support the execution of fundraising strategies.
- Ensure that team members effectively document activity using Foundation database tools.
- Final accountability for the development of timely, compelling and accurate fundraising proposals for the areas of responsibility, in conjunction with other Foundation team members.

**Fundraising**
- Lead the successful identification, cultivation, solicitation and stewardship of existing, as well as prospective, individual major donors (qualified by gifts of $50,000 and higher) for all areas under management, resulting in $3-5 million raised annually for each center; consistently deliver best-in-class fundraising, ensuring a high level of donor satisfaction.
- Personally manage and grow a portfolio of individual major gifts prospects, which will include conducting approximately 110 donor visits throughout the year.
- Lead all efforts for the fundraising success of any center, institute, program or initiative as assigned.
- Appropriately support leadership and volunteers in fundraising as appropriate.
• Responsible for the maintenance and growth of the pipeline of potential major and principal donors for assigned areas.
• Provide a high level of service to internal and external constituent groups, which may include prospective donors, current donors, Board members, hospital leadership and faculty.

**Leader Accountabilities:**

**Deliver**
• Set and achieve departmental goals;  
• Align budgets and resources to meet division goals;  
• Monitor and support a safe and quality environment; and  
• Focus the team on service excellence and make the interdepartmental connections needed to ensure high service.

**Engage**
• Clearly communicate organizational strategies to the Department;  
• Ensure managers hold the team accountable for high performance;  
• Support managers in maintaining a positive working environment;  
• Represent the Department in clearing obstacles to high performance;  
• Look for and develop high-performing talent; and  
• Support supervisors and managers in engagement efforts.

**Client Overview**

Children’s National Health System received top honors in the 2017 - 2018 U.S. News & World Report Best Children’s Hospitals rankings, with its Neonatology program ranking #1 out of more than 1,500 neonatal intensive care units coast to coast. Children’s National was also named to the coveted Honor Roll, a distinction given to the top performing children’s hospitals in the country.

In addition to achieving the #1 rank in Neonatology, Children’s National ranked in the Top 10 in 4 additional services: Cancer (#7), Neurology and Neurosurgery (#9) Orthopedics (#9) and Nephrology(#10). For the seventh year in a row, Children’s National has ranked in all 10 services, a testament to the pediatric care experts across the organization and their commitment to children and families.

Ranked nationally in 10 pediatric specialties, Children’s National is the only health system designed for kids in the Washington, D.C., metropolitan area. It operates with the belief that every child should be cared for by
professionals who have devoted their careers to children’s medicine. Serving the nation’s children for more than 140 years, it is a proven leader in the development and application of innovative new treatments for childhood illness and injury. Its internationally recognized team of pediatric healthcare professionals treats more than 300,000 patients each year who come from throughout the region, nation and world.

Children’s National is the largest provider of pediatric care in the nation’s capital, providing approximately $50 million annually in uncompensated care. It also serves as the regional referral center for Pediatric Emergency, Trauma, Cancer, Cardiac and Critical Care, as well as Neonatology, Orthopedic Surgery and Sports Medicine, Neurology and Neurosurgery. With locations in the District of Columbia, Maryland and Virginia, it takes a team approach to caring for children in their communities. Its Emergency Medicine and Trauma Center is the region’s Level I Pediatric Trauma Center, the highest rating possible, and serves the District of Columbia, Virginia, Maryland, Delaware and West Virginia. More than 1,500 nurses, 800 physicians, and hundreds of allied team members provide care for infants, children and adolescents, averaging more than 460,000 outpatient visits each year at health clinics in the District of Columbia, affiliated centers in Maryland and Virginia, and at the Sheikh Zayed Campus for Advanced Children’s Medicine in Washington, D.C.

Children’s National is also the largest non-government provider of primary care in the nation’s capital, delivering care at community centers and mobile health services to help make quality care more accessible to children and families. Beyond U.S. borders, state-of-the-art telemedicine capabilities enable its specialists to bring knowledge and expertise to children around the world.

