

# healthyminds innovations

**Chief Philanthropy Officer**  
Healthy Minds Innovations, Inc.  
Madison, WI  
<http://hminnovations.org>

Cultivating well-being holds enormous promise for humanity. There is growing evidence that well-being impacts our health, resilience, life success, and ability to contribute to society more than any other single quality, including IQ. It is now clear that well-being is the critical link to those areas that ultimately shape the human condition – our health, environment, and societies.

Healthy Minds Innovations, Inc., is an affiliated organization dedicated to supporting the mission and vision of the Center for Healthy Minds at the University of Wisconsin-Madison (CHM), led by founder and world-renowned neuroscientist, Richard Davidson. HMI advances and disseminates tools and services developed through the research conducted at the University of Wisconsin-Madison and promotes well-being in the world.

The Chief Philanthropy Officer position is a leadership role focused on creating a sustainable funding model that supports CHM's mission: to promote well-being and reduce suffering through a scientific understanding of the mind. The Chief Philanthropy Officer will work to expand the scope and reach of The Center for Healthy Minds while supporting a captivating mission.

## Philanthropy Overview

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Under Dr. Davidson's leadership, CHM has all the components necessary to achieve its vision for a kinder, more compassionate world. CHM has a reputation as the global leader in this field of research, a strong scientific staff, a dedicated and talented administrative team, and a growing network of partnerships and donors, as well as the credibility of the world-class University of Wisconsin-Madison.

It is clear that visionary philanthropic partners who are willing to make a significant investment in CHM will be necessary to fully realize this vision. Through these new and deepening partnerships, CHM will continue to pioneer world-class research in the lab and in real-life settings. It will recruit additional top scientific talent to join the existing renowned team to lead this research and assure it sustains momentum and fulfills the promise and potential.

In addition to the team of scientists, CHM will attract the world's best creative talent to craft its message and get it out to the world, scaling it in innovative and meaningful ways.

The Center for Healthy Minds relies on the support of competitive federal grants and the generosity of donors and foundations to cultivate well-being and relieve suffering through a scientific understanding of the mind. Almost 40 percent of its funding comes from supporters who give to the Center, enabling a variety of projects – whether it's understanding how the brain works or bringing well-being skills out into the world.

## Position Overview – Chief Philanthropy Officer

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Reporting to Executive Director, the CPO will build on and expand CHM/HMI's fundraising strategy, forging new relationships and leveraging current ones to achieve the goals in the *Five-Year Strategic Business Plan* and to raise \$10-15 annually with the goal of building the major gifts program so that total commitments grow to \$20 million+ in the next 5-7 years. The primary responsibility of the CPO is to design and execute a fundraising plan that will result in long-term financial sustainability of the organization's mission.

The CPO will work to diversify CHM/HMI's donor base and develop an advisory board and work closely with team members, board, leadership team, and staff to secure funding for new initiatives and ensure the continued funding for existing programs. The CPO will be a proven dynamic and strategic leader with superior relationship skills and demonstrated success in building capacity and increasing revenue.

The CPO will possess exceptional planning and management skills. S/he will be a skillful staff leader, effective in recruiting, supervising, and mentoring a team of fundraising staff. The CPO will ensure a clearly articulated message of impact that will inspire partners to invest in its mission.

This leadership role requires a team player with a passion for people and the transformative power of skills that cultivate well-being. The individual must understand how to create an ambitious, comprehensive financial/fundraising plan in conjunction with CHM/HMI's overall strategic plan and then monitor that plan through successful implementation and results.

### ***Key Responsibilities:***

#### Leads Long-term Fundraising Plan to Ensure Organizational Sustainability:

- Leads the development and execution of a long-range fundraising plan that will contribute to a sustainable organization.
- Establishes performance measures, monitors results, and collaborates with the Leadership Team and board to evaluate the effectiveness of CHM/HMI's fundraising plan.
- Engages board, staff, and leadership in fund development plans and clearly identifies their roles and responsibilities.

