VICE PRESIDENT OF DEVELOPMENT, GBMC HEALTHCARE & PRESIDENT OF THE GBMC FOUNDATION

THE SEARCH

Greater Baltimore Medical Center (GBMC) HealthCare includes Greater Baltimore Medical Center, Greater Baltimore Medical Associates, Gilchrist Hospice Care, and the GBMC Foundation. As the first choice for healthcare for over 100,000 individuals each year, GBMC performs more than 40,000 surgical procedures, delivers more than 4,500 babies, and treats more cancer patients than any other community hospital in Maryland annually. With more than 3,500 employees (including 1,300 physicians and 1,100 nurses), GBMC is one of the largest private sector employees in the region.

As part of its strategic planning process, GBMC is focused on expanding and diversifying its philanthropic support and, to that end, seeks an experienced development leader to serve as the Vice President of Development and the President of the GBMC Foundation. The Vice President, in collaboration with GBMC and Foundation leadership, will have primary responsibility for creating and executing a long-term, comprehensive fundraising strategy and furthering the culture of philanthropy within GBMC.

Reporting to the GBMC President & CEO, the Vice President will have significant leadership responsibility and a critical role in decisions affecting resource allocation and fundraising organizational strategy. To best align resources to meet the fundraising strategy and goals, he or she will have the opportunity to re-engineer the Foundation, as needed. Leading through example, the Vice President will ensure best fundraising practices and will contribute to the GBMC culture in which dedication to excellence, collaboration, and mutual respect are guiding principles.

As the chief development officer for the Foundation, the Vice President will focus on the cultivation, solicitation, and stewardship of major gift prospects, while developing strategies to identify and engage a pipeline of new prospects (including grateful patients, friends, foundations, and corporations). He or she will collaborate with GBMC and Foundation leadership, physicians, staff, and volunteers on diverse fundraising initiatives, providing meaningful and valuable engagement opportunities and effective support.

The ideal candidate will bring a solid track record of increasing philanthropic revenue from diverse constituencies (including grateful patients) and significant experience in the successful identification, cultivation, solicitation, and stewardship of major gifts, ideally within a complex healthcare institution, academic medical center, hospital, or research-intensive institution of higher education. He or she will possess a proactive approach to fundraising and the demonstrated ability to engage constituents in an atmosphere charged with enthusiasm and energy for institutional goals.

The successful candidate will have the stature and proven ability to develop productive relationships with volunteers and medical leaders and/or faculty. The Vice President will have excellent communication skills and the intellectual curiosity and capacity to elicit and quickly grasp medical and scientific concepts, and synthesize this information into an articulate and compelling case for support. Moreover, he or she will have the proven ability to creatively engage and motivate volunteers, donors, and prospects, and inspire confidence with internal and external constituencies.

GBMC has retained Freeman Philanthropic Services, LLC to assist on this executive recruitment.
GBMC HEALTHCARE

Greater Baltimore Medical Center (GBMC) HealthCare includes the Greater Baltimore Medical Center, a 300-bed acute care not-for-profit hospital; Greater Baltimore Medical Associates, a group of more than 40 multi-specialty physician practices on the hospital’s Towson campus and in satellite locations across the region; Gilchrist Hospice Care, Maryland’s largest hospice organization offering both in-home care as well as a 34-bed inpatient unit; and the GBMC Foundation.

GBMC is the first choice for over 100,000 individuals each year; GBMC performs more than 40,000 surgical procedures, delivers more than 4,500 babies and treats more cancer patients than any other community hospital in Maryland annually.

GBMC employs approximately 3,500 people in clinical and non-clinical areas, making the organization one of the largest private sector employers in Baltimore County. Many of the organization’s employees are quite loyal: as of late 2008, nearly 100 had worked for GBMC for 30-39 years, and an additional 15 were employed for more than 40 years. An additional 800 community members volunteer their time at the Medical Center and Gilchrist Hospice Care.

Nearly 1,300 physicians serve on GBMC’s medical staff, making it among the largest of any community hospital in the mid-Atlantic region. With its size comes a wealth of clinical knowledge, combined with a collaborative spirit to better understand the medical issues that patients confront on a daily basis. Physicians' ability to cross-reference information with such a wide variety of colleagues leads to a higher level of medical sophistication and expertise not typically present in a community hospital setting. Moreover, GBMC’s nursing staff consists of 1,100 Medical Center nurses and 126 Hospice nurses, with an average length of employment of 10 years.