To address the most challenging problems in children’s health, its Children’s Research Institute and the Sheikh Zayed Institute for Pediatric Surgical Innovation facilitate collaborations between clinical divisions and researchers. Their discoveries enhance the vision to transform healthcare for children worldwide. As of the last fiscal year, there are more than 475 research projects at Children’s National. More than 53% of research funding comes from federal agencies, including 40% from the National Institutes of Health. In July 2010, Children’s National received the prestigious Clinical and Translational Science Award grant from the National Institutes of Health National Center for Advancing Translational Science to establish the Clinical
and Translational Science Institute, a partnership between Children’s National and The George Washington University.

As evidence of its innovative practices, Children’s National Health System is now able to offer children being treated the opportunity to enjoy fresh air and inspiring views of the nation’s capital, as construction has begun on a 7,200-square-foot outdoor Healing Garden. A multi-million-dollar gift from the estate of the late D.C. philanthropist and horticulturalist Rachel “Bunny” Lambert Mellon, and generous gifts from Heather and Andy Florance and the employees of CoStar Group have enabled design and construction to begin on the garden. Everything Children’s National does is about providing the best possible experience for its patients. Having a place to go outside and escape the rigors of hospital life will be a tremendous benefit for all.

Children’s National is also a teaching hospital, training the next generation of pediatric healthcare professionals. Children’s Research Institute oversees the organization’s educational activities and academic affairs and the Department of Pediatrics at The George Washington University School of Medicine and Health Sciences.

**Children’s Research Institute**

Research at Children’s National is conducted through Children’s Research Institute (CRI), the academic arm of Children’s National Health System. Its research includes all translational, clinical and community studies. Children’s Research Institute also oversees the educational activities and academic affairs of Children's and the Department of Pediatrics at the George Washington University School of Medicine and Health Sciences. Children’s frequently partners with many other research institutions regionally and nationally.

Children’s Research Institute conducts and promotes translational and clinical medical research and education programs within Children’s National that lead to improved understanding, prevention, treatment and care of childhood diseases.

The Institute is divided into specialty research centers:

- Center for Cancer and Immunology Research
- Center for Genetic Medicine Research
Research at Children’s National is highly collaborative and multidisciplinary. Nearly all laboratories and clinical divisions work together to answer questions about childhood diseases. The research Institute is located on 5 floors within the main hospital building on the Sheikh Zayed Campus for Advanced Children’s Medicine of the Children’s National Health System, which creates an environment where scientists and physicians can more easily collaborate on innovative projects that will improve patient care.

Perhaps one of the most innovative and forward-thinking aspects of the research programs at Children’s is cross-disciplinary integration. There are extensive interactions between nearly all laboratories and clinical areas, facilitated by the high concentration of physician/scientists, and the physical proximity of research space and patient care units. This has led to substantial strength in translational medicine, such as the application of the most modern microarray approaches to patient diagnosis and monitoring.

**Neuroscience and Behavioral Medicine**

The Center for Neuroscience and Behavioral Medicine at Children’s National Health System is one of the largest and most comprehensive pediatric neuroscience programs in the world. Its expert care team works together to treat all aspects of a child’s neurological care — from brain conditions, diseases and injuries to behavioral and developmental disorders.

Neuroscience is the study of the nervous system, which includes the brain, spinal cord and nerve cells (also called neurons). All parts of the nervous system work together to send messages to the brain and the body. When a child has a neurological condition, disorder or injury, the normal flow of messages to the brain and body can be affected.

By combining neuroscience with behavioral medicine, Children’s National helps children and parents not only understand brain conditions, but how they might affect a child’s emotions and behavior. Children’s National combines cutting-edge research with highly specialized clinical care. Its experts have dedicated their careers to giving children with neurological conditions the best chance for a long and happy life.

The [Center for Neuroscience Research](#) comprises an expanding group of highly productive, lab-based developmental neuroscientists and clinical investigators who have established strong research programs and collaborations in the area of neurodevelopmental disorders. While these investigators have distinct expertise and research programs, their research as a whole is focused on childhood neurological disorders,
from early stages of when the nervous system is first established, to postnatal stages that include the formation of neuronal connections and the wrapping of neuronal processes by the myelin insulator. The unique and exciting setting of the Center has supported and promoted a large number of research projects that span basic, translational and clinical research in neurodevelopmental disorders.

