



Simple Giving, Inc.

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## Board Member Professional Profiles



## **Jim Van Eerden, SGI Board Chairman**

Founder & Managing Designer, Helixx Partners

Company founder Jim Van Eerden has always had a passion for combining business and mission, for the intersection between entrepreneurial enterprise and cause. His unique experiences, including start-up roles for Global 2000 and fast-growth early stage companies, has earned Jim a reputation as one of the nation's leading "blended value" strategists. His partners and colleagues and staff all share the vision to help global entrepreneurs inspire a better world.

Helixx protagonists also share a belief in the idea that People Matter – and that each person is made with a spiritual equivalent of their natural DNA that gives them gifts to share with the world. A part of our work is the high calling of helping people to know that truth, and to live in light of that reality. We do that in part through our partnership with Tim Krupa and The Center for Missional Entrepreneurship.

Jim and his wife Rachel seek to live this mission in their personal lives, too. As parents of 11 children, they enjoy hosting "entrepreneurial co-conspirators" at their homestead in North Carolina as a part of the Helixx and CME experience.

Jim Van Eerden began his career as a corporate brand strategist, and played consulting roles for Coca-Cola, M&M Mars and American Airlines as well as for the 1994 World Cup Organizing Committee and the 1996 Atlanta Olympic Committee. In 1995 he founded a national consulting firm that specialized in the launch of internet business units inside Global 2000 and fast-growth companies, including Southwest Airlines, GM, USA Today and Pearson Education.

Since 2001, Jim has been the Managing Director for Helixx Partners, a boutique private equity group, where he has focused on investing in social good companies in the CPG and tech markets. In that role, he has co-founded social impact companies like MISSION Athletecare, Snippet, Serving Ventures and Sevenly, as well as global non-profits like H2O Africa (now water.org). He has also served as senior counsel for corporate philanthropic projects like Refresh Everything for PepsiCo, and helped start numerous cause-based educational movements like Free Think University.

Jim has been head of the firm's media investments as well, serving as Executive Producer for several award-winning feature films including the Academy Award nominated short film MOST, Bobby Jones, The Ultimate Gift and The Perfect Game and educational documentaries such as the critically acclaimed films Running the Sahara (which he produced with Matt Damon) and WarChild, all of which carried a philanthropic mission and raised millions of dollars for charity. He was also an executive consultant on Bella, the #1-rated film on Fandango and Yahoo Movies.

Jim has been a guest lecturer on business and social entrepreneurship at forums including The National Press Club and Harvard University, where he spoke on "Philanthropy 2.0." In addition to his undergraduate degree from Grove City College, Jim has graduate degrees from Oxford, Trinity, Wake Forest University, and is a candidate for a doctoral degree in global education. He and his wife Rachel have 11 children. They live on a small family farm in Stokesdale, North Carolina.



**Ed Martin, *SGI Board Secretary***  
Chairman & CEO, GoodX, Lancaster, PA

Ed Martin is the CEO and Chairman of GoodXchange.com, a platform that drives profit and growth for business in a way that also funds global poverty, health, education, environmental, and peace initiatives around the world.

Ed is on the board of the Peace Research Endowment, is Senior Advisor to the Nobel Peace Prize Foundation, and partners with Richard Saul Wurman (founder of the TED Conference) on the newest historic initiative, "finding the future first"—the future of health, transportation, communication, and other fundamental areas that will change our world.

Ed is Chair Emeritus to the Association of National Advertisers Research and Measurement Council—an organization whose members spend over \$250 billion each year in advertising.

Ed has held key positions in top Fortune 500 organizations including: The Kellogg Company, helping to lead new products innovation; Coca-Cola, running insights for all youth brands; Citigroup, heading the Customer Satisfaction and Loyalty Research Process, connecting all consumer metrics to in-market financial results; Ford Motor Company as Director of Global Consumer Insights; and head of Mobile Marketing for the Hershey Company.

He also served as the first CMO to ZayconFresh.com, a revolutionary “farm food direct to people” business that provides fresh, healthy food at the lowest price with a focus on total health and wellness in communities—the largest company of its kind in the U.S.

Ed has served as Executive in Residence at Georgetown University. He has been an advisor to the Millennium Project and to the Ambassador from Uganda to the U.S.

