



Job Prospectus for Chief Executive Officer

January 14, 2022

CAMP CORRAL

801 North West Street
Raleigh, NC 27603

www.campcorral.org

Please send nominations or cover letter and resume in one document to:
campcorralsearch@mossandross.com

Applications will be accepted until February 15, 2022, or until the position is filled.



The Opportunity

Camp Corral is seeking a Chief Executive Officer to lead its one-of-a-kind organization that is dedicated to serving the children of wounded, ill, or fallen military heroes. Camp Corral's mission is to transform the lives of these children by providing camp, advocacy, and enrichment programs. Originally created to provide military kids with a unique camping experience, Camp Corral is expanding its offerings to provide year-round support through specialized programs that empower the most



vulnerable military children and their families to live their best lives possible. The successful CEO candidate must have a demonstrated high level of performance in management, fundraising, program delivery and communications as a leader who has built collaborative relationships through creative and innovative practices and programs.

The Case for Camp Corral

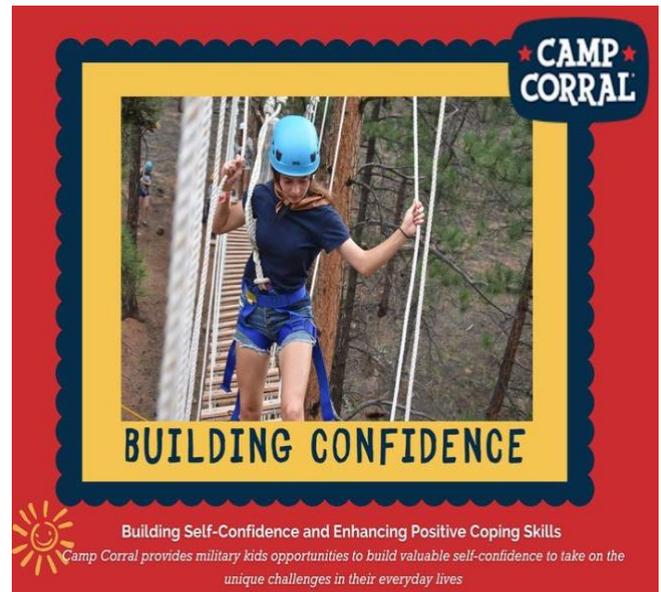


Camp Corral offers evidence-based, recreational programs paired with non-clinical, holistic services that empower America's most vulnerable military children and their families. Through attendance at Camp Corral summer camp programs, children of wounded warriors have an opportunity to experience the uplifting power of camp and to build a supportive group of peers who understand the unique challenges of their lifestyle, which often includes being a

caregiver to a parent that needs ongoing support. This type of connection is especially important after a family leaves the military. Camp Corral's summer camps, family camps, leadership programs, and other year-round services are tailored to address the areas that have been identified as the most important needs for children of wounded warriors and their families: peer connections and support systems, respite opportunities, confidence-building, and coping skills.

Need and Impact

- 69 percent of participants take on at least one caregiving task in their household, stepping into jobs that go beyond the typical chores of most children
- 33 percent of campers said they don't have friends at home who understand what it's like to be from a military family
- One month after camp, 60 percent of parents said they or their child are still in touch with friends they made at camp
- 75 percent of parents whose child attended camp more than once indicate that they see a considerable improvement in their child's confidence



The Organization



Founded by James Maynard, Chairman and Co-Founder of Golden Corral, and his daughter, Easter Maynard, Director of Community Investment for Investors Management Corporation (IMC, the parent company of Golden Corral), Camp Corral is a 501(c)(3) charitable organization located in Raleigh, North Carolina, one corner of the dynamic Research Triangle area of the state. What began as a one-camp pilot program for 400 children in 2011 has grown exponentially. Since its inception, Camp Corral has served over

30,000 children from every state in the nation with resilience-based programs focused upon the unique attributes and challenges shared by military-connected children across the country. In keeping with a vision to empower military children to live their best lives possible, the Camp Corral team develops and delivers specialized programming created to meet the needs of these children and their families. Along with fun traditional summer camp programs, Camp Corral now offers family camp retreats, arts programs, leadership and advancement programs, as well as year-round supportive services. Many of these innovative programs grew out of a response to COVID-19 restrictions that prevented kids from attending camp in person; Camp Corral made an immediate and intentional pivot of its programs and operations to create opportunities for year-round engagement and support.

