

# Search for the next President



**Kids Hope USA** partners local churches with local schools in order to reach at-risk students with what they need most—caring and reliable relationships with adult mentors. These student-mentor matches meet for one hour at school, during the school day. Launched in 1995 with just 54 student-mentor relationships through three churches partnered with schools, today a national network of 1,400 church-school programs reaches over 25,000 students.

## mission

Kids Hope USA builds life-changing relationships one at a time:  
One Child. One Hour. One School. One Church.

## story

Over two decades ago, Dr. Virgil Gulker researched a question that led to Kids Hope USA's launch: How can churches have the greatest impact on America's at-risk children?

After gathering input from sociologists, law enforcement, health professionals, educators, and child development experts, one response appeared on the top of everyone's lists: Fill the relational voids in kids' lives. In other words, send people to personally meet with students who need reliable, caring adult relationships. And start with children in the earliest grades.

That was the clear answer in 1995. It's still the answer today.

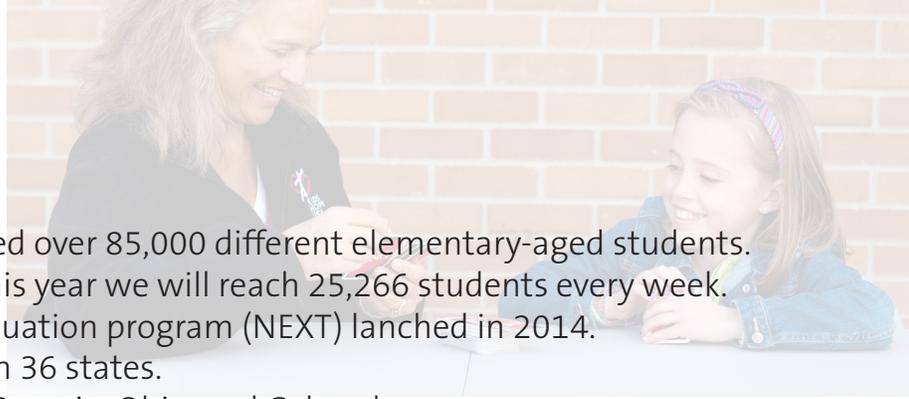
## simplicity

The most abundant resource in every church is the capacity for its members to share love. Person to person. With no agenda. And no expectations. Just show up.

Giving individual attention to students at school grows harder every year. Larger class sizes and smaller budgets means fewer adults to connect with more kids.

The obvious solution: Send the adults where they're needed and can make an immediate difference—into schools.

## at a glance



The national network:

- Since 1995, the program has reached over 85,000 different elementary-aged students.
- When all programs fully operate, this year we will reach 25,266 students every week.
- A middle school relationship continuation program (NEXT) lunched in 2014.
- 1,400 school-church partnerships in 36 states.
- Offices in Michigan, Illinois, Texas, Georgia, Ohio, and Colorado.
- In just those markets, an additional 3,000 elementary schools now wait for programs.

Key program elements that make Kids Hope USA unique:

- A prayer partner for every mentor provides support, encouragement, and accountability.
- Scholarship providers enable mentor-student relationships through \$15/month scholarships.
- Comprehensive online training for every role.
- Regionally-based support teams assist and equip programs.
- A team of child psychologists and professional counselors available 24/7.
- The Technical Support Center provides assistance through live chat, phone, and email.
- Reading development, character formation, and life skills coaching tools launched in 2018.
- The Mentor App provides coaching, resources, and mentoring hour activities.

The program makes a difference:

- 91% of relationships continue from one year to the next (excludes graduation).
- 96.3% of our students, all of whom are at-risk, promote to their next school grade.
- 90% of churches go beyond mentoring to serve students, families, and school communities.
- 100% of principals surveyed said they would recommend the program to colleagues; 100% also said they would request a program if they move to a new school.

## strategy today

The organization recently completed a two-year re-engineer of its award-winning mentoring model. Called Life Together and launched in 2018, an innovative new future is now underway. Fueled by Life Together's new economic engine and energized by a flow of new relationship tools, Kids Hope USA now has the strategic framework built to expand its network to reach 100,000 students.

## a new leader for tomorrow

With 24 years of mentoring experience and a decade of tremendous growth and change, Kids Hope USA is poised for an exciting era of expansion—and now seeks a new president called and gifted to lead the organization. The right person will bring generous measures of two key ingredients to the position: A heart for at-risk kids and a passion to lead well.

## key traits

### *Coach*

Motivates, inspires, and develops people; first for the direct report leadership team and then across the national organization. Has awareness of people and interpersonal dynamics (high emotional intelligence); keeps organization focused on defined priorities.

### *Architect*

Crafts the infrastructure and owns the culture of the organization. Manages the relationships between functions for a geographically diverse organization; ensures continuous system improvements in processes, methods and structure to expand and sustain the organization over the long-term. Establishes annual goals and sets priorities; actively measures and reports progress.

### *Fund Raise*

In close partnership with the National Development Director, embraces the challenge of building relationships to raise support/investments primarily to fund expansion (new markets and products). Possesses previous fundraising and/or sales accomplishments.

