



Director of Philanthropic Partnerships
The Health Initiative
Boston, MA
healthinitiativeusa.org

Send Nominations or Cover Letter and Resume to:

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The Opportunity:

Founded in January 2018, The Health Initiative (THI) is an innovative not-for-profit organization focused on catalyzing a new nationwide conversation about investments in health. Specifically, THI's goal is to increase public and private investment in the drivers of health by reframing these issues as central to ensuring a healthy population and strong economic infrastructure. THI employs three overarching strategies:

- Mobilize broad support for investing in health.
- Increase public and private investments in health.
- Ensure those investments yield healthy food, safe homes, and well-paying jobs.

The Director of Philanthropic Partnerships position is a unique opportunity to lead the development efforts of a fast-paced, mission-based, social enterprise organization focused on a nationwide effort to spur a critical conversation about — and new investments in — health.

Overview

In the United States, approximately 18 percent of the gross domestic product is spent on healthcare. Shifting the country's discourse and how resources are deployed to achieve health will require major cultural, policy, and allocation changes. Cultural change would require that these new investments in health reflect shared values transcending politics, race, socioeconomic status, and geography across constituents that includes voters, candidates, policymakers, and healthcare leaders. THI plans to drive this change via a rigorous campaign that includes six levers: 1) institutional leadership; 2) grassroots mobilization; 3) electoral engagement; 4) language and messaging; 5) policy and data; and 6) tools.

Likewise, transformative relationships are at the heart of how THI believes change occurs — specifically, achieving THI's aim of increasing investments in the known drivers of health. To that end, THI's role is to introduce people and ideas to each other, transforming both in the process, and enabling change at scale as a result.

Leading THI are Co-Founders, Rebecca Onie and Rocco Perla, national leaders whose combined career experience offers critical insights into — and sits at the interface of — the drivers of health and healthcare policy. Onie spent over 20 years focused on the intersections of drivers of health, population health, and healthcare delivery. She founded Health Leads in 1996 to enable physicians and other healthcare providers across the country to address the fundamental drivers of patients' health, such as healthy food and safe housing. Perla, a national leader in health policy and quality improvement, served as the President of Health Leads. Earlier, he was part of the leadership team that established the Center for Medicare and Medicaid Innovation that led the historic transition from fee-for-service to value-based purchasing and was responsible for developing the national learning system to test new ways to pay for and deliver care through the Affordable Care Act.

THI has maintained a lean infrastructure, with a small group of full-time employees and contractors who provide content, financial, and administrative support. As it continues to gain momentum and implement its growth plan, THI anticipates adding approximately eight employees this year and an additional five or so in 2022. THI has FY20 revenues of \$4.5 million and its three-year financial projections have the organization growing to an approximate \$9 million budget in 2022. THI is aiming to close a \$15.8 million capital raise this year.

Case Study: North Carolina

Over the past four years, THI has served as a key strategic advisor to N.C. Secretary of Health and Human Services Mandy Cohen, to envision, articulate, and operationalize an agenda of “buying health, not only healthcare” — in a state spanning political, racial, and rural/urban divides and struggling with poverty, opioids, and now COVID-19.

This “buying health” agenda has spurred broad support because it offers a more efficient and effective use of taxpayer dollars, has galvanized private payers and physicians, and leverages existing federal and state healthcare dollars. With THI's support, Secretary Cohen has methodically deployed NC DHHS's policy and

financial tools towards these ends from incentivizing health plans' investments in drivers of health to creating a Medicaid fee schedule for 29 interventions to address food, housing, and other basic needs.

Case Study: Major Commercial Insurer

THI spurred a major national insurer to create a company-wide strategy to harness its analytic, policy, and financial assets to invest in health. It screened its 70,000 employees for food, housing, and transportation needs, finding that 19–29% struggle with these issues. Its lower-wage employees (who are disproportionately people of color) also have twice the ER costs and 20% greater medical costs than higher-wage employees. THI worked with senior leadership to make the insurer's house account (used by employees who are also plan members) their healthiest account. With THI's support, the company mobilized to redesign its health plan for low-wage employees to include a significant food, transportation, or childcare benefit.

