



Chief Executive Officer

Project Sunshine

New York, NY (Hybrid)

Salary: \$250,000 - \$275,000

BACKGROUND

The Organization

Project Sunshine (PS) delivers the healing power of play to children with medical needs through trained and dedicated volunteers. Officially incorporated as a 501(c)(3) in 1999, Project Sunshine opened its first professional office in New York City in the early 2000s. US-based programs continued to flourish during this time, and in 2006 Project Sunshine launched its first international program in Mombasa, Kenya. Today, Project Sunshine operates programs in 4 countries, impacts over 250,000 pediatric patients and their families, and provides meaningful community service opportunities to over 18,000 volunteers.

PS partners with medical facilities across the United States and beyond to provide opportunities for play in the medical environment, restoring a crucial sense of normalcy for patients and their families. PS is dedicated to delivering play and bringing joy to children with medical needs and their families by offering three programs that can be tailored to meet the unique needs of each patient:

Here to Play: Here To Play brings patients and volunteers together in hospital settings through creative arts activities and other opportunities for social interaction and learning.

Teleplay: Project Sunshine's TelePlay program is a live, virtual play experience, using a HIPAA compliant technology platform.

Kits for Play: Activity kits deliver safe, creative play directly to children. The kits are packed by tens of thousands of our volunteers, then distributed to medical facilities all around the US and Canada.

To learn more about Project Sunshine, visit projectsunshine.org

Regions Served	Budget Size	Staff / Direct Reports	Medical Partners	Volunteers	Patients and Families
U.S. Canada Israel Kenya	\$5.39M	24 / 5	500	18,000+	256,000+

The Position

Knowing that every year millions of families face immense stress under the pressure of pediatric medical challenges, Project Sunshine has established bold goals to double the number of children and families it serves. In addition to Here to Play and Kits for Play, the organization successfully launched Teleplay during COVID and now sees an opportunity to continue building the model to support more children living with chronic illness who aren't always (or often) in the hospital.

BACKGROUND (cont.)

The Position (cont.)

Project Sunshine is looking for a visionary leader who is both strategic and inspirational to join the team as CEO during this time of growth. Reporting to the Board of Directors, the CEO will be responsible for the overall strategic, financial and operational responsibility for Project Sunshine's staff, programs, and continued growth.

The CEO will also work to inspire and engage future private funders, cultivating a strong foundation of philanthropic support to sustain and grow Project Sunshine's mission for years to come (with a focus on growing funding outside of NY). They will be the external face of the organization, working with the Board and staff to increase awareness of the organization and reach more children and families both nationally and internationally.

Project Sunshine has a highly effective, energetic, mission-oriented team of 24. The CEO will directly supervise a team of five, bringing strong organizational leadership qualities, including empathy, effective listening skills, and the ability to mentor and develop staff.

ROLE OVERVIEW

Executive Leadership and Management

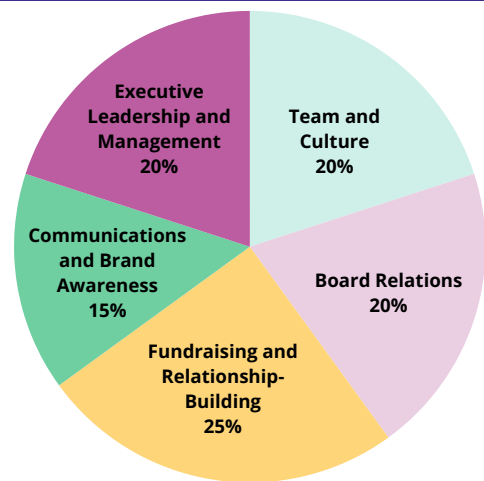
Develop an innovative and sound vision for Project Sunshine's future. In collaboration with staff and board, assess strategic direction and alignment between the program delivery model, funding model, and market demands. Confirm and communicate a shared strategy and priorities for Project Sunshine. This requires effective bandwidth planning and financial acumen, as well as comfort in leveraging technology to support Project Sunshine's vision and mission.