#### Funds 5-Year Strategic Plan:

- Builds and executes a fund development strategy and plan to support the 5-Year Strategic Plan.

#### Assists with Funding Products and Services:

- Collaborates with HMI team to leverage revenue potential of products and services and raising dollars to support seed funding.

#### Leads and Manages Philanthropy Staff:

- Builds and leads an exemplary development staff through recruitment and retention of staff and experts.

#### Leads and Manages Donor Communications:

- Ensures effective donor communications talent is in place that includes a consistent voice, tone, and engaging, inspiring writing.
- Ensures a clearly articulated message of impact.

#### Secures and Stewards Lead Gifts:

- Assumes responsibility and accountability for a portfolio of lead gifts.
- Secures six, seven, and eight- figure, multi-year major gifts from individuals, foundations and corporations, strengthening current relationships and cultivating new ones.

#### Manages Key Functions:

- Works closely with the Director of Administration (CHM), Chief Operating Officer (HMI) and Executive Director to develop and manage budgets for fund development.
- Creates and shares reports that track progress and responds accordingly and strategically to course-correct.
- Ensures the donor information/management system is effective, accurate, and used strategically to support development goals.
- Ensures key processes are in place to develop strategic partnerships with donors and funders and strengthens the operations required for pipeline development, tracking, progress reporting, moves management, engagement, and stewardship.
- Develops and ensures compliance with all relevant regulations and laws, maintains accountability standards to donors and ensures compliance with code of ethics principles and standards of professional conduct for fundraising staff. Ensures compliance with policies regarding gift acceptance, confidentiality, gift acknowledgement, and reconciliations measures. Understands and manages the potential of conflict of interest issues.
- Ensures endowments are tracked and stewarded.

### ***Requirements/Experience:***

- At least 15 years of progressively responsible professional-level development and fundraising roles, preferably in a context of at least 25 years' overall experience. Demonstrated experience developing successful nonprofit revenue-generation and donor management strategies and tactics. Nonprofit board experience is a plus.
- Experience in an academic research setting preferred.
- Experience in a start-up business preferred.
- Bachelor's degree required. Master's Degree in Business Administration or equivalent advanced business training desired.
- Strong interpersonal skills, with proven ability to collaborate across organizations to implement processes and achieve results. Track record of building and maintaining productive relationships with multiple stakeholders.

- Knowledge of Microsoft Word and Excel required. Familiarity with donor databases a plus.
- Demonstrated commitment to the mission of CHM and HMI required.
- Strong partnership skills, including with the board, senior management, and partner organization.
- Ability to prioritize, multi-task efficiently, and respond to a high volume of ongoing requests in a timely fashion.
- Persuasive, polished presentation skills. Excellent verbal and written communication skills, with willingness to share information.
- Entrepreneurial spirit and skill set essential. Ability to be hands-on is required and also to delegate as possible.
- Ability to adapt and be flexible in a dynamic work environment.
- Experience managing a portfolio high-level major gifts (+\$1M)

### ***Benefits:***

- HMI offers a full benefits package.

### ***How to get started:***

If you're excited by the idea of seeing yourself in this role at Healthy Minds Innovations, please apply with your CV and a cover letter that best expresses your interest and unique qualifications. Please send to Chelsea Petersen at [wellbeing@hminnovations.org](mailto:wellbeing@hminnovations.org)

## **Healthy Minds Innovations, Inc.**

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Healthy Minds Innovations, Inc. (HMI) is a nonprofit entity designed to provide support for the Center for Healthy Minds at the University of Wisconsin-Madison. HMI is newly created out of CHM's *Five-Year Strategic Business Plan* (FY2016-FY2020) for the purpose of funding the CHM mission, establishing an innovation enterprise, building the movement, engaging a network of partners and collaborators, and building capacity to house product development/innovation, communications/engagement, and development.

HMI will have responsibility for advancing the Innovation and Movement Pathways, as described above.