**Highlights of the program include:**

- **National ranking:** Children’s National consistently ranks among the top pediatric neurology and neurosurgery programs in the country, according to *U.S. News & World Report*.
- **Expertise:** With more than 100 neuroscience and behavioral medicine experts, expertise at Children’s National covers the full spectrum of neurological conditions, including rare and under-diagnosed disorders such as white matter disease and inherited metabolic disorders.
- **Developmentally appropriate care:** The institution creates individual, personalized treatment plans for every child. Its experts know and understand how age, level of maturity and individuality can all influence a child’s development. By getting to know a child and tailoring treatment to his or her needs, Children’s National helps ensure the best possible treatment outcome.
- **Research:** By participating in the world’s most prestigious neuroscience research, Children’s National can bring new treatments to a child as quickly and safely as possible. Dedicated labs excel in translating developments and discoveries into clinical practice.
- **Innovative support programs:** Children’s National offers dedicated support groups and specialized summer camps for children with neurological conditions. Its Brainy Camps help children build confidence and make new friends in a safe and supportive environment.

**World-Class Specialty Programs:**

The Center for Neurosciences and Behavioral Medicine consists of:

- Autism Spectrum Disorders
- Brain Tumor Institute
- Concussion Program
- Epilepsy Program
- Headache Program
- Hearing and Speech
- Mental Health
- Movement Disorders Program
- Neurofibromatosis Institute
- Neurogenetics
Leadership

Mark L. Batshaw, M.D.
Executive Vice President, Physician-in-Chief & Chief Academic Officer
Director, Children’s Research Institute

Mark Batshaw, M.D., is Executive Vice President, Physician-in-Chief & Chief Academic Officer of Children’s National Health System, where he also serves as Director of the Children’s Research Institute. He is Chairman of Pediatrics and Associate Dean for Academic Affairs at the George Washington University School of Medicine and Health Sciences. He also holds the Professorship “Fight for Children Chair in Academic Medicine.”

Dr. Batshaw completed his undergraduate degree at the University of Pennsylvania and attended medical school at the University of Chicago. He completed his residency in pediatrics at the Hospital for Sick Children/University of Toronto in Toronto, Ontario, and his post-doctoral fellowship in neurodevelopmental pediatrics at the Kennedy Institute of Johns Hopkins University School of Medicine. Dr. Batshaw has spent his entire career caring for children with developmental disabilities. His research focus is inborn errors of urea synthesis, in which he is considered an international authority in development and testing of innovative therapies. He has published more than 200 articles and reviews and is the Senior Editor of the classic textbook Children with Disabilities, now in its seventh edition. Dr. Batshaw lives in Washington, D.C., with his wife, Karen, an international adoption social worker. They have 3 adult children.
Roger J. Packer, M.D.
Senior Vice President
Center for Neuroscience and Behavioral Medicine

Roger J. Packer, M.D., is Senior Vice President, Center for Neuroscience and Behavioral Medicine, Gilbert Distinguished Professor of Neurofibromatosis, and is Director of both the Gilbert Neurofibromatosis Institute and the Brain Tumor Institute of Children’s National Health System. Dr. Packer’s present academic titles include Professor of Neurology and Pediatrics at George Washington University and Clinical Professor of Neurosurgery at the University of Virginia in Charlottesville, Virginia. He holds the Gilbert Family Distinguished Professorship in Neurofibromatosis. Prior to coming to Children’s National, Dr. Packer was Director of the Brain Tumor Program and Professor of Neurology and Pediatrics at the Children’s Hospital of Philadelphia, University of Pennsylvania.

Throughout his career, Dr. Packer has been heavily involved in clinical and applied basic science research. His clinical research has touched on various aspects of adult and child neurology and neuro-oncology, including adult and pediatric brain tumors, neurofibromatosis type 1, the neurologic aspects of childhood neurogenetic diseases, and multiple other topics in general child neurology. Much of his research has focused on the development and performance of clinical trials for adults and children with neurologic, neuro-oncologic and neurogenetic disorders, and he has received peer-reviewed grant support for this research. Many of the clinical trials in neurofibromatosis and brain tumors are translational, bringing advances from the bench to the bedside expeditiously.