Fundraising and Relationship-Building

Implement and support a comprehensive revenue plan that reflects a realistic and sustainable blend of individual giving, grants, and corporate sponsorships. PS has been financed mostly by private philanthropy in the tri-state area but aims to build their philanthropic support nationally so that it more closely mirrors their presence in hospitals across the country. This will require cultivating strong and trusting relationships with funders as well as hospital partners across geographic locations (with a focus on growing funding and partnerships outside of NY), as well as comfort making asks and closing deals in partnership with the development team.

Communications and Brand Awareness

Inspiring individuals, companies, and supporters across sectors, disciplines, and industries to establish Project Sunshine as a mainstream organization. Ensure that Project Sunshine's message, story, and impact are effectively developed and disseminated broadly. This requires comfort as a passionate spokesperson and brand ambassador.



ROLE OVERVIEW (cont.)

Board Relations

Engage Project Sunshine's Board of Directors while building transparent and collaborative relationships and effectively leveraging all board and committee members for strategic guidance and expertise. Provide a high level of support to board members on development-related activities in ways that inspire them to action and strengthen their commitment to Project Sunshine.

Team and Culture

Evolve the culture for the next phase of organizational growth, and establish programs, processes, and talent practices to prioritize empathy in all aspects of the organization's people practices. The CEO individual must build strong, collaborative, and mentoring relationships at all levels of the organization, fostering a culture of belonging, accountability, impact, and collaboration. This requires ensuring everyone understands and feels connected to Project Sunshine's vision, knows how their work contributes to evolving priorities, and understands the rationale for important decisions.

THE IDEAL CANDIDATE

The ideal candidate for the CEO position possesses the following competencies:

Drives Vision and Purpose Painting a compelling picture of the vision and strategy that motivates others to action.	Strategic Mindset Seeing ahead to future possibilities and translating them into breakthrough strategies.	Action Oriented Taking on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm.
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Communicates Effectively Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences.	Resourcefulness Securing and deploying resources effectively and efficiently.	Builds Effective Team Building strong teams with a strong identity that apply their diverse skills and perspectives to achieve common goals.	Instills Trust Gaining the confidence and trust of others through honesty, integrity, and authenticity.
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THE IDEAL CANDIDATE (cont.)

Additional Qualifications

- Visionary, inspirational and strategic leader with a deep and authentic passion for Project Sunshine's vision and mission.
- Nonprofit experience preferred, with expertise in leading an organization through a period of transformation and growth.
- Relationship builder with a strong external presence and ability to champion Project Sunshine with a wide range of stakeholders.
- Demonstrated ability to produce results; an unwavering commitment to instilling quality and innovation into all aspects of program development, implementation, and evaluation.
- Demonstrated success in implementing comprehensive fundraising strategies that include major and corporate giving and foundation support, resulting in a significant increase in resources.
- Can engender trust, respect, and confidence quickly.
- Strong leadership and management skills, with a philosophy and style that encourages empathy, growth, collaboration, open communication and accountability.
- Proven track record attracting, leading, and mentoring diverse teams, from leadership to individual contributors.
- Strong culture builder with experience managing a geographically dispersed team.
- Bachelor's degree required; an advanced degree in a relevant field is preferred.

WHO WE ARE

Work Environment

Project Sunshine operates in a hybrid work environment, with most staff working out of the NYC-based office three days per week (subject to change as organizational needs evolve).

Project Sunshine is committed to equal-employment principles and recognizes the value of committed employees who feel they are being treated in an equitable and professional manner. Project Sunshine strives to find ways to attract, develop, and retain talent needed to meet business objectives and to recruit and employ highly qualified individuals representing the diverse communities where Project Sunshine operates.

COMPENSATION AND BENEFITS

Salary

\$250,000 - \$275,000 with eligibility for a performance bonus.

Selection of Benefits

- Comprehensive benefits including medical, dental, and vision through Aetna (choice of 12 plans)
- Extensive paid time off including 20 days (4 weeks equivalent) of PTO, 3 personal days, 8 sick days, plus 11 federal holidays and early closing on summer Fridays
- Additional benefits including Commuter, HSA, FSA, basic/supplemental life insurance, short-term and long-term disability insurance



TIMELINE AND NEXT STEPS

If you are interested in this position, please click [here](#). All applicants will receive an email confirming receipt of their application.

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[Submit an application](#)