

Executive Director
Ronald McDonald House Charities Charlottesville

[Ronald McDonald House Charities](#) Charlottesville (RMHC) seeks a passionate, mission-oriented, and inclusive leader to serve as Executive Director (ED). Reporting to the President of the Board, the ED will join Ronald McDonald House at an exciting moment where expansion and growth opportunities are on the horizon and they will have the opportunity to partner with the board in imagining the most impactful organizational future.

The Executive Director will lead and inspire staff, build collaborative community partnerships; especially with the University of Virginia Children's Hospital, foster connections with RMHC Global, and develop and administer organizational resources, including budget planning, recruitment and retention. The ED serves a broad, multi-faceted role in ensuring the success of Ronald McDonald House Charities Charlottesville, while keeping its mission and values central.

This role requires a strategic leader adept at nonprofit management, fundraising, and community engagement, with a passion for supporting families during challenging time.

Ronald McDonald House Charities Charlottesville

The Ronald McDonald House of Charlottesville (RMHC) exists to serve and sustain families when serious illness or injury strikes the most cherished part of their lives, their children. In an effort to lessen the burden, reduce stress, keep the family intact, and enhance the quality of life for these families, they offer affordable housing within a caring and secure community environment. Annually, RMHC hosts between 800 and 1,000 family stays. A stay could be an overnight visit or stretch to last many, many months. Families travel from across the state, from different states and even from overseas to receive medical treatment for their children. Worldwide, RMHC has 386 Houses in 49 countries and regions. RMHC Charlottesville continues to look for ways to grow and serve the families of ill and injured children in Charlottesville.

For countless families, the Ronald McDonald House becomes the home they never thought they would need. Sitting on a quiet street, just blocks from the University of Virginia Medical Center and University of Virginia Children's Hospital, it offers families a refuge, a place where they can find comfort, as they face one of life's most unimaginable challenges: caring for a child who is seriously ill. Renovated in 2014, the House has 19 bedrooms, 4 complete kitchen stations, a dining area, laundry facilities and a basement common area. It is open 24 hours a day, 365 days a year to provide care to the families of ill or injured children receiving medical treatment. UVA provides shuttle transportation to and from the hospital for families.

UVA Children's Hospital is a 123-bed "hospital-within-a-hospital" located within UVA Medical Center. It is comprised of acute wards, a 25-bed PICU and a 60-bed NICU (with plans to expand to 64 summer of 2025). UVA Children's Hospital is also planning on further expansion over the next 3-5 years, currently planning for another 40+ NICU beds and 15 additional PICU beds. The hospital

provides life-saving care to infants and children from central Virginia and beyond, with patients transferred from across the state and mid-Atlantic region for subspecialty care. Over 75% of Virginia's organ transplants and 5% of the country's heart transplants occur at UVA Children's Hospital. The 2024-2025 US News and World Report Best Children's Hospital survey named UVA Children's Hospital the #1 Children's Hospital in Virginia for the 4th year in a row and they were one of 33 children's hospitals in the United States to have at least 8 programs ranked within the Top 50.

The Position

The Executive Director of RMHC Charlottesville has broad responsibility in both highly strategic and visionary efforts in supporting families and helping them access the medical care and resources they need, and very tactical and operational responsibilities to ensure the effective and appropriate operational support of the organization.

The ED will communicate the organization's vision, mission, and values to community stakeholders, and find opportunities for collaborative partnerships, while valuing and learning from the experience and contributions of RMHC guests, staff, and volunteers.

Key responsibilities for the role include:

Strategy and Board Development

- Partner with the Board in strategic planning including mapping the opportunities for effective, creative, inclusive, and impactful approaches to serving and sustaining families with seriously ill or injured children receiving medical treatment.
- Lead important workgroup conversations focused on the plan for expansion, including Capital Campaign planning, and architectural and construction planning.
- Assist the Board recruiting and orienting dynamic, diverse, and engaged board members.
- Participate and present at board-level meetings, including providing regular reports, updates, and opportunities to educate the board on best practices within systems of care for families of sick children and board governance and responsibilities.
- Provide visionary leadership, aligning the organization's goals with its mission.
- Serve as the primary representative of RMHC Charlottesville, enhancing its reputation locally and regionally.

Management and Staff Engagement

- Lead, develop, and inspire a team of staff and a large network of volunteers.
- In partnership with the Director of House Operations, recruit, train, retain, supervise, and inspire a dedicated, diverse, and engaged staff.
- Maintain structures for inclusive management practices and meaningful professional development opportunities.
- Foster a culture of collaboration, respect and innovation.
- In partnership with the Director of House Operations, maintain accountability structures including establishing metrics, holding regular staff meetings, and having regular performance evaluations.