## The Center for Healthy Minds

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The Center for Healthy Minds has an unusual and visionary mission, as previously stated. It envisions a kinder, wiser, more compassionate world as a result. CHM realizes this vision by conducting novel research on the neuroscience of well-being, disseminating research-based tools designed to build skills that cultivate well-being; communicating these findings to the world; engaging people in nurturing well-being for themselves and others; and inspiring/igniting more research and a shift in culture to support practices that cultivate well-being.



The Center for Healthy Minds at the University of Wisconsin-Madison was founded and is led by world-renowned neuroscientist Richard J. Davidson. It is conducting novel research that has revolutionized how we understand the mind, our emotions, and how to nurture well-being for ourselves and others.

In 1992, the Dalai Lama personally challenged Dr. Davidson to investigate how well-being could be nurtured through these amazing insights from neuroscience. His Holiness believes that “All humans have an innate desire to overcome suffering and find happiness.” This launched a robust series of research studies and new discoveries have emerged about how the mind works and how well-being can be cultivated.

Since then Dr. Davidson and his team have made remarkable progress, publishing more than 300 scientific articles and leading the world in this field of research. No other organization has the visionary leadership, immense body of successful research to build upon, over \$15 million of neuroimaging technology, and the tremendous infrastructure and reputation of the University of Wisconsin-Madison, one of the world’s top learning institutions.

CHM is the voice to tell the story around the world about what is likely the most hopeful, compelling, and promising message of our time: that you can learn well-being, be happier and suffer less.

## *The Ten-Year Vision*

A turning point occurred in 2012 when a generous philanthropist made a significant investment in the Center to build infrastructure and enhance financial sustainability. A three-year strategic business plan was developed and executed. Over 60 new scientific discoveries emerged, financial stability improved

dramatically, and millions of people were impacted by a substantial body of evidence supporting the novel idea that well-being can be learned.

This progress provided a springboard to reflect on the true potential that CHM could contribute to the larger movement toward a kinder, more compassionate world. This inspired deep dialogue among the leadership team, advice from generous and wise experts, and conversations with internal staff and external partners. The result of this discovery process was the creation of a *Ten-Year Vision* that is bold, audacious, and inspiring. Over the next ten years, CHM will pursue research questions that could revolutionize how we understand the mind and how well-being can be cultivated and scaled.

Following enthusiastic support and endorsement of the *Ten-Year Vision* by a wide range of stakeholders, a new *Five-Year Strategic Business Plan* was developed. It includes a robust research agenda, as well as the creation of a new nonprofit entity (Healthy Minds Innovations, Inc.), to support the development and dissemination of tools derived from the research, and a global public awareness strategy aimed at promoting well-being in the world.

## ***Three Pathways***

The objective of the *Five-Year Strategic Business Plan* is to create a sustainable organization that will meet CHM's mission. There are three pathways that lead to accomplishing this objective:

Research Pathway: Research is at the core of what CHM contributes to the greater movement toward a kinder, more compassionate world. It is the findings from CHM's rigorous research that result in discoveries about the mind and how to cultivate well-being. It is this scientific evidence that informs and generates a shift in knowledge that is necessary to apply the findings to major institutions in our society.

Innovation Pathway: This pathway provides the tools to learn how to cultivate well-being. The interventions developed and tested in the translational research projects – along with the insights gleaned from the basic research – result in a portfolio of products and services that can be disseminated. Revenues generated by these innovations are reinvested in the research.

Movement Pathway: This pathway focuses on promoting well-being through robust communication/marketing/public health strategies, building awareness, and public will. It focuses on shifting the belief that “exercise to nurture our minds” will be embraced in the same way that physical exercise is – and becomes a part of our daily routine.

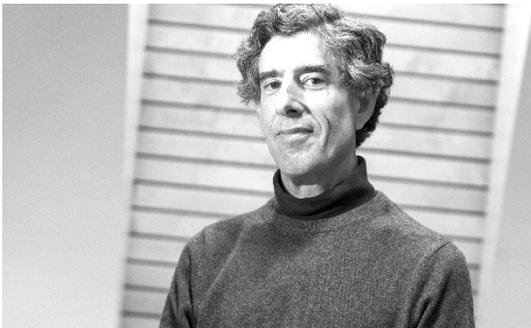
A new organizational structure is being initiated to accelerate progress on each of these pathways:

- The Research Pathway will continue to be supported at the University of Wisconsin-Madison and is referred to as the Center for Healthy Minds-UW Madison (CHM UW).

