

Position Announcement

President, Foundation of FirstHealth

FirstHealth of the Carolinas

Pinehurst, North Carolina



Reports To

Chief Executive Officer

**Organization
Profile**

FirstHealth of the Carolinas (FirstHealth) is a private, not-for-profit, \$1.1 billion health care network headquartered in Pinehurst, NC. With over 6,100 employees, over 400 providers and 90 locations, the FirstHealth network serves 15 counties in the mid-Carolinas. Licensed for four hospitals with 610 beds, FirstHealth demonstrates a commitment to treating the whole patient and providing quality health care for the entire community – especially those in need. FirstHealth's organizational culture is guided by its Core Purpose and Core Values and is committed to patient safety, quality and performance excellence.

FirstHealth plays a vital role in providing accessible, high-quality healthcare services to residents throughout the region. FirstHealth is deeply committed to its mission and if asked, employees will proudly state the core purpose: **To Care for People.**

As one of the finest healthcare systems in the nation, FirstHealth Moore Regional Hospital has again been named to the PINC AI™ 100 Top Hospitals® list. This is the third consecutive year and eighth year overall that Moore Regional has been recognized as one of the nation's best hospitals. Moore Regional Hospital is the only hospital in North Carolina to earn the prestigious designation in 2023.

In 2023, FirstHealth Moore Regional Hospital received the Outstanding Patient Experience Award for the 16th consecutive year. This distinction places Moore Regional among the top 5% of hospitals nationwide for patient experience. With an impressively strong balance sheet and a long list of awards, recognitions and rankings, FirstHealth has earned its stamp as an organization committed to excellence in healthcare. Some of these recognitions include:

- FirstHealth of the Carolinas has been nationally recognized as a top 150 place to work in health care by Becker's Healthcare for 2023.
- Moore Regional, including the Hoke and Richmond campuses, ranked No. 3 in the "best hospital" ranking and No. 2 in the "patient picks" list from Business North Carolina Magazine for 2023.
- FirstHealth Moore Regional Hospital is recognized on the Women's Choice Award Best Hospitals® list for 2023.
- This list goes on...



The Foundation of FirstHealth

The Foundation of FirstHealth (Foundation) inspires communities to become involved by highlighting the story and impact of FirstHealth of the Carolinas. The Foundation conducts programs to raise funds for exceptional health care facilities, equipment, clinical services, patient support and hospitality services, as well as professional development for clinical staff. The Foundation enables grateful patients and families to "give back" to others in recognition of the care they have received. The Foundation also helps plan and carry out initiatives that will sustain FirstHealth's ability to meet the changing health care needs of the region.

Community Profile

Situated in the sandhills of North Carolina, Pinehurst boasts a small-town atmosphere with a tight-knit community. Its quaint downtown area features boutique shops, restaurants, and historic landmarks, creating a charming ambiance that residents and visitors appreciate. Known for its world-class golfing and home to the USGA World Golf Hall of Fame (opening in 2024), Pinehurst will host the U.S. Open five times between now and 2047. Individuals and families are drawn to Pinehurst due to the convenient location, excellent school system, natural beauty, small town charm and high quality of life.

1. **Quality of Life:** Residents of Pinehurst enjoy a high quality of life with access to excellent healthcare facilities, top-rated schools, low crime and a relatively low cost of living. The charm of the area is the perfect place to be part of a welcoming community and the peaceful surroundings create a desirable place to live and raise a family.

2. **Golfing Paradise:** Pinehurst is a renowned destination for golf enthusiasts. It is home of the Pinehurst Resort, which features multiple topnotch golf courses, including Pinehurst No. 2, a course steeped in history and frequently ranked among the top courses in the world.

3. **Beautiful Scenery:** Pinehurst is known for its picturesque landscapes characterized by rolling hills, longleaf pines and friendly communities. The area's natural beauty provides ample opportunities for a variety of outdoor activities.



Moore County Economic Development Partnership

4. **Convenient Location:** Pinehurst's central location provides easy access to major cities such as Raleigh and Charlotte. The Carolina coast is an easy 2.5-hour drive to the east and the Blue Ridge mountains are a 3-hour drive to the west.
5. **High Growth Destination:** Pinehurst-Southern Pines is among the nation's top communities with a stable and consistently growing economy. Moore county is ranked as one the fastest growing counties in North Carolina and Pinehurst has long been a popular destination for professionals, families, retirees and military personnel seeking an active and fulfilling lifestyle.
6. **Arts and Culture:** The Carolina Philharmonic located in Pinehurst, has grown into one of the leading orchestras in North Carolina. Other performing arts venues and programs include: The North Carolina Symphony, The Sunrise Theatre, the Arts Council of Moore County, and the Weymouth Center for the Arts and Humanities among others.
7. **Equestrian:** The scenic landscapes of Moore County and surrounding areas, provide a popular location for horse enthusiasts. Local facilities include: The Pinehurst Harness Track, McLendon Hills Equestrian Center, The Carolina Horse Park and the 4,000-acre Walthour-Moss Foundation land preserve.