Ed has been on many advisory boards and served advisory roles over the years including: The Health Store Foundation, Malaria Foundation, Health People in the South Bronx, Harvard AIDS Prevention Project, Look To The Stars, Chamber of Commerce BCLC, and Co-Chair of the Parade All American Volunteering Initiative at the White House.

Ed was also an Advisor to the State Department and USAID on the Global Diaspora Initiative and on the Executive Board of the Congressional Coalition For Adoption Institute, working with members of the Congress and Senate to shape policy to best fulfill the needs of children around the world.

In addition to the Champions for Kids board, he currently works to drive universal education and to eradicate children's poverty through WorldQuant University and Simple Giving Inc.

He holds a BA from University of Michigan, MBA from Wayne State University, and an Honorary Doctorate from Elizabethtown College for a career spent in business and social enterprise innovation.

He lives with his wife and daughter in Lancaster, Pennsylvania.



**Rick Basom, *SGI Board***

Executive Director, Office of Sponsored Research and Programs,  
Elizabethtown, PA

Dr. Richard Basom has been Executive Director of the Elizabethtown College Office of Sponsored Research and Programs since he established it in July 2013. During that time, Basom also co-founded the Social Enterprise Institute at Elizabethtown College, a program committed to applying innovative business models to solve persistent social problems. Prior to that, Basom was responsible for Institutional Research, Institutional Assessment, and externally funded research and programs at the College. He has also been the Chair of the Advisory Board of the Innovation Transfer Network (ITN), an organization with a mission of commercializing innovation by linking business and industry with a network of sixteen colleges and universities in south central Pennsylvania.

After graduating from Elizabethtown with a degree in social work, Basom earned a doctorate in Public and International Affairs with a concentration in Policy Research and Analysis at the University of Pittsburgh. In addition to educational research, planning, and policy-making, his career has also included organizational leadership.

Basom has designed and directed evaluation/research agendas of three major educational research and development organizations funded by the U.S. Department of Education and other funding sources. He has served as Principal Investigator or Co-PI on many research grants, contracts and was responsible for generating grants and contracts totaling \$80 million over one six-year period. He has successfully negotiated joint partnership agreements between private and nonprofit companies, has facilitated licensing of intellectual property arrangements, and has successfully launched a start-up company. Basom also carried out numerous consulting assignments with schools and colleges, state agencies and private educational organizations, and served in the U.S Army and as an officer in the U.S. Army Reserves (activated during Operations Desert Shield and Desert Storm) and the PA National Guard.



## **John Andrews, *S&I* Board**

Co-Founder & President, Katadhin Co., Raleigh, NC

John Andrews is a career marketer, entrepreneur and intrapreneur. He is the Co-Founder and President of The Katadhin Company, a digital media and ecommerce consultancy for brands and retailers. John is helping to shape the future of marketing through great consumer engagement across new media channels. He has 20+ years' experience in consumer packaged goods and retail marketing, including 8 years of ground up social media knowledge which he leverages to build new media formats in the shopper marketing space. He is the founder of Collective Bias Shopper Media Company, Carusele Content Marketing Company and creator of Walmart Elevenmoms social marketing platform.

Andrews has degrees in Business Administration and Marketing from Lenoir Rhyne and Wake Forest. He has worked in marketing with Leggs Hosiery, which introduced him to Walmart. At Leggs, Andrews built one of the first e-commerce sites in 1997. He then worked with Picture Vision in Washington, D.C., where he entered the satellite imaging world. The company created a machine that introduced the digital process to photos. They became the back end to America Online and eventually sold to Kodak. From there he worked at Goody Newell-Rubbermaid. His office was in Atlanta, where he met his wife, Shannon, who was also working there. After four years of handling marketing and digital for Implus, a growth company that grew from a \$25 million to a \$100 million dollar firm during his tenure, he accepted a position as Senior Manager of Dry Groceries for Walmart. After forming a team and discovering that content is the key to social media, Andrews founded Collective Bias, a shopper media company and the company grew by leaps and bounds during his four years there. During that time he did consulting and Champions for Kids was among his clients.

Andrews, who now works side-by-side with his wife, Shannon, teaches Social Media in Global Management at North Carolina State and continues to do consulting work. They live in Raleigh, North Carolina with their daughter, Mary Catherine.



