



**DIRECTOR/SENIOR DIRECTOR OF PRINCIPAL GIFTS  
LUCILE PACKARD FOUNDATION FOR CHILDREN'S HEALTH**

**Palo Alto, California**

[Lucile Packard Foundation for Children's Health](#)



The Aspen Leadership Group is proud to partner with the Lucile Packard Foundation for Children's Health in the search for a Director/Senior Director of Principal Gifts.

The Director/Senior Director of Principal Gifts, a new position, will work directly with a portfolio of the Foundation's most generous donors and prospects, lead principal gift asks, advise on principal gifts across the Foundation, and may manage one team member with the opportunity for future additional management as the team grows.

The 98-member Foundation team, which raised more than \$190 million last year, is growing the Principal Gifts department in order to cultivate and steward a robust portfolio of approximately 500 donors and prospects who have the potential to give gifts of \$10 million or more. The Foundation is currently in the quiet phase of a campaign, which will allow for the continued growth of Stanford Children's Health as a leader in pediatric and obstetric care and research. This is a time when innovation in child and maternal health is flourishing, and the Principal Gifts team will drive the most transformative gifts to the Hospital and School of Medicine.

The Lucile Packard Foundation for Children's Health, a wholly independent 501(c)(3) nonprofit organization, works to improve the health and well-being of children and expectant mothers by fundraising on behalf of [Lucile Packard Children's Hospital Stanford](#) and the child and maternal health programs at [Stanford University School of Medicine](#).

Lucile Packard Children's Hospital Stanford began with one mother's vision. Lucile Salter Packard, its generous founder and visionary for children's health, believed strongly in caring for both the body and soul of every child. That commitment to nurturing care continues to guide Stanford Children's Health and the hospital, named in honor of Mrs. Packard.

Opened in 1991, Lucile Packard Children's Hospital Stanford is the heart and soul of Stanford Children's Health. Nationally ranked and internationally recognized, the 361-bed hospital is devoted entirely to pediatrics and obstetrics. Its centers provide comprehensive services and deep expertise in key obstetric and pediatric areas: brain and behavior, cancer, heart, pregnancy and newborn, pulmonary, orthopedics and sports medicine, and transplant. It also provides an additional, wide range of services for babies, children, and pregnant mothers. The hospital's main building, which opened in December 2017, is the country's most technologically advanced, family-friendly, and environmentally sustainable hospital for children and pregnant mothers.

Stanford University School of Medicine is a premier research-intensive medical school that improves health through leadership, collaborative discoveries, and innovation. The School of Medicine consistently ranks among the nation's top 10 medical schools, integrating research, medical education, patient care, and community service. The School of Medicine's partnership with Lucile Packard Children's Hospital and Stanford Hospital & Clinics facilitates the rapid translation of basic science into better clinical care for patients of all ages.

## **REPORTING RELATIONSHIPS**

The Director/Senior Director of Principal Gifts will report to the Vice President, Principal Gifts Sarah Collins.

## **PRINCIPAL OPPORTUNITIES**

*Lucile Packard Foundation for Children's Health offers the Director/Senior Director of Principal Gifts an opportunity to join a highly mission-focused team with exceptional leadership in support of a preeminent children's hospital and child and maternal health programs at a critical moment in time.*

*First and foremost, the Director/Senior Director of Principal Gifts joins a team with unwavering commitment to the mission of the Lucile Packard Foundation for Children's Health: to work in alignment with Lucile Packard Children's Hospital Stanford and the child health programs of Stanford University to elevate the priority of children's health, and increase the quality and accessibility of children's health care through leadership and direct investment. This critical mission drives and inspires the Foundation team, creates a shared vision, and encourages strong and enduring relationships. We share in a belief that we are on the cusp of breakthroughs that will improve the lives of children.*

*President Cynthia Brandt leads the Foundation with energy, drive, and focus and a background in both campaigns and external relations. Paul King, who joined Stanford Children's Health as President and CEO in January 2019, brings a distinguished record of accomplishment and dedication to the critically important role of pediatric and obstetric care. Our affiliation with Stanford Medicine and Stanford University offers the Director/Senior Director of Principal Gifts the opportunity to partner with the world's leading scientists and researchers working to develop groundbreaking advances and new discoveries.*

*Lucile Packard Children's Hospital Stanford is one of just ten children's hospitals nationwide, and the only one in Northern California, to be named on the 2020-21 U.S. News & World Report Best Children's Hospitals Honor Roll and the youngest to achieve that honor. This distinction affirms our faculty, physicians, and staff's enduring pursuit of excellence and the exceptional quality they provide to patients and families. Furthermore, our location in Silicon Valley with its culture of innovation provides significant philanthropic potential and resources, while encouraging the translation of solutions into cases for support.*

*The Lucile Packard Foundation for Children's Health is on a mission to raise more money for maternal and children's health at the Lucile Packard Children's Hospital and the School of Medicine at Stanford University. We have many of the ingredients for success, including new leadership at the hospital and Foundation and passionate board members. The Director/Senior Director of Principal Gifts will join a team that is propelling us to the next level by becoming even more strategic and effective in how we expand the Foundation's resources.*

–Brian Perronne, Chief Operating Officer and Senior Vice President for Development

## **DIVERSITY, EQUITY, AND INCLUSION**

The Lucile Packard Foundation for Children's Health believes that a workforce comprised of people from different backgrounds and experiences makes it better at what it does. The collective sum of the individual differences, life experiences, knowledge, innovation, self-expression, unique capabilities, and talent that the Foundation team brings to its work and the workplace represents a significant part of not only its culture, but the Foundation's reputation as well.