The Role

The Director of Philanthropic Partnerships will work collaboratively across the organization, including with co-founders, Rebecca Onie and Rocco Perla, and Chief Operating Officer Diane Felicio on a range of projects.

The Director will help build the strategic direction and lead overall management of fundraising operations across individual, corporate, and foundation funding sources. The Director will develop and maintain strategic donor plans to own and manage progress against goals and objectives. THI considers all investors “partners” in its work, and it is essential that the Director view relationships through that lens as well. The Director will serve as a key representative of THI, engaging a small, impactful group of principal gift funders and supporters as the organization continues to grow and diversify its revenue streams. In addition to raising unrestricted dollars for the operating budget and supporting the general mission of THI, the Director of Philanthropic Partnerships would also raise and help deploy funds into the field (e.g., by way of subgrants or contracts) to partners, advocacy organizations, and the like, whose mission and goals align with THI's.

Within the first six months, the Director of Philanthropic Partnerships will be expected to develop strong working relationships and credibility with the COO, Co-Founders, senior leaders and staff, and current donors. The individual will also develop short- and long-term stewardship plans for all current donors and be able to execute against these plans, while identifying new prospective donors for engagement and cultivation.

Personal Attributes:

- You have a developed interest in the current state of healthcare and the drivers of health, and you have a commitment to The Health Initiative's mission to shift how the country's resources are deployed to achieve health.
- You have a passion for fundraising, stewardship, and donor relations. You have deep knowledge of both the art and science of fundraising and a proven track record as a fundraiser in dynamic and growing organizations.

- You are a humble leader. You are equally at home as a behind-the-scenes thought-partner and front-line conversation-starter while also ensuring the execution of leaderships' strategic vision and achievement of results. You have a track record supporting and positioning high-performing leaders for success with external constituents.
- You are a self-starter. You have a hunger to make things happen and pay close attention to details, deadlines, and goals. You have a rigorous work ethic and strong writing skills.
- You prioritize personal and professional integrity. You will be transparent, honest, and accountable to your teammates and THI donors.
- You are an equity-minded individual who displays an informed and thoughtful commitment to diversity and inclusion both internally and externally. You will demonstrate a willingness to learn from and listen to colleagues and partners about their lived experiences and integrate this learning into how strategies are devised and work is performed.
- You are a courageous thinker. Both internally and externally, you will help THI aspire to be an organization that speaks with honesty, makes bold choices, and disrupts health inequity.

Job Requirements:

- Lead development in alignment with THI's strategic plan, values, and organizational vision and goals.
- In partnership with the Co-Founders and COO, manage a portfolio of current and prospective individual, foundation, and corporate donors.
- Create and manage a stewardship plan for all existing supporters including members of the board.
- Build and ensure the efficient use of fundraising systems and processes and oversee accurate and timely reporting.
- Build a pipeline of prospective funders for THI by researching, identifying, and cultivating new individual, foundation, and corporate prospects with an interest in investing in health outcomes.
- Work in partnership with the Co-Founders as the primary donor relationship manager and fundraiser.
- Operate efficiently in the fast-paced environment as well as create content and clear measures of success. Specifically:
 - Establish goals;
 - Develop work plans for achieving goals;
 - Steward key relationships with donors;
 - Build new relationships to advance organizational goals and philanthropic revenue;
 - Prepare thoughtful and timely deliverables;
 - Communicate clearly and systematically with colleagues and partners; and
 - Track and assess progress.
- Develop individual strategies; prepare agendas, content, talking points, and slide decks to inform meetings between THI Co-Founders and current and prospective donors.
- Continue to develop and live THI's values and culture exemplified by a commitment to transformative relationships, curiosity, and equity; serve as a leader, inspiring and motivating others to engage fully and collaboratively in stewarding and executing the mission and vision of THI.