- The Innovation and Movement Pathways require a new organizational structure that is more agile, able to attract the critical expertise and garner the resources required for the dissemination of products and services to develop and promote well-being. A new nonprofit entity has been developed and is named Healthy Minds Innovations, Inc. (HMI)

## Leadership

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**Dr. Richard J. Davidson**  
**Founder**  
**The Center for Healthy Minds at the University of Wisconsin-Madison**

Dr. Davidson is best known for his groundbreaking work studying emotion and the brain. A friend and confidante of the Dalai Lama, he is a highly sought after expert and speaker, leading conversations on well-being on

international stages, such as the World Economic Forum, where he serves on the Global Council on Mental Health. *Time Magazine* named Davidson one of “The 100 Most Influential People in the World” in 2006.

His research is broadly focused on the neural bases of emotion and emotional style, as well as methods to promote human flourishing, including meditation and related contemplative practices. His studies have centered on people across the lifespan, from birth through old age. In addition, he’s conducted studies with individuals with emotional disorders, such as mood and anxiety disorders and autism, as well as expert meditation practitioners with tens of thousands of hours of experience. His research uses a wide range of methods including different varieties of MRI, positron emission tomography, electroencephalography, and modern genetic and epigenetic methods.

Davidson has published hundreds of scientific papers and is the author, with Sharon Begley, of *The New York Times* bestseller “The Emotional Life of Your Brain” published by Penguin in 2012. He has been featured widely in popular media, including the Today Show, ABC’s Nightline, National Public Radio, *National Geographic Magazine*, *Time Magazine*, *Newsweek*, *O: the Oprah Magazine*, PBS’s The Charlie Rose Show, *Harvard Business Review*, and additional national and international news outlets.

Davidson is the William James and Vilas Professor of Psychology and Psychiatry and the Director of the Waisman Laboratory for Brain Imaging and Behavior – both at the University of Wisconsin–Madison where he has been a faculty member since 1984. Throughout his career, he has published more than 300 articles and 80 chapters/reviews, as well as edited 14 books.

## Education

- Ph.D., Harvard University, Psychology, Psychopathology, Psychophysiology with minor focus in Behavioral Neurology and Neuroanatomy
- B.S., New York University, Psychology

## Awards

- National Institute of Mental Health Research Scientist
- MERIT Award from the National Institute of Mental Health
- Established Investigator Award from the National Alliance for Research in Schizophrenia and Affective Disorders (NARSAD)
- Distinguished Investigator Award from NARSAD
- William James Fellow Award from the American Psychological Society
- Hilldale Award from the University of Wisconsin–Madison
- Distinguished Scientific Contribution Award, the most distinguished award for science given by the American Psychological Association
- Mani Bhaumik Award by University of California, Los Angeles; first recipient for advancing the understanding of the brain and conscious mind in healing
- Paul D. MacLean Award for Outstanding Neuroscience Research in Psychosomatic Medicine
- NYU College of Arts and Science Alumni Achievement Award
- *Madison Magazine* Person of the Year



## Scientific Contributions and Affiliations

- Founding Co-Editor, American Psychological Association journal
- Past-President, Society for Research in Psychopathology
- Past-President, Society for Psychophysiological Research
- Fellow, American Academy of Arts and Sciences
- Fellow, Wisconsin Academy of Sciences, Arts and Letters

## Board Affiliations

- Board President, Healthy Minds Innovations
- Scientific Advisory Board Member, Max Planck Institute for Human Cognitive and Brain Sciences in Leipzig, Germany
- Board Member and Fellow, The Mind & Life Institute
- Advisory Board Member, Search Inside Yourself Leadership Institute

## Location

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### ***Madison, WI***

Madison is the capital of the State of Wisconsin, and as of July 1, 2015, its estimated population of 248,95 made it the second largest city in Wisconsin, after Milwaukee, and the 84th largest in the United States.