The Foundation embraces and values its differences in age, color, disability, ethnicity, family or marital status, language, national origin, physical and mental ability, political affiliation, race, religion, transgender status, gender identity or expression, sexual orientation, socio-economic status, veteran status, and all of the other characteristics that make each of us unique. It also recognizes that not all differences are visible and everyone deserves to be treated with respect and dignity regardless of visible or invisible differences. All individuals are welcome.

The Foundation's diversity initiatives are reflected in its practices and policies on recruitment and selection, compensation and benefits, professional development, training, promotions, transfers, social and recreational programs, layoffs, terminations, and the ongoing development of a work environment built on the premise of gender and diversity equity that encourages and supports teamwork and employee participation, permitting the representation and inclusion of all groups and employee perspectives; work/life balance through generous and flexible time-off policies; and treating co-workers, constituents, vendors and others with whom we may interact with respect, dignity, and empathy.

## **PRIMARY RESPONSIBILITIES**

### **Principal Gifts Fundraising**

The Director/Senior Director of Principal Gifts will

- build direct relationships with a portfolio of 50+ donors and new prospects who have the capacity to give \$10 million+ or more;
- work with high capacity individuals, including grateful patient families, with the potential to make transformative investments;
- activate, coach, and support faculty, physicians, administrators and senior staff in cultivating and soliciting prospects;
- proactively collaborate with colleagues across the Foundation and at Stanford University to develop effective and coordinated strategies for each donor;
- in partnership with faculty and senior leaders, develop compelling gift opportunities and complex proposals;
- ensure each proposal is appropriately scoped, well-crafted, and meets the priorities of both the donor and the organization;
- act as strategic lead for events that lead to cultivation, stewardship, and solicitations to advance principal gifts;
- ensure each gift is well-stewarded, drawing on other team members for appropriate, timely, and consistent recognition; and
- engage principal gift donors, as appropriate, as volunteer leaders, so that they connect the Foundation to other prospects, provide guidance and ideas, and support the team's solicitations.

### **Program Leadership**

The Director/Senior Director of Principal Gifts will

- advise and partner with team members who staff principal gift donors, including senior staff and major gift officers, to strategically build engagement plans, conduct donor interactions and communications at a high level, and execute individual operational plans in order to meet team goals;
- strategically guide team level engagement events;
- act as a representative of the Principal Gifts team in donor strategy meetings across fundraising teams;
- partner with the Vice President to lead principal gift strategy meetings (Senior Director);

- partner with the Vice President to review principal gift proposals to ensure all asks of \$5 million+ are appropriately scoped and include appropriate recognition (Senior Director); and
- partner with the Vice President to lead weekly team meetings and donor strategy huddles (Senior Director).

### **Team Management**

The Director/Senior Director of Principal Gifts may

- manage one full-time senior communications professional, to progress toward goals, coaching and developing them to maximize their impact and build their skills (with growth on the team, additional management may be added).

### **KEY COLLEAGUES**



**Cynthia Brandt, Ph.D.**  
**Chief Executive Officer and President**

Cynthia Brandt was thrilled to join the Lucile Packard Foundation for Children’s Health as President and CEO in 2018. Now she is on a mission—with the outstanding team at the Foundation—to unlock philanthropy to improve health for all kids and moms, in Silicon Valley and around the world.

During 20+ years in fundraising and communications, Brandt has contributed to important missions and great teams as Campaign Director for the Smithsonian Institution, Vice President for Advancement at Mills College, and Associate Dean for External Relations at Stanford University’s School of Humanities & Sciences. She is grateful and motivated to give back because others’ generosity allowed her to pursue a Ph.D. and M.A. in sociology at Stanford and a B.A. in English and fine arts at Vanderbilt.

Brandt is passionate about the potential for science to heal humanity and the planet. She is emphatic that this work must be grounded in empathy and a commitment to lift up all people equally.



**Brian Perronne**  
**Chief Operating Officer and Senior Vice President for Development**

Brian Perronne joined the Foundation in 1997 and was a founding member of the Foundation’s leadership team. In his current role, Brian oversees planned giving, corporate relations, foundation relations, annual giving, stewardship, development communications, events, human resources, and data analytics and prospect research. He staffs the Compensation committee of the board. Prior to joining the Foundation, he spent five years in Stanford University’s Office of Development where he held leadership roles in annual and reunion giving. Perronne earned his Bachelor of Arts with distinction from Stanford University.