Presently, Dr. Packer is Principal Investigator at Children’s National for the Pediatric Brain Tumor Consortium (PBTC), formed under the auspices of the National Cancer Institute; Chairman of the PBTC Low-Grade Glioma Committee; Group Chair of the Neurofibromatosis Clinical Trials Consortium; Chair of the Medulloblastoma Committee of the Children’s Oncology Group; P.I. for the Institution as part of the NINDS-sponsored Neuro-NEXT Clinical Trials Consortium; and P.I. of its NSADA award. He has worked closely with the NCI and NINDS, and has served on multiple committees setting the directions for neurologic clinical and basic science research for the future. He headed the efforts in pediatrics for the program review, held by the NCI and NINDS, for brain tumors. Much of Dr. Packer’s clinical research has been translational in nature. He has been part of studies evaluating the molecular genetics of childhood and adult neurologic diseases and also has coordinated the first gene therapy study for children with malignant brain tumors in the U.S. The majority of the studies now being coordinated by Dr. Packer are studies evaluating innovative agents aimed at the molecular underpinnings of neurologic disease. He has published over 325 original articles and 300 reviews and chapters.
Thomas Maness  
*Associate Vice President, Major Gifts*  
*Children’s Hospital Foundation/Children’s National Health System*

Tom Maness joined Children’s National as Associate Vice President in April 2013.

After working in the private sector as well as government service, Mr. Maness began his fundraising career as a Development Officer at Freed-Hardeman University in Tennessee. During his tenure at Freed-Hardeman, he became a Regional Development Director and Director of Capital Projects. Prior to joining Children’s National, he spent 7 years with New York-Presbyterian Hospital and Weill Cornell Medical College in New York City. During that time, Mr. Maness served in various roles within these institutions’ joint Development Office, including Major Gifts Officer, Associate Director of Major Gifts and Manager of Major Gifts.

While in New York, he also served as the lead staff for various medical departments, including cardiothoracic surgery, general surgery, medicine and urology. His management duties included building and leading teams of gift officers in major- and mid-level giving, as well as overseeing numerous donor affinity groups, and conducting strategic studies regarding the efficacy of affinity groups. During this time, Mr. Maness participated in 3 comprehensive campaigns of $1 billion or more. Under his management, the institutions established new metrics systems for gift officers, as well as a grateful patient training program for physicians.

In his current role with Children’s National, Mr. Maness serves as a member of the leadership team of Children’s Hospital Foundation overseeing individual giving on the major gifts level. He also has experience leading Annual Giving and Planned Giving teams at the Foundation.

He holds a Master’s of Public Administration in public policy and nonprofit management from the Wagner School of Public Service at New York University.

**Location**

**Washington, D.C.**

The Washington metropolitan area, centered in the D.C. area and covering parts of Maryland and Virginia, as well as a small portion of West Virginia, is the most educated and, by some measures, the most affluent
metropolitan area in the United States. As of the 2014 U.S. Census Bureau estimate, the population of the Washington metropolitan area was estimated to be 6,097,684, making it the largest metropolitan area in the Southeast and the sixth-largest metropolitan area in the country.

The various agencies of the federal government employ more than 140,000 professionals in the Washington, D.C. area. As a result, the federal government provides the underlying basis of the economy in the region. However, the Washington D.C. area is increasingly home to a diverse segment of businesses not directly related to the federal government.

The Washington, D.C. area is home to hundreds of major research universities, think tanks and nonprofit organizations. Additionally, Washington, D.C. is a top tourism destination as flocks of Americans and foreigners from around the world visit the museums and monuments of the capital year round with the peak season being during the spring and summer months of April through August. Moreover, the Washington, D.C. area attracts tens of major conferences and conventions each year, which also contribute greatly to the region’s economy.

Children’s Hospital Foundation is located in Silver Spring, Maryland located just north of Washington, D.C. The Downtown Silver Spring area has recently undergone a major transformation with the addition of great restaurants, entertainment, and a variety of shopping venues. Downtown Silver Spring hosts various types of entertainment, musical events and a diverse array of festivals.

To learn more, please visit:
http://www.washington.org
http://www.silverspringdowntown.com/

**Background Checks:**

Prior to submitting your resume for this position, please read it over for accuracy. LLLS does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.
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Wendy Lazar, Search Director at
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or send nominations or cover letter and resume to
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