

NORMAN B. GILDIN
CURRICULUM VITAE
SEPTEMBER 2012

Norman B. Gildin is a highly experienced fund raiser with a strong background in health care administration. He is guided by principles of strategic planning that have been the hallmark of his success. His background encompasses the four major types of fundraising – annual campaigns, building fund and capital campaigns, planned giving and endowment fund giving.

Norman is well organized, a methodical planner, communicates effectively - orally and in writing - is excellent with follow up and offers a sophisticated approach to fundraising with emphasis on the strategic planning required for this task. He is results oriented and that means he gets things done.

Under his leadership, Norman has raised more than \$75 million on behalf of not-for-profit organizations during his career.

OHEL Children’s Home & Family Services

Norman became the *Chief Development Officer* of OHEL Bais Ezra and the Lifetime Care Foundation in February 2005. His leadership at OHEL has resulted, to date, in more than \$30 million raised toward the annual campaign, and, thus far, between \$9-\$10 million toward the capital campaign. During his tenure at OHEL, he and his Development team consistently have raised \$3.5-\$4.0 million each year, exclusive of the capital campaign. This fiscal year it is anticipated that at least \$6 million will be raised through various fundraising programs.

In his capacity at OHEL, Norman has smoothly coordinated many activities including an annual dinner at the New York Hilton for 1,200 people, multiple annual golf events at venues ranging from courses in Long Island and Westchester County to California and Florida, annual benefit concerts at Lincoln Center, planned giving seminars in New York, New Jersey and Florida, Young Leadership events such as a yearly Big Apple Bash, Team OHEL fundraising in the NYC Marathon and TD 5-Boro Bike Tour, and successful submissions to foundations for grant funding.

At OHEL, Norman also has taken on responsibilities that encompassed supportive areas to fundraising including marketing and public affairs responsibilities. He was initially responsible for generating an agency semi-annual public relations booklet called “OHEL Outlook,” he coordinated

numerous videos showcasing the agency and Dinner Honorees, he frequently has spoken in area venues on fundraising appeals, he oversees the agency's direct mail and web campaigns, he established a community advisory board in New Jersey to guide the OHEL NJ office he helped launch, he was responsible for creating numerous dedication and commemoration opportunities for donors and a system of donor recognition for Camp Kaylie, he created a camp and school fundraising program whereby children have raised tens of thousands of dollars for OHEL, he initiated contacts with local legislators and officials in high government in NJ seeking contract funding options and he brought a personalized, fresh and vibrant approach to donor solicitations to achieve success. He has recruited Dinner Honorees and new board members, and he instituted a program for sponsorships for various events and activities.

He is enthused about using new ideas and technologies to raise funds such as the text-to-pledge system, and he utilizes the iWave donor research engine to properly plan and execute donor solicitation strategies. He also has worked with the Raiser's Edge program and the DDC 360 degree computerized record keeping systems.

Norman takes pledge receivables seriously and stays on top of pledge balances to avoid accumulating gifts that would otherwise need to be written off. To this end, he instituted a billing procedure followed by tactfully placed personal calls and he meets regularly with his staff to review these to keep them at an optimum level.

Metropolitan Jewish Geriatric Foundation

He is formerly the *Executive Director/Chief Development Officer* for Metropolitan Jewish Geriatric Foundation. He joined Metropolitan Jewish Geriatric Center in March of 1987 as Administrator of the 529-bed *Brenner Pavilion* in the Boro Park section of Brooklyn. In February 1988, he became the Director of Public Affairs and then Director of Development and Public Affairs in May 1988, a capacity he also held with Metropolitan Jewish Health System until April 1996 when he assumed his position as *Executive Director/CDO*.

In his eighteen year tenure at MJGF, Norman's leadership raised more than \$30 million in annual and capital funds through private sector fundraising. His approach at MJGF was in cultivating and stewarding donors throughout the year so that their gift giving was less intense during times when he actively sought their donations.

He developed a Strategic Plan and Case Statement for the successful \$16 million capital campaign he initiated, as well as the \$2 million matching gift campaign he realized. In addition, his work with key donors resulted in some major planned gifts including a \$5 million bequest from Phyllis and Lee Coffey, as well as a \$1.1 million Unitrust which he secured at a planned giving seminar. His work with Congressman Jerold Nadler resulted in the approval of a \$5 million government grant for the renovations of the 529-bed Brenner Pavilion in Brooklyn, NY.