### *Nonprofit Management*

Has understanding and literacy of financial management, financial statements, key governance concepts, and other nonprofit best practices. Related work experience and applicable educational requirements (bachelor's degree required, post-graduate preferred) are expected.

### *Trail Blaze*

Looks externally to anticipate trends and changes. Continuously casts the vision of where the organization is going and is willing to modify that vision as needed—internally and externally. Asks appropriate “what if” questions and serves as a catalyst for change when needed.

### *Build Relationships*

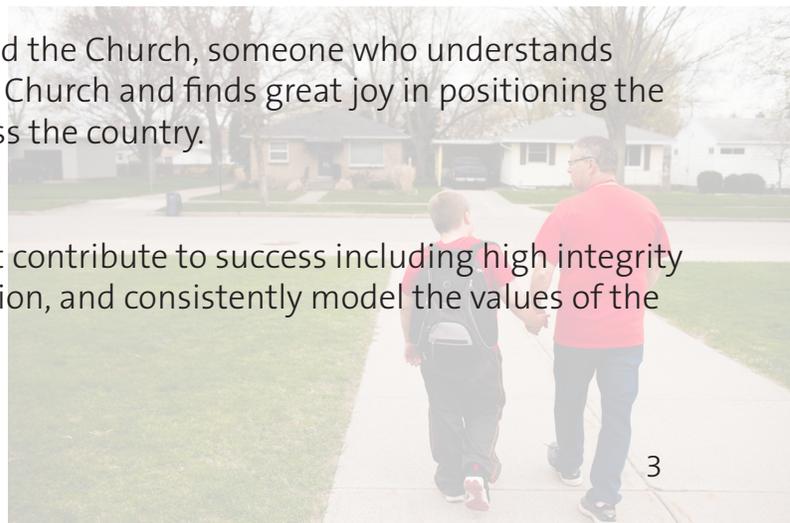
Has high awareness of others, is adept at interpersonal skills, with natural ability to build positive relationships with leadership team, staff, Board, and external audiences. Effective at addressing conflicts openly, directly, and in timely fashion.

### *Christian Role Model*

Is a joyful, mature Christian who loves children and the Church, someone who understands the many aspects of diversity across the Christian Church and finds great joy in positioning the Church to make a difference in communities across the country.

### *Positive Self-Management*

Possesses essential personal traits and habits that contribute to success including high integrity with willingness to take responsibility, catalyze action, and consistently model the values of the organization.



## key responsibilities

- Ensure organization continues to reach more kids through dynamic growth strategies, effective mentoring, and program health—as implemented by the staff team and national network.
- Guide decision-making across the organization, with personal availability to coach, cheer, and challenge the staff team. Provide consistent focus on priorities and pursuit of strategic plan.
- Ensure the organization’s alignment with an annual operating plan/budget and its ongoing financial health; including expense management and income generation—organization wide and for each functional area through the leadership team.
- Raise funds, especially through an existing and well-developed major donor list, in partnership with Development Director.
- Be a servant leader to direct reports on the leadership team; including personal/leadership development, appropriate empowerment, and clear accountabilities.
- Develop and deliver the annual plan; track alignment with strategic direction, including changes needed throughout the year.
- Care for and develop the organization’s culture, with focus on job satisfaction and talent retention.
- Develop a strong working relationship with the Board as an entity and individually with each director. This includes reliable communication channels and networking to recruit new Board members.
- Serve as the voice of Kids Hope USA and our approach to mentoring across multiple audiences, which necessitates frequent travel and effective communication to our national network. Excel at external speaking and external writing on behalf of Kids Hope USA.
- Manage existing major organizational collaborations/partnerships; develop new relationships as needed in order to accomplish strategy.
- Craft and modify mid- and long-term organizational strategic plans, with strong focus on pace of expansion and opening new markets. Lead visioning and plan development through a team-based, collaborative style.



## opportunity

From its genesis as a startup in West Michigan to a national nonprofit organization that operates in 36 states and mobilizes over 50,000 volunteers, the greatest days of Kids Hope USA are still ahead. With a passionate and committed staff team, more than 3,000 public schools waiting for a partner church, an innovative program to equip mentors, and the launch of a new economic engine, an aggressive strategic direction to execute stands in place.

There is an opportunity to reach 100,000 or more at-risk kids in the United States—the opportunity of a lifetime.

## applicant instructions

We appreciate your interest in our position of President of Kids Hope USA!

To apply, please email the following information to **careers@kidshopeusa.org**.

- A letter of interest that includes a description of your ability to live out the Key Traits described in this document.
- Your resume or CV.
- Three references along with their email address and phone number. We will not contact these references prior to gaining your approval.

Please note we are accepting applications from February 1st to March 8th.

Your application will be reviewed by our Presidential Search Team (PST) and we will respond back to inform you of your status in a timely fashion. Applicants of interest will be contacted to gain approval to complete reference checks and to schedule a brief video conference with the PST. Applicants that continue in the process will be invited to an in-person interview in late March or early April.

Please feel free to contact Carrie Danek our Director of People and Process **cdanek@kidshopeusa.org** or me with any questions or concerns you may have.

Thanks again for your interest!

Doug Ruch (**douglascurt.ruch@gmail.com**)  
Kids Hope USA BOD and Presidential Search Team Chair