GREATER BALTIMORE MEDICAL CENTER (GBMC)

The 300-bed medical center (acute and sub-acute care) is located on a beautiful suburban campus and handles more than 26,700 inpatient cases and approximately 60,000 emergency room visits annually. Since its founding in Towson in 1965, GBMC’s accomplishments have validated the vision of its founders to combine the best of community and university-level medicine. GBMC’s main campus also includes three medical office buildings-Physicians Pavilion East, Physicians Pavilion West and Physicians Pavilion North I. In addition to its main campus located in Towson, GBMC's care can be found in several facilities located throughout the community including Hunt Manor, Hunt Valley, Owings Mills, Pikesville, Mays Chapel, Perry Hall and Bel Air.

GREATER BALTIMORE MEDICAL ASSOCIATES

Greater Baltimore Medical Associates (GBMA) is a group of more than 40 physician practices owned by GBMC, operating on the hospital’s main Towson campus as well as in satellite locations across the region. GBMA practices experienced more than 250,000 patient visits last year, with almost 200 physicians available to care for community members.
**Gilchrist Hospice Care**

Gilchrist Hospice Care, a Medicare/Medicaid-certified hospice program, is the largest hospice organization in the state of Maryland. Since 1994, it has provided care and services to over 19,000 terminally ill individuals who reside in Baltimore City and Baltimore, Carroll, Harford and Howard counties. Care includes medical, nursing, social work, home health aid, spiritual and bereavement counseling/support and volunteer assistance. Hospice services are most often provided in the patient’s home or place of residence. When more intensive medical care is required, patients may be admitted to a 24-bed inpatient hospice facility, Gilchrist Center, located on the campus of GBMC.

**National & Regional Recognition**

- GBMC was once again ranked in *US News & World Report*’s "America’s Best Hospitals" listing in 2007. GBMC was recognized as one of the top 50 hospitals in the United States for ear, nose and throat (Otolaryngology) services, a recognition also received in 1998; this is the 10th time GBMC has been included in a specialty ranking, and the third consecutive year for at least one of its services to be included in "America's Best Hospitals."
- GBMC was again ranked among the Top 50 for cancer services in the entire country in *U.S. News & World Report*’s "America’s Best Hospitals." GBMC was the only community hospital in Maryland ranked in any specialty. (2006)
- GBMC was Maryland’s only community hospital recognized in two categories (cancer services and digestive services) by *U.S. News & World Report*’s "America’s Best Hospitals." (2005)
- GBMC’s Comprehensive Obesity Management Program was named a Center of Excellence by the American Society for Bariatric Surgery. (2005)
- Named to "Top 100 Hospitals" by the HCIA-Sachs/Solucient Leadership Institute for both Stroke Benchmarks for Success and Intensive Care Units Benchmarks for Success. (2000)
- "Most Preferred For Overall Health Services"-National Research Corporation. (1998)
- Eighty-seven (87) GBMC credentialed physicians are recognized in the prestigious *Baltimore Magazine* listing of "Top Doctors" (November 2007)
- The December issue of *Maryland Family Magazine* marks the 7th consecutive year that readers have ranked GBMC as the “Best Maternity Hospital”. (December 2008)

**The GBMC Foundation**

Founded in 1987, the GBMC Foundation was established as a 501(c)(3) nonprofit organization to centralize and coordinate fundraising efforts to benefit GBMC. In FY2010, the Foundation raised over $9.2 million from individuals, foundations, and corporations. This total includes planned gifts (through the Elizabeth Duncan Yaggy Society) and special events (including the Fun Runs and the Golf Classic).

**Sources of Support FY 2010**

Cash and Pledges Totaling $9,274,957

- Corporations, $1,691,381, 18%
- Foundations, $4,540,954, 49%
- Individuals, $3,042,672, 33%

*Freeman Philanthropic Services, LLC*  
www.glfreeman.com
GBMC LEADERSHIP

PRESIDENT & CEO
An active and visionary leader in the healthcare field for more than three decades and a pediatrician by training, Dr. John B. Chessare joined GBMC after working as a consultant with regional and national healthcare organizations focusing on operational changes to improve patient flow and patient satisfaction while reducing costs. Additionally, he served as faculty for the Institute for Healthcare Improvement and the Institute for Healthcare Optimization in seminars on improving hospital operations.

Dr. Chessare served as president of Caritas Christi Health Care System's Caritas Norwood Hospital, a 264-bed hospital located just outside of Boston from September 2005 through October 2008. In addition to his duties at Caritas Norwood, he was the senior vice president for quality and patient safety of the entire Caritas system and served as the system's interim president from May of 2006 until May of 2008. Dr. Chessare has held several other executive level healthcare leadership roles, including at Boston Medical Center/Boston University School of Medicine from 1998 to 2005; at Albany Medical Center/Albany Medical College from 1994 to 1998; and at the Medical College of Ohio from 1983 to 1994.