## **Allen Engstrom, *SGL Board***

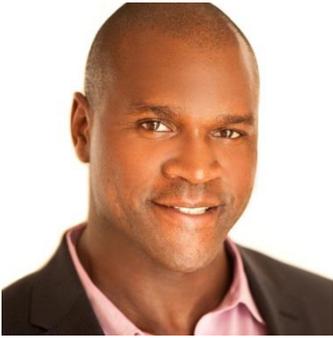
Senior Strategy Officer, Finance & Business Development

Allen Engstrom is owner of CFO Network, a provider of professional accounting and financial solutions to small and medium sized businesses nationwide.

Prior to joining CFO Network in 2004, Engstrom had accumulated over 10 years of strategic and financial management experience working with a number of high tech corporations, including Intel and Motorola Semiconductor (now Freescale). In that time Mr. Engstrom worked for Intel Capital as a core member of its mergers and acquisitions team, supporting over \$4 billion in deals proposed to the Board over a 2.5 year period.

Engstrom's last role at Intel was a Strategic Planning Manager in its Communications Group, developing strategy and working with Intel Capital to evaluate and support over 150 deals in a 2 year period. In this role, Engstrom discovered his passion was working with small business which led him to CFO Network. Since assuming the helm at CFO, Engstrom has grown the business by an average of over 25% per year.

Engstrom earned an MBA with an emphasis on Finance and Entrepreneurship from The University of Texas at Austin. He holds a Bachelor of Science degree in Business Administration from the University of Colorado.



## **Calvin Peters, SGI Board**

PR & Digital Communications Manager, Walgreen Co.

Calvin Peters is a multi-faceted communications professional with over 18 years of experience in Public Relations, Marketing and Digital Communications. He currently leads PR localization, Digital Communications and Influencer Marketing teams for the Walgreens Boots Alliance; the first global pharmacy-led, health and wellbeing enterprise.

Calvin embarked upon the ongoing rebranding efforts at Duane Reade Inc., a subsidiary of the Walgreens Boots Alliance. Duane Reade is a chain of pharmacy and convenience stores, primarily located in the New York Metropolitan area, known for its high volume small store layouts in densely populated Manhattan locations. His strategy was laser-focused on increasing positive brand sentiment, owning media narratives and overall SOV. Calvin's drive toward all things Social has dramatically increased the visibility, growth, and engagement of Duane Reade's social platforms resulting in the largest drugstore following and the fastest growing retail account in the world on Twitter. He developed the innovative DR VIP Influencer Team concept (#DRVIP) and revenue generating digital/social vendor amplification programs; which now scale across the WBA enterprise, highlighting his forward-thinking agenda.

He has also coined the "Parallel Persuasion" equation where brand advocacy, brand voice, PR integration and conversation relevance are strategically synced to maximize ROI and was prevalent in the highly touted Duane Reade private brand "Show Us Some Leg" campaign that led to a Retail category Twitter published case study on the "Get Social" with Duane Reade initiative: <https://business.twitter.com/success-stories/duane-rea-de>.

Calvin has positioned the company to garner unprecedented PR coverage around its ongoing and comprehensive rebranding initiatives. He engineered the press campaign for the 40 Wall Street Duane Reade flagship store opening in 2011; referred to as "...received more news coverage and wider, more favorable exposure than any drug store that has yet opened its doors in America." <http://www.chaindrugreview.com/new-duane-rea-de-reflects-walgreens-transformation/>. Chain Drug Review 7-19-11

Other social media industry recognition include the 2013 Silver Hub Prize for Social Shopper Media and Shopper Marketing campaigns, the 2014 Shorty Award Finalist for Best Use of Social Media for Retail or E-Commerce: <http://shortyawards.com/6th/get-social-with-duane-rea-de> and the Brand Innovators '40 Under 40' Class of 2014 East Award that spotlighted the achievements of the most influential marketers East of the East River. The 40 winners were selected by Brand Innovators based on their professional accomplishments, including the ability to leverage digital media and emerging advertising technology platforms. <http://brand-innovators.com/40under40/40-under-40-east-class-of-2014/>

An IT and Management graduate of Syracuse University, Calvin has also held intriguing and leading PR roles in iconic music labels such as Motown and Mercury Records under the Polygram (now Universal Music Group) umbrella. He played an integral role on the media relations strategy and execution that garnered the 1<sup>st</sup> multi-platinum album from R&B legend Brian McKnight. In addition, he spearheaded PR for several multi-platinum Cash Money artists like superstar Lil Wayne.

