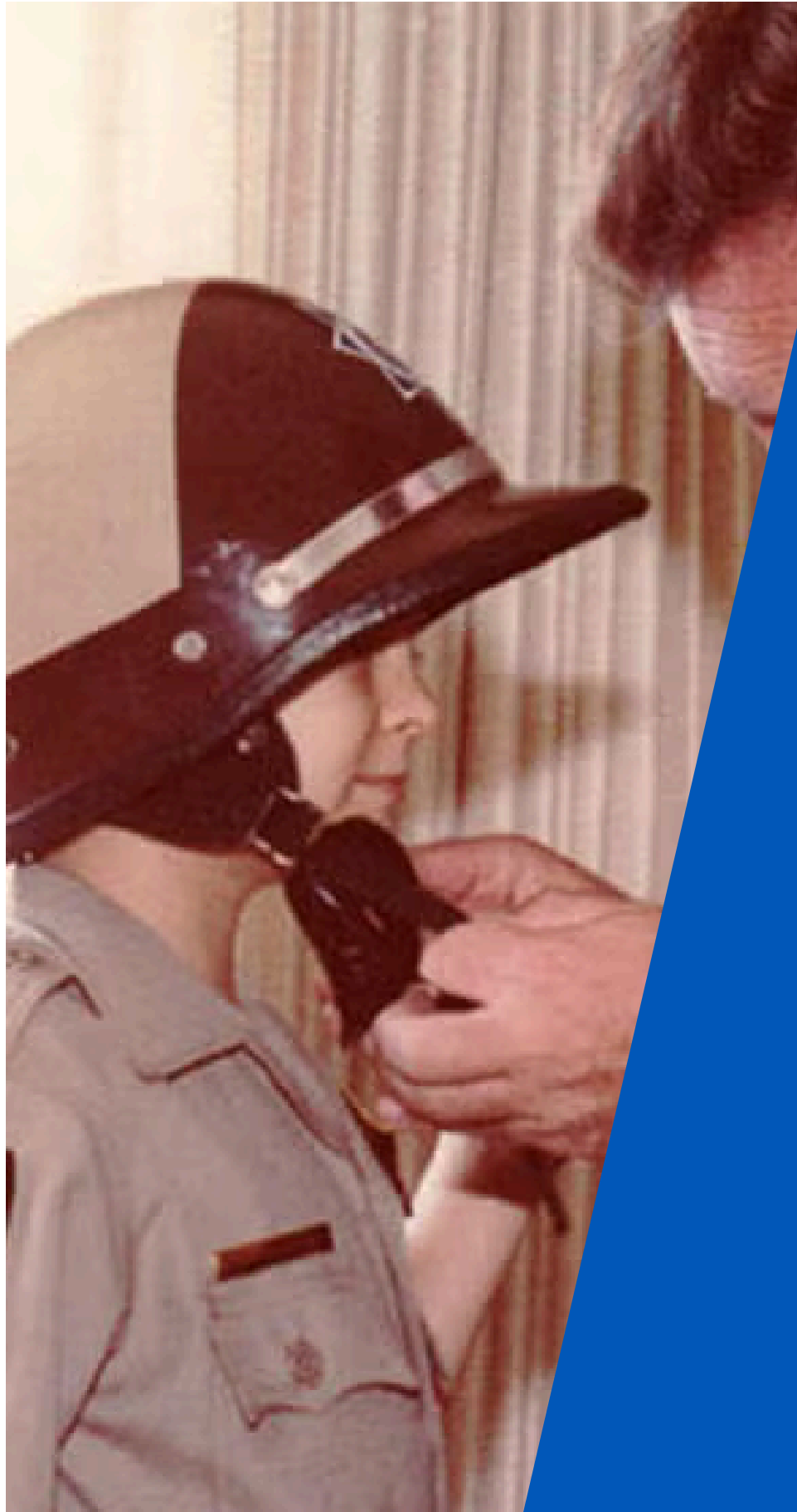




EXECUTIVE SEARCH FOR
President & CEO





It all started with a single wish

Make-A-Wish traces its inspiration to Christopher James Greicius, an energetic 7-year-old boy battling leukemia who wished to be a police officer. In 1980, his Phoenix community came together to make his wish come true. Little did Chris know that his wish would create a movement that would transform millions of lives.