Dr. Chessare has attained fellowship status in the American College of Healthcare Executives. He earned his medical degree from the University of Rome in 1979, completed his pediatric residency at the University of Massachusetts Medical Center, where he served as chief resident in pediatrics, and completed fellowship training in General Academic Pediatrics at Boston Children's Hospital/Harvard Medical School. Dr. Chessare completed his Masters of Public Health in Medical Care Organization from the University of Michigan School of Public Health.

CHAIRMAN, GBMC HEALTHCARE BOARD OF DIRECTORS
Charles C. Fenwick, Jr. has played an integral role in helping shape Greater Baltimore Medical Center over the past decade-plus and has served on the GBMC HealthCare Board of Directors since 1999 and has led the board as its chairman since 2007.

A lifelong resident of Baltimore County, Mr. Fenwick is president and general manager of Valley Motors, director of the Land Preservation Trust and managing director of the Shawan Downs Legacy Chase. A resident of Butler and an accomplished steeplechase jockey, Mr. Fenwick has won the Maryland Hunt Cup five times, the Grand National Steeplechase 10 times and also has been successful at the sport's premiere event, the English Grand National.

CHAIRMAN, GBMC FOUNDATION BOARD OF DIRECTORS
Robert Brookland, M.D., F.A.C.R., F.A.C.R.O, a board-certified radiation oncologist, earned his medical degree at Georgetown University School of Medicine. Following his internal medicine residency, he completed his residency in radiation oncology at the University of Pennsylvania where he served as chief resident in pediatrics, and completed fellowship training in General Academic Pediatrics at Boston Children's Hospital/Harvard Medical School. Dr. Brookland completed his Masters of Public Health in Medical Care Organization from the University of Michigan School of Public Health.

After staff appointments in the Departments of Radiation Oncology at the University of Pennsylvania and the Fox Chase Cancer Center, Dr. Brookland relocated to Baltimore where he currently chairs the Department of Radiation Oncology at GBMC. In addition to his clinical practice, Dr. Brookland has served as Chairman of Professional Education for the American Cancer Society and Director of Continuing Medical Education at GBMC. Also at GBMC, he has been a member of the Institutional Review Board, the Medical Board, and is Chair of GBMC Foundation. Dr. Brookland has been a member of the Medical Advisory Committee for the Governor's Cancer Commission, Maryland Board of Physician Quality Assurance, and Department of Health and Mental Hygiene and has served as Chairman for the American Cancer Society divisions in Maryland.

For more information, please visit GBMC's website and leadership listings.
**IMPORTANT RELATIONSHIPS**

The Vice President will report to the President & CEO of GBMC HealthCare, Dr. Chessare, and be equivalently accountable, through the Chairman, Dr. Brookland, to the GBMC Foundation Board of Directors.

As a key member of the GBMC senior leadership team, the Vice President will serve as the primary liaison for fundraising among GBMC leadership, the GBMC Board of Directors, the GBMC HealthCare Board of Director, and the Foundation staff. In addition, he or she will work in close collaboration with colleagues throughout GBMC, including those in the Marketing and Public Relations Offices to ensure coordinated messaging and outreach efforts.

The Vice President will work closely with the GBMC President & CEO and members of the GBMC Foundation Board to create and implement a comprehensive fundraising plan for significantly increasing and diversifying philanthropic support. He or she will strategically engage and support GBMC and Foundation leadership, board members, physicians, volunteers, community leaders, colleagues, and staff to identify, cultivate, solicit, and steward individuals, foundations, and corporations, as appropriate. The Vice President will foster communications, maintain best practices, and engage participation from all levels in order to best position stakeholders to execute fundraising initiatives.

The successful candidate will manage and mentor the Foundation’s 10 professional staff, including five direct reports: the Directors of Planned Gifts, Major Gifts, Development, and Corporate, Foundation & Government Support, and an executive assistant. To best align resources to meet the fundraising strategy and goals, the Vice President will have the opportunity to re-engineer the Foundation, as needed.