Calvin's PR, Marketing and Digital leadership expand into the fashion and retail industries for brands such as Lugz Footwear & Apparel and Southpole. He launched the website [www.Lugz.com](http://www.Lugz.com), which forever changed the way footwear ecommerce sites were viewed. As PR & Marketing manager at Southpole, the flagship brand of Wicked Fashions, Inc. which reaches markets in the United States, Asia, and Europe; Calvin signed Grammy award-winning producer, singer, songwriter Mario Winans and other major entertainers to seasonal 360-degree marketing campaigns.



## **Stelios Kostalas, *SGI Board***

NATO Senior Officer

Stelios Kostalas currently works for NATO as Director of NATO's Military Partnerships Directorate, responsible for engaging with Partner nations to support NATO military objectives.

He served for many years as a Greek Navy Captain (US Navy SEAL's graduate). During his Navy's career and for 32 years he has served in various types of Hellenic Navy warships, in the Hellenic National Defence's and Fleet Command as well as in Hellenic Navy's Underwater Demolition / SEALs Command assuming assignments including Staff Officer and Director of Departments and Divisions.

Kostalas has served four times as Commanding Officer (CO) in various types of Hellenic Navy's warships as well as Commanding Officer (CO) in the Hellenic Navy Underwater Demolition / SEAL's Command. Kostalas has served three years in the cabinet of the President of the Hellenic Republic as his Aide de Camp / Special Advisor.

Throughout his career, Kostalas exercised management positions with expertise in leadership, management at the executive level, strategic planning, organizational development, professional training, safety and security as well as human capital and organizational structure.

Kostalas graduated from the US Navy's Underwater Demolition / SEALs training, US Explosive Ordnance Disposal (EOD) training, and the Hellenic Supreme Joint War College. In addition, he received his BS in Business Administration from the University of the Aegean, a Master's Degree in Statistics from the Athens University of Economics & Business and an MPA from Harvard University (Kennedy School of Government). He speaks English and French fluently and is a native speaker in Greek.

Kostalas has been awarded with the following Medals & Decorations: By the President of the Hellenic Republic: the Golden Cross of the Order of Honour, the Golden Cross of the Order of Phoenix, the Commander's Cross of the Order of Phoenix, the Medal of Military Merit of B' and C' Class and the Staff Officer Service Commendation, a Medal and Decoration for participation in Peacekeeping Operation and finally, by the President of the Republic of Cyprus the decoration of the Commander of the Order of Merit.

Kostalas' strengths include diplomacy, negotiation, project management, building high-performing teams, safety and security expert, finding solutions for improbable, difficult or challenging circumstances, outside of the box thinking by understanding what needs to happen and finding ways to achieve success, and loyalty to the company and to the team.

Kostalas has served as a strategic advisor for Champions for Kids since 2008.

Kostalas' hobbies include marathon running, alpine ski, offshore sailing and activities with family. He is married and has two children (Irene and Marios).



## **Adelaide Schaeffer, SGI Board President**

President & CEO, Champions for Kids, Fayetteville, AR

Adelaide Schaeffer is the founder and executive director of Champions for Kids, an organization focused on the social impact of working to help millions of children have the health, education and nutrition resources they need to succeed in school, and in life.

Schaeffer founded Champions for Kids in 2004 in response to an alarming awareness that millions of children in America suffer silently – and in many cases, die – due to hunger, abuse, violence, neglect, and abandonment. This awareness came to her and her husband when responding to a school’s request to help a homeless teen named Daniel, whom they welcomed to their home and supported through high school graduation and well into his young adult transition years. Daniel became the catalyst for starting Champions for Kids – which they began with a missional commitment that all children should have “Someone who cares, a place to belong, hope for tomorrow, and provisions for their journey.” These core values continue to guide the work of Champions for Kids, now and in the future.

Since 2004, Champions for Kids has helped over 5.6 million children in 50 states by supporting over 32,000 schools and community organizations while mobilizing hundreds of thousands of participating volunteers across the U.S. To accomplish this, Schaeffer and her Champions for Kids team have primarily focused on key strategic partnerships with leading national brands such as Unilever, Tyson Foods, Colgate, General Mills, Coca-Cola, Diamond Foods, Kraft, Kellogg’s, and others to leverage the national scale of Walmart stores to provide schools in communities across America with financial and product resources to help children living in poverty have the basic health, education and nutrition resources they need to be prepared for academic and every life success.