Make-A-Wish has been granting life-changing wishes for children and families for over 40 years. After the start of Make-A-Wish in 1980 in the United States, Make-A-Wish International was officially formed in 1993 to serve five countries outside the U.S. – and now helps to serve children outside the United States in nearly 50 countries and territories around the world.

With the help of our donors and more than 40,000 volunteers around the world, Make-A-Wish has collectively granted more than 615,000 wishes worldwide.

Our Mission

Together, we create life-changing wishes for children with critical illnesses.

Why we do this:

1

A wish experience can be a game-changer for a child with a critical illness.

2

Wishes are more than just a nice thing. And they are far more than gifts, or singular events in time.

3

Wishes impact everyone involved—wish kids, donors, volunteers, sponsors, medical professionals, and communities.

4

Just the act of making their wish come true can give them the courage to comply with their medical treatments.

Make-A-Wish

Volunteers, Donors & Medical Professionals

A wish come true helps children feel stronger, more energetic, more willing and able to battle their critical illnesses. For many, the wish marks a turning point in the fight against their illnesses. Doctors, nurses, and other health professionals say the wish experience works in concert with medicine to make their patients feel better emotionally and even physically. That is why wishes matter. That is why we grant wishes. Make-A-Wish couldn't do what they do without the wonderful Donors, Volunteers and Medical Professionals.

VOLUNTEERS

Make-A-Wish is able to fulfill its mission because of its volunteers. Each year, nearly 40,000 volunteers contribute to our mission of granting wishes. People just like you create a lasting impact on wish kids and families.

DONORS

Make-A-Wish appreciates every donor, regardless of the amount they contribute. We also recognize those whose gifts make an extraordinary number of wishes come true.

MEDICAL PROFESSIONALS

The dedicated medical professionals that refer their patients to Make-A-Wish play a critical role in our wish process. By referring a child, they help us get closer to achieving our vision of granting every eligible child's wish.



**GRANT A WISH,
MAKE AN IMPACT**

The Position

Position Title: President & Chief Executive Officer

Location: Richmond, Virginia

Reports To: Board of Directors

Mission: Reporting to the Board of Directors, the President & CEO of Make-A-Wish® Greater Virginia chapter serves as the leader of the organization. As such, he/she has overall responsibility for the programmatic, financial, and management operations. The President & CEO leads in communicating the Make-A-Wish® vision and program objectives to internal and external audiences within the region and works collaboratively with the Board. The CEO needs to have a proven background in community engagement with an emphasis on donor development.

Responsibilities:

- Actively lead and participate in direct fundraising. Leverage funds by developing broad-based funding sources to guarantee a continuing stable financial base for Chapter operations. Fundraising ability is a critical metric in evaluating performance.
- Cultivate relationships with local organizations, businesses, community leaders, and associations.
- Provide visionary leadership and communicate that vision to staff, Board of Directors, volunteers, and the public at large.
- Develop, communicate, and implement priorities, goals and objectives in accordance with the Strategic Plan.



The Position

Responsibilities (cont'd):

- Ensure that wish referrals and wishes granted reflect the diversity of the region and the communities served.
- Ensure fiduciary responsibility, sound financial management, and financial accountability for contributions, income, and all other Make-A-Wish® assets.
- Ensure public accountability consistent with Make-A-Wish® Foundation of America policies.
- Serve as the key spokesperson and advocate for the Chapter's mission, programs, and services.
- Foster an open, collaborative relationship with the Board of Directors. Work with the Chair and Committees to ensure the Board's continuous development.
- Promote and maintain effective public relations, public information, marketing, and outreach programs. Establish and cultivate close working relationships with other community organizations and leaders.
- Recruit, develop, and retain a diverse paid and volunteer staff. Ensure the development and maintenance of effective human resources management, programs, and policies. Recognize the contributions and services of paid and volunteer staff.
- Work collaboratively with Make-A-Wish® Foundation of America, other Make-A-Wish® Foundation chapters, major donors, volunteer leadership, community organizations, and businesses.
- Make certain that the Greater Virginia Chapter is meeting the standards and performance measures established by the Make-A-Wish® Foundation of America.