Qualifications:

- Undergraduate degree required.
- Demonstrated successful fundraising work experience in nonprofits, political campaigns, grassroots organizations, or similar entities.
- Substantial experience cultivating, securing, and stewarding six-figure and seven-figure gifts from individuals, foundations, and corporations.
- Experience briefing and staffing executives for meetings or presentations with donors or funders.
- Excellent writing skills with an ability to reflect the THI brand in your written communications/emails; i.e., the ability to communicate effectively verbally and through written correspondence as well as with individuals in one-on-one situations is critical; knowledge of punctuation, grammar, editing, proofing is expected.
- Experience writing detailed proposals and impact reports.
- Ability to work as a part of a small, highly collaborative, and fast-paced team.
- Strong administrative and organizational skills, with an emphasis on time management and the ability to plan, organize, and implement numerous projects simultaneously.
- Very high attention to detail; storytelling, curiosity, and problem-solving skills; initiative and follow-through on projects.
- Experience working with diverse communities, populations, and staff.
- Experience handling confidential or sensitive information.
- Design experience or experience hiring and working with design professionals would be advantageous.
- Success working in a virtual organization would be especially helpful.
- Knowledge of Salesforce or a similar CRM.

The Health Initiative values diversity and is committed to equal opportunity for all persons regardless of age, color, disability, ethnicity, marital status, national origin, race, religion, sex, gender identity, sexual identity, veteran status, or any other status protected by law. People of color, LGBTQ-identified people, gender nonconforming people, individuals with disabilities, veterans, and people who speak a language in addition to English are encouraged to apply.

Leadership

Rebecca Onie, J.D.
Co-Founder

Onie is Co-Founder of The Health Initiative. A leader in the intersection of drivers of health, population health, and healthcare delivery, Onie previously founded Health Leads to enable physicians and other healthcare providers across the country to address the fundamental drivers of health, such as healthy food and safe housing. As the first national model for connecting patients to community resources, Health Leads armed thousands of healthcare institutions with the tools, technology, and analytics to address its patients' resource needs and served as the basis for CMS's Accountable Health Communities pilot.

Onie is a MacArthur “Genius” awardee, a member of the National Academy of Medicine, and an Aspen Institute Health Innovators Fellow. She has received the NEHI “Innovator in Health” Award, APHA Avedis Donabedian Quality Award, Robert Wood Johnson Young Leader Award, and Forbes’ Impact 30 Award for leading social entrepreneurs. She received her J.D. from Harvard Law School, where she was an editor of the *Harvard Law Review*.

Rocco Perla, Ed.D.
Co-Founder

Perla is Co-Founder of The Health Initiative. Perla previously served as President of Health Leads, which enables healthcare providers across the country to address the fundamental drivers of patients’ health. Prior to this, he was part of the leadership team that established the Center for Medicare and Medicaid Innovation, where he was responsible for developing the national learning system to test new ways to pay for and deliver care through the Affordable Care Act and oversaw the \$1 Billion Partnership for Patients and the Million Hearts Campaign.

Perla received the American Society for Quality’s Deming Medal, the world’s highest award for improvement science; the Impact Article of the Year Award from the National Association for Health Care Quality; and the Federal Executive Board Award for Outstanding Creativity and Innovation. He previously was a Merck Fellow at the Institute for Healthcare Improvement. He is an Assistant Professor at the University of Massachusetts Medical School with a joint appointment in Community Health and Quantitative Health Sciences. He received his Ed.D. from University of Massachusetts Lowell.

Diane Felicio, Ph.D.
Chief Operating Officer

Diane Felicio is the inaugural Chief Operating Officer at THI. Prior to joining THI, Felicio held several leadership positions at Community Catalyst, a national not-for-profit healthcare consumer advocacy organization that elevates the voices of people, marginalized communities, and coalitions so they can advocate effectively for quality, affordable healthcare for all. Felicio served as Director of Development and then Chief Operating Officer before being appointed by the board as Interim Executive Director.

Felicio holds a Master’s and doctoral degree in social psychology from the University of Vermont. Among other volunteer activities, she is currently a member of the board of the Leslie-Lohman Museum of Art in New York City.

Background Checks:

Prior to submitting your resume for this position, please read it over for accuracy. Lindauer does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

To learn more, call
Christian Myers, Senior Consultant at
857-305-8390
or send nominations or cover letter and resume to
CMyers@LindauerGlobal.com.
All inquiries will be held in confidence.



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