Schaeffer is deeply committed to the power of developing effective, measurable and scalable cross-sector partnerships. Since its founding, Champions for Kids continues to explore different strategies to achieve its mission. Today, Champions for Kids is zeroing in on even greater impact—to identify and fund effective and scalable shared value initiatives that address and reduce the impact of child poverty, with a priority focus on child and family homelessness. The result is Simple Giving Inc.

Simple Giving Inc. is a technology driven solution that drives both business results and social impact through shared valued initiatives that directly provide needed resources for homeless and at-risk children in local communities. Simple Giving delivers collective collaboration through leading national brands and retailers, and engages and motivates consumers to use a benefit card that delivers personal savings while triggering a portion of giving to a designated community beneficiary. The result provides substantial savings for Shoppers while channeling significant amounts of dollars to local communities through schools and/or youth organizations. Simple Giving Inc. is led by a team of industry leaders who are fiercely committed to these values and mission work.

Prior to founding Champions for Kids, Schaeffer received her undergraduate degree in journalism with an emphasis in marketing at the University of Arkansas. Schaeffer did post-graduate studies in theology at Indiana University, Notre Dame and Harvard Divinity School. She completed a Masters of Theological Studies degree at Emory University in Atlanta with an interest in the intersection of faith and public life. After Emory, Adelaide completed a second Masters of Education from Boston College with an emphasis in education and practical theology. Schaeffer received a third Masters of Public Administration degree from the Harvard University Kennedy School of Government at Harvard in 2009 where she focused on building cross-sector partnerships between the private, social, public and citizen sectors. Her commitments and work in theology and the intersection of faith and public life serve as a wellspring to all her organizational work. She continues bridging practical work with learning through executive education courses at Harvard Business School.



**Bill Simon, *Chief Strategy Advisor, Simple Giving, Inc.***

Chief Strategy Advisor, Simple Giving Inc.

Chief Strategist and CFO, Presidential Candidate Jeb Bush

Bill Simon serves as Chief Strategy Advisor for Simple Giving Inc. In this role, Simon supports Simple Giving Inc. by providing retail and corporate strategy and marketing insights. This role expands on and builds from his ten years of servant leadership for Champions for Kids. Simon has been a catalyst and advocate to help Champions for Kids continue to grow and innovate its work with the private sector. Simon has inspired Champions for Kids to develop strategic partnerships with the retail and business sector to help thousands of children living in poverty have the resources and opportunities they need to be prepared for success in school and in life.

Simon served as the Chief Executive Officer and President of Wal-Mart U.S. from 2010 to 2014. He served as Chief Operating Officer of U.S. Walmart stores division at Walmart Stores Inc., from April 6, 2007 to July 2010. He served as an Executive Vice President of specialty division at Walmart Stores Inc. since March 6, 2006. He served as the Executive Vice President of New Business Development and Professional Services at Wal-Mart Stores Inc. until April 6, 2007. He joined Wal-Mart Stores Inc., from Brinker International, Inc., where he served as the Senior Vice President of Global Business Development from February 7, 2005 to March 3, 2006. Simon served as Secretary for the Florida Department of Management Services. He served as Secretary of Management Services of Florida since 2003. He served as President of Diageo Southeast, the largest North American Business unit of Diageo PLC. He joined Diageo in 1998 as Vice President of Consumer Marketing and served as its President of North American Ready-To-Drink, where he led the successful launch of Smirnoff Ice.

He also served for 25 years in the US Navy and Navy Reserve, retiring as a Lieutenant Commander in 2005. He serves as a Director of Retail Industry Leaders Association and he serves as a Director of the Barbara Bush Foundation for Family Literacy, Inc. He has been a Director of Darden Restaurants, Inc. since June, 2012. He has been a Director of The American Red Cross since January 26, 2011 and serves as a Member of its Board of Governors. He graduated from the University of Connecticut with a BA degree in Economics and an MBA in Management and Marketing.

Prior to his role with Walmart, Simon had 15 years of experience working for top consumer brands, including serving as President of the Southeast region of international beverage company Diageo, and several positions in marketing and development for companies such as Cadbury-Schweppes, PepsiCo and RJR-Nabisco. Simon serves as a Member of the Board of Governors of the American Red Cross.