Norman established the first annual Metropolitan Jewish Golf & Tennis Classic that took place in golf courses throughout Long Island and Westchester County. He planned, organized and coordinated the Annual Gala Dinner which he established and which took place respectively at the Plaza Hotel, the Pierre Hotel and the Waldorf=Astoria in NYC and which were generally attended by 500-600 guests. He recruited guests of honor and established a system of sponsorships with benefits that served as incentives for donors to encourage their participation. He created the first Hospice Celebrates Broadway event preceded by VIP Receptions recognizing special donors for their contributions. This annual event was attended by 400-600 guests and was a major source of income for the Hospice program.

He established an Honorial/Memorial system for buildings and facilities including several trees of life and a Wall of Remembrance program. He also created a Chain of Life dedication wall for the Metropolitan Hospice that became a regular source of donor fund giving and recognition. Norman created the many different tools and resources needed to drive his successful campaigns and these included brochures, pledge cards, videos, worker kits, solicitor guides and fact sheets. He was responsible for generating press releases, the agency newsletter "Foundation in Focus" and for initiating direct mail appeals.

He worked closely with UJA-Federation and its Capital Development program to help secure capital campaign gifts. After an appropriate vetting process, Norman brought in the Raiser's Edge system which he utilized to track and monitor gifts during his tenure at MJGF.

Jewish Home for the Elderly

Norman is formerly the Associate Administrator of the Jewish Home for the Elderly of Fairfield County, Fairfield, Connecticut, where he served for nine years.

Norman was responsible for the fundraising activities of the Women's Auxiliary at the Jewish Home. There were 1,000 members when he started and more than 4,000 members when he concluded his tenure there. He coordinated and assisted with implementation of the Annual Ball, Journal, and Mid-Summer's Night Dance and Raffle. The Journal generated \$475,000; the Ball around \$30,000 and the summer event about \$100,000. He coordinated the Sustaining Membership Division and helped establish the first Men's Club Membership campaign which, when combined, generated \$75,000. He also coordinated the annual Women's Auxiliary Spring Luncheon attended by 600+ guests. Norman made possible the purchase of a 34 passenger bus for residents and the physically challenged through gifts by the Women's Auxiliary. He assisted in the Home's Building Fund campaigns and initiated a "Tree of Life" commemoration that raised \$500,000 in capital funds. He was involved with the Endowment fund and commemorative gifts program. He assisted annually in securing Jewish Federation allocations for the agency. He was actively involved in administrative projects such as negotiating major contractual and capital projects, establishing and overseeing the JHE Research program and responsibility for all phases of the JHE interior design and furnishings project for a 120 bed expansion of the facilities.

Other

He also is the former Executive Director of the Jewish Home and Hospital for Rehabilitation, River Vale, New Jersey and the Associate Director of the 400-bed Jewish Home and Hospital in Jersey City, New Jersey. However, he was not involved with their fundraising programs.

He was an Administrative Resident in 1976 at the 656-bed Fairfax Hospital, part of the Fairfax Hospital Association in Falls Church, Virginia, and he previously undertook an Administrative Clerkship at the Hebrew Home for the Aged of Greater Washington in Rockville, Maryland.

Norman received his Bachelor of Arts in Speech and Drama and graduated *Magna Cum Laude* from Yeshiva University in New York. He later obtained his Master's degree in Health Care Administration from the George Washington University, School of Government and Business Administration, Washington, D. C., with a major in the Administration of Long Term Care Facilities.

He was the first awardee in 1986 of the "Dr. Herbert Shore Young Executive Award" by the North American Association of Jewish Homes and Housing for the Aging. Norman belongs to numerous other trade associations including

the Association of Fundraising Professionals, the Society of Licensed Nursing Home Administrators of New Jersey and the American College of Health Care Administrators, of which he is a Fellow. He completed a three-year term in December 1999 as the Chairman of the New York Association of Jewish Health Care Development Executives.

A licensed nursing home administrator in NY and NJ, Norman also has lectured, published and served as a volunteer/consultant for various not-for-profit organizations.

Norman enjoys a variety of extracurricular interests such as biking and fitness training. He has cycled in the TD NYC 5 Boro Bike Tour, as well as in other bike-a-thons.

Norman is married to the former Barbara Baron of Fairfield, Connecticut, and resides in Teaneck, New Jersey. They have five children Jonathan, Alex, Jennifer, Elliot and Joshua.