



FOR IMMEDIATE RELEASE

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THE ENDOWMENT LAUNCHES DEPARTMENT OF RESEARCH AND IMPACT

New Appointments Lead Bold Initiatives in Amplifying Community Impact

Wilmington, NC – In a strategic move to elevate its mission of transformational change, The Endowment has promoted Emily Page to Vice President of its newly established Department of Research and Impact, effective February 3, 2025. This forward-thinking department is designed to leverage cutting-edge data analytics, thought leadership, and innovative strategies to drive measurable outcomes, setting a new standard in philanthropic effectiveness.

"At The Endowment, we measure success not by the dollars we invest, but by the lives we change," said Dan Winslow, President and CEO. "The creation of this department underscores our commitment to transparency, accountability, and creating lasting impact in New Hanover County and beyond."

With an extensive background in nonprofit and executive leadership and an MBA from Duke University, Page will lead the charge in defining how The Endowment evaluates and amplifies the impact of its initiatives. She will oversee three critical units: Research & Innovation, Impact, and Accountability, that will collectively ensure The Endowment delivers on its mission.

"I'm honored to launch this new department at such a pivotal time for The Endowment," said Emily Page, Vice President of Research and Impact. "By leveraging data to better understand the impact of our grant investments and identifying opportunities for innovative solutions by thought leadership we are committed to ensuring our initiatives drive lasting meaningful change in our community."

The three units of the new department will be headed by external advisors and transition into in-house hires planned by late Autumn.

Research & Innovation: A Vision for the Future

Under the leadership of Chris Prentice, Acting Director of Research & Innovation, this unit will focus on exploring bold, data-driven solutions to tackle complex challenges and curate solutions-focused scholarship. Prentice, who will continue to serve as a Professor of Nonprofit Management at the University of North Carolina Wilmington (UNCW), is known for his expertise in advancing innovation and data-informed decision-making in the nonprofit sector. His academic pedigree includes a Ph.D. in Public Administration from North Carolina State University, an MPA from George Washington University, and an undergraduate degree from UC Irvine.

"Our goal is to be a leader in innovation in the philanthropic sector, ensuring our efforts not only address immediate needs but also create sustainable solutions," said Prentice.

Impact: Measuring Change About What Matters Most

Gabriel Rhoads, Acting Director of the Impact Unit, will ensure every initiative is evaluated based on measurable outcomes that benefit our community. Rhoads brings years of experience as a Senior Advisor at Project Evident, where he will continue to serve, and as the former Director of Evaluation and Learning at the Edna McConnell Clark Foundation. He also has a background in theater and film, where his work on storytelling has garnered him an Emmy Nomination. With an MBA from Columbia University and a bachelor's degree from the University of Chicago, Rhoads brings a unique blend of creativity and rigor to his work. Gabriel will also rely on members of the Project Evident team to support the work of the Impact Unit.

"Measuring impact is about more than tracking data. It is about using evidence to tell the story of the path to transformational change, and what has been learned along the way," said Rhoads.

Accountability: Integrity at Every Level

Bethany Hengsbach, Acting Director of the Accountability Unit, will focus on the design and implementation of an Accountability Program that prioritizes compliance with legal and ethical standards across all operations. Hengsbach, an authority in ethics and compliance, is Managing Director of Corporate Global Compliance at Affiliated Monitors, Inc. She holds a JD from DePaul University College of Law and a BA from the University of Illinois at Urbana-Champaign.

"Integrity is the foundation of everything The Endowment does. Our work will build an Accountability Program that aligns with the highest ethical standards," said Hengsbach.

In addition to launching the new department, The Endowment has appointed Christine Tobias as Chief People Officer, effective February 3, 2025. Tobias will lead all aspects of human resources, including recruitment, training, policy, and the development of innovative programs that connect the organization with the community.

Tobias brings decades of experience in organizational development and people leadership. She has held roles at Accenture, Medly, Pharmaca, and the Movado Group. She is a Wilmington resident with a passion for encouraging diverse and high-performing teams.

"Our people are our greatest asset," said Winslow. "Christine's leadership will be instrumental in creating a culture of operational excellence that will prepare us to meet the challenges ahead."

Looking Ahead: Opportunities for Collaboration

As The Endowment continues to grow, it invites passionate and talented individuals and organizations to join its mission of transformational change. Job opportunities, updates on programs, and more can be found at <https://www.theendowment.org/careers/>.

About The Endowment

The Endowment's mission is to address the root challenges in community safety, community development, health and social equity, and education and to develop impactful solutions for every person in New Hanover County. The Endowment was established from the sale of the county-owned New Hanover Regional Medical Center to Novant Health in 2020. The initial fund has grown from nearly \$1.3 billion to more than \$1.6 billion to allow millions of dollars to be awarded as grants each year in perpetuity. www.theendowment.org

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