**KEY RESPONSIBILITIES**

The Vice President role represents an opportunity to craft and lead the strategic direction for expanding philanthropic revenue for the GBMC Foundation. Key opportunities and challenges include:

- Serve as the chief development officer and lead the strategic expansion of the fundraising program, as well as the structure and staffing to make it successful;
- Design and execute a long-term, comprehensive fundraising plan that is focused on increasing and diversifying philanthropic revenue from individuals, foundations, and corporations;
- Work closely with the President & CEO and Foundation Chairman to gain an understanding of GBMC’s funding priorities; and build strong collaborative relationships with administrative and medical leaders, colleagues, volunteers, and staff;
- Effectively engage and support senior leadership, physicians, and volunteers in fundraising activities, as appropriate;
- Thoughtfully evaluate and re-engineer the Foundation, as needed, to best align resources to meet the fundraising strategy and goals, as well as increase the effectiveness and efficiency of the fundraising infrastructure;
- Proactively build and maintain a portfolio of major gift prospects; devise cultivation, solicitation, and closure strategies for each prospect;
- Ensure that relationships with existing donors are broadened and deepened; promote a bond of loyalty and support between GBMC and its donors to encourage higher levels of support;
- Expand the planned giving program (Elizabeth Duncan Yaggy Society);
- Systematically identify and build relationships with new sources of support;

**FREEMAN PHILANTHROPIC SERVICES, LLC**

WWW.GLFREREEMAN.COM
➢ Ensure best fundraising and operational practices, and oversee systems for proper and transparent recording of gifts to ensure accountability regarding gift implementation to all donors and their designated advisors where appropriate;

➢ Manage and mentor a team professional staff: utilizing clearly defined goals, objectives, and transparent methods with which to measure success, and instill the importance of stewarding all gifts in ways that strengthens donors' interests in, and satisfaction with, GBMC;

➢ Guided by the values and mission of GBMC, provide inspirational leadership through teamwork, collaboration, and dedication.

IDEAL EXPERIENCE & QUALITIES
GBMC seeks an experienced fundraising leader with the ability and the demonstrated track record to respond effectively to the opportunities and challenges listed above. The ideal candidate will possess the following experience and attributes:

➢ Stature and experience to gain the trust and confidence of the President & CEO, Board Chairmen, administrative and medical leadership, faculty, volunteers, staff, grateful patients, friends, donors, and prospects;

➢ Fundraising vision and capacity to take the GBMC Foundation to its next level of excellence, including a proven track record of creating and leading fundraising initiatives, which resulted in significant revenue growth, an expanded constituency base, and improved operations;

➢ Track record of providing strategic direction, leadership, and hands-on daily management of a comprehensive development operation in a complex organization, ideally within a hospital or healthcare system or academic medical center setting;

➢ Extensive fundraising experience (including major gifts, grateful patients, corporate and foundation relations, planned giving, and annual giving) in a multi-unit institution;

➢ Demonstrated record of personal solicitations from individuals, including the design and execution of the identification, cultivation, solicitation, and stewardship strategies;

➢ Strong manager with experience building an emerging development operation through effective recruitment, motivation, mentoring, and team building, and leveraging existing capacity and strengthening performance while maintaining best practices, camaraderie, and shared accountability;

➢ Facilitator with the proven ability to strategically and effectively engage and support senior leadership (including physicians, scientists, and/or faculty) in fundraising activities;

➢ Excellent communication skills (both written and oral) combined with intellectual curiosity and dexterity; the ability to solicit, understand, and synthesize complex medical/scientific information; adept at creating, articulating, and marketing compelling and strategic cases from disparate information and sources;

➢ Ability to thrive within an environment in which physician and volunteer engagement and involvement are central to fundraising success;

➢ Demonstrated ability to achieve best fundraising practices, engage participation and generate excitement, shared purpose, and action;
 Strong interpersonal skills to interact with diverse colleagues, donors and prospects;

 Flexibility and the ability to multi-task, prioritize, and execute in a fast-paced environment;

 Creative and imaginative manner of approaching issues and devising sound solutions based on good judgment and collaboration;

 Bachelor’s degree required; advanced degree preferred.

COMPENSATION
The compensation and benefits package will be competitive and commensurate with the successful candidate’s background and experience.

APPLICATIONS & NOMINATIONS
Confidential inquiries, applications, and nominations should be sent to Freeman Philanthropic Services, LLC at GBMC@glfreeman.com. All applications must include (1) an up-to-date resume and (2) a formal letter of interest expressing the specific experiences that best prepare the applicant for this role and why this opportunity is a logical continuation of her/his career. Application deadline: November 24, 2010.

GBMC is committed to diversity among its employees and encourages qualified candidates from all backgrounds to apply.

FREEMAN PHILANTHROPIC SERVICES, LLC (FPS)
FPS is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse organizations. Please visit our website and LinkedIn page for more information about this recruitment and our work.