Moore County Economic Development Partnership

Position Summary

The Foundation President (President) will work closely with, and report to, the Chief Executive Officer (CEO) of FirstHealth of the Carolinas and will serve as a member of the Executive Leadership Team. As an accomplished leader, the President will be responsible for providing the vision, strategy, and oversight of the entire development enterprise. The President will be responsible for the design and implementation of comprehensive fundraising programs and tactics to achieve the foundation's philanthropic goals. Operating as a coach and mentor and through leading by example, the President will be responsible for managing a portfolio of high-capacity donors and prospects and will be expected to cultivate and secure significant and transformational gift commitments. As an executive level fundraiser, the President will need to be a forward-thinking, innovative leader who constantly advocates for FirstHealth and consistently reinforces the significant importance of philanthropy. The President will be a recognizable community member, and as such, will be expected to represent FirstHealth with the utmost integrity at all times. Professionalism, respect and confidentiality is a must.



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Specific Responsibilities

Foundation Leadership

Provide overall leadership and strategic direction managing all operational aspects of philanthropic development for the foundation, facilities and programs of FirstHealth through The Foundation of FirstHealth. Manage and oversee all components associated with a comprehensive development program.

Philanthropic Counsel

Advise management and board volunteers in the feasibility of funding projects and priorities for funding within the system. Regularly report comprehensive data to the CEO and Foundation Board to illustrate the current state of fundraising efforts.

Campaigns

Work closely with the Foundation Board and Executive Management on the planning, feasibility studies, implementation, and completion of project based and comprehensive campaigns including the creation of priorities, communications and the marketing materials that distinguish the case for support.

Management

Maintain an excellent level of professional staff through recruitment and retention programs. Cultivate an atmosphere of professional conduct and excellence in performance through adherence to ethical standards; provide leadership to others through growth activities and role modeling; foster a collaborative environment through team dynamics and a supportive team-oriented structure.

Advancement

Work closely with members of the Foundation Board committees and nurture their growth and involvement with the Foundation; facilitate and lead committee meetings. Effectively engage Executive team, Finance team, Development team, Physicians, Business Relations, community leaders and other stakeholders; provide oversight and committee support as needed.

Regional Relationships

Responsible for the development and implementation of regional hospital development programs. Promote the Foundation as the central support center for regional development activities.

Financial Accountability

Accountable for all Foundation contributions to include: proper disposition of all donor contributions; fiscal responsibility for all appropriations; administration of restricted and endowed funds; oversee audit and compliance requirements; monitor and evaluate Foundation financial performance; serve as primary agent in contracts and agreements relative to Foundation business.

Donor and Community Responsibilities

Directly responsible for organizational fundraising by serving as chief liaison to the philanthropic community; actively participate in cultivation and solicitation of major gifts; maintain relationships with Foundation contributors, board members, medical staff, and various leaders in the community; communicate FirstHealth mission and needs to civic organizations and community programs. Ensure all donors and stakeholders are stewarded appropriately.

Hospital and System Responsibilities

Maintain up-to-date knowledge of fundraising best practices and provide professional leadership and counsel to the executive leadership team on issues related to philanthropy. Represent FirstHealth as the primary ambassador of philanthropy.

Qualifications

Qualities and experiences that ideal candidates should display include:

- Baccalaureate degree from an accredited college or university.
- Eight years of successful service in a fundraising executive/leadership role that includes supervision of a comprehensive and complex development enterprise.
- Demonstrated history of growing and advancing philanthropy within a complex organization.
- Experience leading teams.
- Documented history of soliciting and securing major, planned and transformational gifts.
- Advanced proficiency with major gift programs including metrics driven management and data analytics.
- Successful history in managing and leading project based, capital and comprehensive campaigns.
- Extensive experience managing volunteer boards as well as participating on and leading boards.
- Proficient knowledge of fundraising best practices.
- Experience with budgeting and fiscal management of foundation/department finances.

Preferred

Preference will be given to candidates that also display one or more of the following:

- Significant experience in hospital/healthcare philanthropy or academic medicine.
- An advanced academic degree or continuing professional education related to fundraising/non-profit management.
- Professional fundraising certification/designations (CFRE, ACFRE, FAHP, CSPG, CAP) or equivalent.



Comprehensive Cancer Center opened in March 2023

Memorandum

The salary and benefits are competitive and commensurate with experience and qualifications. Paschal • Murray supports the commitment of our client in encouraging applicants from diverse backgrounds and cultures. As a condition of employment, our client reserves the right to conduct background verification including academic, work, driving, credit, and criminal histories.

This position announcement is not intended to be an exhaustive list of all responsibilities and requirements. It is presented as a fair reflection of the principal job elements.

Nominations and applications are welcome. Please send résumé and letter of application as separate documents attached to an e-mail message to:

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