Camp Corral is governed by a dedicated and passionate 13-member Board of Directors from across the country, bringing a broad base of backgrounds and experience to the organization and its mission. It currently operates with a \$3 million annual budget and has approximately \$4 million in additional assets. The top sources of income come from Founding Partner Golden Corral and its parent company IMC, DAV (Disabled American Veterans), Wounded Warriors Project, Truist, and foundation grants. The organization has an endowment currently valued at approximately \$800,000 and a very healthy \$1.8 million Board-designated reserve. The organization currently has a staff of eight, including the CEO, with additional positions already identified in the strategic plan to support expected growth. Key objectives of the 2021-2024 strategy map include: refining and growing the brand, elevating impact, growing research and advocacy, building sustainable support and operational standards for excellence.

The Location

The “Triangle” area of North Carolina is home to more than two million people and ten colleges and universities. In 2021, the Triangle area was ranked the No. 2 place in the country to live on an annual list from the U.S. News & World Report, praised for a “strong sense of community” with residents who are “young, friendly, diverse and educated.”

Research Triangle Park is home to hundreds of companies and is the largest research park in the United States. Raleigh is centrally located in North Carolina between the Atlantic Coast and Appalachian Mountains and less than an hour from world-renowned golfing communities in Pinehurst.



Position Description

Reporting to the Board of Directors, the Chief Executive Officer is responsible for long-range and strategic planning, general oversight and support of the organization, and working with external advisors and partners. The CEO oversees all fiscal matters and is responsible along with the Chief Development Officer for fund generation to ensure the organization's long-term financial well-being. Direction and leadership are provided to the staff as well as to donors and the community and participants served by Camp Corral.

By the Numbers:

Year Founded: 2011

Kids Served Since 2011: 30,000+

Number of Camp Locations: 17

2021 Giving: \$1.2 million

The successful candidate will embrace the goal of growing the organization and will oversee design, marketing, promotion, delivery, and quality of programs and services. Camp Corral currently provides a camping experience for approximately 1,500 children a year, with a goal to significantly increase that number in the coming years. The position requires a big-picture and strategic thinker who can manage multiple projects and a flexible schedule with periodic night and weekend travel. As a growing organization, Camp Corral needs a strong leader who is a team builder with the management skills to build an office culture focused on achieving common goals. During the first year of employment, the CEO may travel as much as 40% of the time as part of their transition to the organization. A sense of humor, grace under pressure, and energy to embrace challenges are a must.

Key Responsibilities

- Serve as the principal resource and partner of the Board to craft long-range organizational plans and goals and develop strategies to ensure that goals are achieved. This includes assisting the Board with identifying and recruiting future Board members to ensure that the Board continues to reflect the diversity of the communities and participants Camp Corral serves.
- Maintain accountability for the operational and fiscal integrity of the organization, which includes taking an active leadership role in fundraising and working closely with the Board of Directors and the Chief Development Officer to ensure that a development strategy is adopted and implemented resulting in a diverse revenue stream.
- Recruit, train, inspire, and empower a strong team of staff and volunteers.
- Oversee all internal and external communications to assure that the organization and its mission, programs, products, and services are consistently presented in strong and positive ways.



Requirements

- BA or BS required, Masters in related field a plus (MPA, MSW, MBA)
- Significant management experience, including staff and organizational development
- Dynamic, aspirational leader – exudes confidence and well-respected by peers
- Prolific fundraising experience and strong knowledge of nonprofit organizations
- Possesses good insights and strong strategic and critical thinking skills
- Experience working with and developing an effective Board of Directors
- Demonstrated ability to be the public face of an organization with strong written, verbal, and presentation skills
- Experience working in a multi-cultural and politically diverse environment
- Computer savvy with broad knowledge of desktop and web applications and social media platforms
- Experience with risk/crisis management a plus
- Understanding of military/military families a plus
- Understanding of camping/camp management a plus
- Willingness to travel nationally

Benefits

Camp Corral provides a generous benefits package that includes comprehensive medical, dental and vision care and a 401K retirement savings program with up to a 4% corporate match.

Equal Employment Opportunity Statement

It is a fundamental policy of the Camp Corral not to discriminate on the basis of race, color, religion, sex, national origin, age, handicap or disability, genetic information, citizenship, veteran or military status, or any other protected classification under state law with respect to recruitment, compensation, benefits, transfers, layoffs, hiring, training, promotions, terminations and disciplinary actions and other terms and conditions of employment.