The city is sometimes described as "The City of Four Lakes." Nearby the Yahara River flows into the Rock River, which, in turn, flows into the Mississippi River. Downtown Madison is located on an isthmus between Lakes Mendota and Monona. The city's trademark of "Lake, City, Lake" reflects this geography.

The main downtown thoroughfare is State Street, which links the University of Wisconsin campus with the Capitol Square, and is lined with restaurants, espresso cafes, and shops. Only pedestrians, buses, emergency vehicles, delivery vehicles, and bikes are allowed on State Street.

On Saturday mornings in the summer, the Dane County Farmers' Market is held around the Capitol Square, the largest producer-only farmers' market in the country. On Wednesday evenings, the Wisconsin Chamber Orchestra performs free concerts on the capitol's lawn. The Great Taste of the Midwest craft beer festival, established in 1987 and the second longest running such event in North America, is held the second Saturday in August every year.

During the winter months, sports enthusiasts enjoy ice-boating, ice skating, ice hockey, ice fishing, cross-country skiing, and snowkiting. During the rest of the year, outdoor recreation includes sailing on the local lakes, bicycling, and hiking. Madison was named the number one college sports town by *Sports Illustrated* in 2003. In 2004, it was named the healthiest city in America by *Men's Journal* magazine. Many major streets in Madison have designated bike lanes, and the city has one of the most extensive bike trail systems in the nation.

In 2009, Madison ranked No. 2 on *Newsmax* magazine's list of the "Top 25 Most Uniquely American Cities and Towns," a piece written by CBS News travel editor Peter Greenberg. In 2005, Madison was included in Gregory A. Kompes' book, *50 Fabulous Gay-Friendly Places to Live*. The Madison metro area has a higher percentage of gay couples than any other city in the area outside of Chicago and Minneapolis.

Madison's vibrant music scene covers a wide spectrum of musical culture. Several venues offer live music nightly, spreading from the historic Barrymore Theatre and High Noon Saloon on the east side to small coffee houses and wine bars. During the summer, the Memorial Union Terrace on the University of Wisconsin campus, offers live music five nights a week, and the city hosts many music festivals.

Art museums include the UW–Madison's Chazen Museum of Art (formerly the Elvehjem Museum), and the Madison Museum of Contemporary Art, which annually organizes the popular Art Fair on the Square. Madison also has many independent art studios, galleries, and arts organizations.

The Madison Opera, the Madison Symphony Orchestra, Forward Theatre Company, the Wisconsin Chamber Orchestra, and the Madison Ballet are some of the professional resident companies of the Overture Center for the Arts. The city is also home to a number of smaller performing arts organizations, including a group of theater companies that present in the Bartell Theatre, a former movie palace renovated into live theater spaces, and Opera for the Young, an opera company that performs for elementary school students across the Midwest.

The largest employers in Madison include the University of Wisconsin–Madison, and University of Wisconsin Hospital and Clinics. The University of Wisconsin Hospital and Clinics is an important regional teaching hospital and regional trauma center, with strengths in transplant medicine, oncology, digestive disorders, and endocrinology.

Madison is home to companies such as Spectrum Brands (formerly Rayovac), Alliant Energy, the Credit Union National Association (CUNA), MGE Energy, and Sub-Zero & Wolf Appliance. Insurance companies based in Madison include American Family Insurance, CUNA Mutual Group, and National Guardian Life.

Technology companies in Madison include Google, Microsoft, Broadjam, a regional office of CDW, Full Compass Systems, Raven Software, and TDS Telecom. Biotech firms include Panvera (now part of Invitrogen). The contract research organization Covance is a major employer in the city. Oscar Mayer has been a Madison fixture for decades, and was a family business for many years before being sold to Kraft Foods.

To learn more about Madison, please click: [Madison](#)