The Position

Preferred Qualities & Characteristics:

The President and CEO needs to have passion for the mission, the ability to ask/fundraise, excellent communication skills internally and externally, and must be able to leverage relationships. The CEO needs the skills to lead change, raise funds, inspire others for our mission, and network/build networks. We are seeking a dynamic leader, positive and engaging, and able to listen and adjust their path, as needed.

Qualifications:

- Proven experience and willingness to assess, plan and implement fundraising strategies, and success in developing funding sources and raising money.
- Strong strategic planning experience; experience in translating strategies into concrete action plans; ability to balance strategy, execution and accountability.
- Proven track record of success with comparable P&L (\$3.5 Million), planning, and operations responsibilities.
- Demonstrated leadership, innovation, vision and creativity in previous and current positions.
- Extensive nonprofit experience either as a volunteer or governing board member or in a staff leadership role; proven track record in the nonprofit sector and demonstrated passion for Make-A Wish® and/or children's issues.
- Ability to see the big picture of Make-A-Wish® and bring an appreciation of managing a complex organization.
- Demonstrated collaborator who has experience working effectively and achieving results with all levels of an organization; team orientation and experience building appropriate partnerships with Board, committees, staff, volunteers, other Make-A-Wish® chapters, and the public.
- Demonstrated track record in recruiting, developing, and retaining top talent.
- Bachelor degree in business, marketing, communications, or related field; MBA a plus.



The Position

Personal Attributes:

- Ability to focus key stakeholders on mission critical long-term initiatives through effective strategic planning.
- Ability to inspire trust and confidence by others.
- Collaborative spirit.
- Evidence of superior and effective listening skills.
- Understanding of the importance the organization and its volunteers have in their local communities.
- Ability to work effectively with diverse constituencies, including key community leaders and organizations.
- Strong understanding of inter-organization relationships and ability to network and build effective collaborative relationships with multiple stakeholder groups.
- Financial acumen.
- Ability to recruit and retain top talent.
- Ability to lead via influence.
- A style that shares leadership by empowering team members.
- Outstanding public presentation skills and a capacity to effectively communicate complex information to the press, Board, committees, staff, volunteers, and the public.
- Strong listening and diplomatic skills as well as the ability to develop positive and productive relationships with all kinds of people. The capacity to build consensus.
- High personal and professional integrity.
- Outgoing personality, flexible ego, and a sense of humor.



The Position

Compensation: A competitive compensation package will be offered to the successful candidate that includes a strong base salary, a performance-based bonus, and comprehensive benefits.

Culture: Mission focused, casual, committed, collaborative, positive morale, highly dedicated, caring, and improving.



About Top Line Growth Partners

We exist to help people and companies grow and thrive

We help find the right leaders to guide growth, right when clients need them. Our Fractional, Interim, and Executive Search services connect clients with experienced talent to fill critical gaps, drive change, and sustain growth during pivotal moments for organizations.

We help clients:

- Place experienced interim leaders in critical roles to maintain momentum during transitions and provide continuity between full-time hires
- Find and place fractional leaders to fill roles requiring a few hours a week to a few hours per month, without the investment in a full-time hire
- Secure leadership that can step in immediately to drive results without the need for extensive onboarding
- Access seasoned professionals who can bring fresh perspectives and expertise to key areas
- Avoid operational disruption by ensuring continuity in leadership during turnover or growth phases
- Identify and secure top-tier permanent hires to sustain long-term growth



Russ Bencks

Managing Principal

Russ is a Partner with Top Line Growth Partners and runs the Executive Search & Recruiting practice for the firm. He has 30 years of recruiting experience. Russ joined Top Line to create a management consulting firm where A-player talent can learn from one another and help each other grow and thrive as well as deliver outstanding solutions, insights, and outcomes for clients.

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