Philanthropy

- Create a philanthropic strategy specific to the expansion efforts of the Ronald McDonald House in Charlottesville and manage fundraising efforts to meet the goals of the project.
- Lead comprehensive fundraising initiatives through various methods including corporate sponsorships, grant writing, direct mail, events, and major gift solicitations from private donors and corporations.
- Serve as the key representative of RMHC for the community, participating in speaking engagements, panel discussions, media interviews, and one-on-one meetings with community partners and for donor cultivation and stewardship.
- Lead and strategically direct signature fundraising events - including annual golf tournaments, Jackfest Freeze Your Socks Off, and other community initiatives - to maximize return on investment, strengthen donor relationships, and advance organizational goals, while effectively leveraging staff and volunteer resources.
- Manage the administrative aspects of fundraising including overseeing the effective use of the donor database and managing the logistical considerations of donor lists and data retention.

Administration

- Write, review, and/or revise job descriptions; participate in new staff hiring and onboarding; facilitate termination of employment, when necessary; receive and respond to incident reports and grievances.
- Lead the annual budgeting process and oversee the operational budget of the organization
- Manage the organization's budget, ensuring fiscal responsibility and sustainability.
- Provide financial reporting to the Board and stakeholders.
- Work with the Board's Finance Committee to develop and monitor financial plans.

Across all responsibilities, the ED will maintain a family-centered approach and respond to the changing needs and expectations of the RMHC community with a demonstrated commitment to RMHC Charlottesville mission and values.

- Ensure the House provides a safe, welcoming environment for families.
- Partner with the UVA Health Medical Center and other hospitals to support family needs.
- Evaluate and enhance program effectiveness, ensuring alignment with RMHC global standards.

Key Challenges and Opportunities

- Develop and implement a comprehensive fundraising strategy to expand and diversify the donor base through targeted outreach and relationship building, launch and manage a successful capital campaign with clear milestones and targets, and secure sustainable funding streams to support ongoing House operations and programs
- Expand the House footprint in support of UVA Children's Hospital plans for growth.
- Strengthen Board skill depth and maximizing Board participation.
- Solidify relationship with UVA Children's Hospital.
- Further extend the family centered care service both locally and in referral locations to be known as a leader in family centered care, thus elevating mission and brand.

- Recruit and develop mission-driven leaders who will support the growth of administrative capacity at all levels of the organization.

Qualifications

RMHC seeks an experienced, empathetic, and strategic leader with a track record of success in a relevant executive position. The ED must be mission-driven, judicious, and principled; able to make sound decisions; and able to work collaboratively with a diverse group of community members and colleagues.

The ED will be an effective and inclusive developer of people who can manage large projects and issues and rapidly assess situations with multiple outcomes and consequences. They will be a flexible problem-solver with the demonstrated ability to create or influence win-win outcomes and can move smoothly from a big-picture view to immediate engagement with an opportunity. In other words: They can both have a vision, and make it happen.

In addition to these competencies and attributes, the following key qualifications and characteristics should be noted:

- Bachelor's degree required, with a focus in Nonprofit Management, Business Administration, or related field preferred. A masters degree is also preferred, but not required.
- 7+ years of leadership experience in nonprofit, healthcare, or mission-driven organizations.
- Proven track record in fundraising and donor relations.
- Demonstrated financial acumen.
- Excellent interpersonal communication (verbal and written), and relationship-building skills.
- Demonstrated understanding of regional/community philanthropic networks and charitable activity; knowledge of the Charlottesville community is preferred
- Excellent emotional intelligence with the proven ability to work well with others, a diverse collection of team members, people, and families

- Inclusive, self-directed, adaptable, agile, and flexible with the ability to think outside the box
- Management experience, including supervising personnel
- Strong collaborator and meeting facilitator
- Comfortable with technology and able to learn new software programs
- Compassionate and empathetic leader with the ability to set healthy personal and professional boundaries

CHARLOTTESVILLE, VIRGINIA

RMHC is located centrally in Charlottesville, Virginia. Home to the University of Virginia (UVA) and nestled in the foothills of the Blue Ridge Mountains, Charlottesville in many ways has big-city

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sophistication in a small-town package, while being easily accessible to major cities including Richmond and Washington, DC.

The area is home to excellent restaurants, historic sites, and arts organizations. Shenandoah National Park and Skyline Drive are nearby, and outdoor enthusiasts enjoy the area's extensive walking and hiking trails, as well as fishing, canoeing and kayaking on the Rivanna and James Rivers.

To Apply

Ronald McDonald House Charities Charlottesville has retained Opus Partners (www.opuspartners.net) to support this recruitment. Kenna Boyd, Associate Partner, and Marisea Rivera, Senior Associate are leading the search. The search process will unfold with the greatest possible attention to candidate confidentiality.

Inquiries, applications, and nominations should be sent to the attention of either:
Kenna Boyd, Associate Partner, kenna.boyd@opuspartners.net or **Marisea Rivera**, Senior Associate, marisea.rivera@opuspartners.net

RMHC Charlottesville treats all people fairly without regard to income or ability to pay, race, color, ethnic origin, national origin, religion, political affiliation, age, gender, sexual orientation, gender identification, disability or handicap, housing status, marital status, veteran status or any other group or class protected by applicable laws and regulations.