



Memorandum:

To: The Board and Staff of The National Campaign
From: Tom Kean, Chairman of The National Campaign Board
Date: October 2, 2014

I am writing formally to affirm what many of you already know—that Sarah Brown has decided to step down as CEO of The National Campaign, effective June 30, 2015.

There will be other opportunities to express the profound debt we all owe to Sarah for her extraordinary leadership and for guiding the Campaign through periods of great growth and success. It is perhaps for now sufficient (but surely inadequate) simply to recognize that Sarah is a unique executive, and that we have all been the beneficiaries of her talent and warm friendship.

The good news about all of this is that Sarah will continue, after her resignation becomes effective, to be available to help the Campaign, and that she will at the same time be using her extraordinary energy and talent to explore other facets of life and to spend more time with her family.

Sarah will be leaving an organization that is strong and healthy in every way. It is the responsibility of the Board to find a replacement who will, like Sarah, be a consummate leader with an abiding commitment to the Campaign's values and mission and an abiding respect for its staff of dedicated and talented professionals, who have contributed to no less than Sarah to our success.

To that end, I have appointed a Search Committee composed of members of the Board to find that successor. The Committee, which has already begun work, will be chaired by Campaign Treasurer and Finance and Development Chair Steve Weiswasser. Its members include Board President Belle Sawhill along with Board Members Amanda Deaver, Ira Fishman, Vicki Sant, Gail Wilensky, and Kimberlydawn Wisdom. I will participate with the Committee. This is a group with diverse experience and backgrounds joined together by a shared commitment to the success of the Campaign and to its mission and values.

It is our intention to use the time available to us to find the best possible successor for Sarah. We will endeavor to keep you apprised of our work over the next nine months.