



Helping Families Since 1991

CHIEF EXECUTIVE OFFICER IDEAL CANDIDATE PROFILE

[Embrace Kids Foundation](https://www.embracekids.org/) (<https://www.embracekids.org/>) is committed to easing the burden, maintaining normalcy, and enhancing the quality of life for families whose children face cancer, sickle cell disease, and other serious health challenges in the New Jersey/New York City metropolitan area. We are seeking a charismatic, visionary thinker and strategic leader to serve as our next CEO.

About Embrace Kids Foundation

Founded in 1991 by parents, friends, and medical professionals, Embrace Kids Foundation began as a grassroots effort to raise funds for children with cancer and blood disorders. Over time, it has evolved into a well-established organization with a dedicated network of volunteers, including parents, patients, professionals, community leaders, and students.



Over the past decade, the Foundation has allocated an average of \$1.5 million annually to various programs, achieving an impressive mission fulfillment rate of 85%. All our programs and services are provided at no cost to families, ensuring essential support without financial strain.



Location and Partnerships

Embrace Kids Foundation is headquartered in New Brunswick, NJ, near Rutgers University and Robert Wood Johnson University Hospital. For over 30 years, we have exclusively supported the pediatric hematology-oncology medical teams at these two institutions. Our

partnerships have resulted in numerous joint programs and community-based projects. Notably, Embrace Kids is the primary beneficiary of the Rutgers University Dance Marathon.

Since its inception, Embrace Kids has provided major gifts totaling \$4 million to entities now part of Rutgers Biomedical and Health Sciences, as well as \$4 million to RWJUH.

Mission Expansion and Support

In 2012, Embrace Kids expanded its mission to include all children with "catastrophic health challenges" on the Rutgers-RWJ pediatric campus in New Brunswick. This expansion includes a dedicated full-time family liaison and financial assistance to families of children with pediatric cystic fibrosis, trauma, and intensive care needs, representing 6% of our annual budget.



Advancing Pediatric Cancer Treatment and Research

In 2014, Embrace Kids committed \$1.5 million to advance pediatric cancer treatment and research at our cancer center. This funding supports the recruitment of Dr. Peter Cole, a nationally distinguished faculty member, to lead the pediatric oncology division and accelerate research, particularly in precision medicine.

The Future

Embrace Kids Foundation is currently recruiting a Chief Executive Officer to successfully lead the Foundation into the future.

Roles and Responsibilities of the CEO

The CEO reports to the Board of Directors and is responsible for the organization's fundraising goals, mission, and the achievement of the Foundation's strategic vision. The overall responsibilities include:

1. **Leadership** – The CEO must demonstrate the ability to ensure that all internal and external stakeholders work toward actualizing the Foundation's strategic vision. This includes continuously reviewing and refining the vision, strategy, fundraising, and public relations initiatives to grow Embrace Kids as a dynamic and impactful children's charity that is both effective and enjoyable. The CEO will also serve as the public face of the Foundation, capable of delivering detailed and compelling remarks in both planned and extemporaneous settings.

2. **Liaison to Key Institutions** – The CEO acts as the primary liaison to Rutgers University, Rutgers Cancer Institute, and RWJ Hospital-New Brunswick. This involves consistently assessing and enhancing the Foundation’s relationships with these key constituents, identifying and addressing institutional requests and priorities, and providing appropriate recognition and public acknowledgment.
3. **Advocacy for Patient Families** – The CEO serves as an influential voice for patient families, continually advocating for their needs. This involves fostering collaboration with the University, the Hospital, and the Cancer Institute at the highest levels in a manner that remains true to the Foundation’s mission.
4. **Financial Oversight** – The CEO ensures the financial success and security of the Foundation. This includes budgeting, managing bookkeeping and administrative staff, monitoring cash flow and investments, and maintaining a firm grasp of the Foundation’s day-to-day finances.
5. **Event Leadership** – The CEO serves as the primary organizational force behind Embrace Kids’ major events, executing ambitious large-scale fundraising events and major gift opportunities that align with fundraising and strategic goals related to program development and relationships with key constituents.
6. **External Marketing & Communication** – The CEO is the primary contact for all media engagements, presenting the charity to the public in a positive, energetic manner that celebrates child-patients and their families. Marketing efforts should clearly explain the charity’s functions and its assistance to families, making events and projects appealing to future supporters and welcoming to all.
7. **Donor Relations** – The CEO maintains relationships with all major donors and funding sources while continually soliciting new major gift prospects to grow the Foundation’s revenue.
8. **Board Liaison** – The CEO serves as the primary liaison to the Foundation’s Board of Directors, fully engaging all board members and creating a strong partnership. The CEO keeps the board informed of all fundraising, patient relations, and relevant financial and regulatory matters, participates in the recruitment of board members, and facilitates communication within the group.
9. **Collaboration with NFL Players** – The CEO works as the primary liaison to NFL players and their marketing agents to increase fundraising and

awareness through joint projects and events, while fulfilling the Foundation's mission by organizing blood drives and Children's Hospital visits.

10. **Institutional Compliance** – The CEO accepts responsibility as the primary person for compliance matters, including signing tax returns and other disclosure documents. They must immediately inform board leadership of any compliance issues and act as the primary compliance officer for engaging Rutgers students with minors, maintaining a zero-tolerance policy on rules, laws, and common-sense matters concerning minors.

Ideal Candidate Qualifications and Competencies

The ideal candidate will be a mission-driven development professional with over 8 years of demonstrated success in fostering sustainable organizational growth and enhancing operational capacity. This individual will excel in deepening broad-based stakeholder engagement and attracting transformational support. A visionary thinker with strategic insight, the candidate will be capable of advancing both the short- and long-term goals of the Foundation. Exceptional interpersonal and communication skills are essential. Additionally, the ideal candidate will possess:

- A deep compassion for Embrace Kids' mission, ideally through a personal connection to the cause, such as having experienced cancer or sickle cell disease personally or through a family member.
- The ability to inspire others with a visionary approach, maintaining high standards of excellence and demonstrating measurable success.
- Strong business acumen, with the capacity to grow revenue while effectively managing expenses.
- A talent for fostering high levels of engagement and building strong partnerships with the Board of Directors.
- A high degree of emotional intelligence, enabling effective management of the Foundation's staff and the development of positive relationships with key external stakeholders.
- Excellent communication skills, with the ability to cultivate a strong brand identity reflecting the Foundation's positive impact on families dealing with cancer and blood disorders.

Compensation

The Board of Embrace Kids is prepared to offer a generous compensation and benefits package based upon the candidate's experience.

Contact Information for Interested Candidates and Nominations

If you would like to express your interest in this position, please send a cover letter and resume to Dennis C. Miller at dennis@dennismiller.com. If you would like to learn more about this opportunity or recommend a candidate, please contact either Patrick Collins, Search Consultant at patrick@dennismiller.com or phone at 908-377-4183 or Dennis C. Miller, CEO by email dennis@dennismiller.com or phone at 661-977-7811.