**Sarah Collins**  
**Vice President, Principal Gifts**

Sarah Collins serves as Vice President, Principal Gifts and is responsible for managing the Principal Gifts team as well as working directly with donors and faculty on gifts of exceptional impact. She has spent her career in healthcare philanthropy and has worked at LPFCH for over 20 years, growing her career with the growth of Lucile Packard Children's Hospital and the pediatric programs of Stanford Medicine. Prior to her role in Principal Gifts, Collins spent eight years on the major gifts team and previously led the annual giving department. She earned a B.A. in Human Biology from Stanford University.



**Payal Shah**  
**Director, Principal Gifts**

Payal Shah serves as Director, Principal Gifts and shares management responsibilities on the team and works with donors and faculty on transformational gifts. She has worked in academic medicine and healthcare philanthropy for the last several years at institutions such as Stanford Medicine and UCSF. Prior to that she worked at several diverse non-profits ranging from the San Francisco Opera to the Seattle International Film Festival. Shah has a master's degree in Marketing Communications from Emerson College in Boston.



**Rachel Olinger**  
**Associate Vice President, Major Gifts**

Rachel Olinger is Associate Vice President, Major Gifts at LPFCH. She is a fundraising professional with nearly 20 years of development and management experience mostly in healthcare, but also including environmental education and youth development. She started at LPFCH 16 years ago and after serving three years in the annual fund, transitioned to major gifts. She currently leads the major gifts program, responsible for helping gift officers develop strong donor strategies, building a robust pipeline of potential new major gift donors, and developing a sustainable program that can continue to grow philanthropic revenue for the Lucile Packard Children's Hospital and the pediatric programs of Stanford School of Medicine. She is deeply passionate about the Foundation's mission and committed to helping the faculty and physicians at Stanford and the hospital provide the best possible care to the patients and families they serve. She received a B.A. in Journalism from the Annenberg School of Communication and Journalism at the University of Southern California.



**Cindi Trost**  
**Associate Vice President for Campaigns**

Cindi Trost joined the Foundation in the Fall of 2019. She serves as the architect of a multiyear campaign strategy that ensures sustainable long-term growth in philanthropy and volunteer commitment that will be transformational for the Lucile Packard Children's Hospital and the Stanford School of Medicine. Trost leads the Campaign team and is the chief fundraising strategist responsible for developing featured campaign fundraising initiatives, including strategies and tactics for prospect identification, cultivation, and solicitation. Since 2006, Trost held leadership roles in Stanford's development office

spanning two comprehensive campaigns raising more than \$1 billion each, most recently leading the \$650 million fundraising campaign to build the new adult Stanford Hospital.



**Jim Deasy**

**Associate Vice President, Deputy Director for Development and Operations**

Jim Deasy is the Foundation's Associate Vice President and Deputy Director for Development and Operations, reporting to the Chief Operating Officer. He leads a portfolio of management and operational projects in support of field fundraising and partner teams, with a focus on helping the Foundation maximize its fundraising potential. He also works closely with partners at the Hospital and School of Medicine to plan for, and successfully implement, the vision of donor gifts received. Deasy joined the Foundation in 2010 and previously held field fundraising roles including Director of Corporate Relations (2010-2015) and Director/Senior Director of Major Gifts (2015-2019). Prior to the Foundation, Deasy worked for Columbia University and New York University. He holds an M.B.A. from Columbia University.

### **PREFERRED QUALIFICATIONS**

The Lucile Packard Foundation for Children's Health seeks a Director/Senior Director of Principal Gifts with

- a deep commitment to advancing the mission of Lucile Packard Children's Hospital and the Stanford School of Medicine through philanthropic investment;
- an ability to guide, lead, and coach faculty and senior leaders to be effective fundraising partners;
- an ability to craft proposals in a complex environment with multiple stakeholders;
- a commitment to diversity, equity, and inclusion including experience with and knowledge of best practices in the field;
- superior relationship building skills, including an ability to create and sustain mutually beneficial relationships with people who have a wide range of personality types and diverse cultural backgrounds;
- exceptional communication skills with the ability to inspire and motivate through both logic and emotion;
- excellence as a leader, collaborator, and team builder and an ability to work across multiple high-level internal and external stakeholders to drive execution;
- dedication to goal achievement, impeccable follow through as well as resilience and adaptability in the face of changing priorities;
- success driving strategy and implementation for top level engagement events, stewardship, and/or pipeline development;
- an ability to work on complex gifts that create new programs and collaboration with institutional partners to deliver results on donor gifts;
- experience developing and coaching fundraisers and gift officers to progress toward goals as part of a team raising numerous 7- and 8-figure gifts; and
- a medical fundraising background or successful fundraising experience in a complex organization for a complex or technical cause.

A bachelor's degree is required for this position as is at least seven-ten years of experience as a frontline principal gift fundraiser at the \$100,000 level and above with progressively responsible fundraising and leadership experience.

## SALARY & BENEFITS

The Lucile Packard Foundation for Children's Health offers a competitive salary and an excellent employee benefits package that includes competitive financial and health insurance benefits along with a working environment that supports well-being, career development, continuing education, work-life balance, and social responsibility.

## LOCATION

This position is located in Palo Alto, California.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the Lucile Packard Foundation for Children's Health to elevate the priority of children's health.*** The Foundation encourages applications from candidates that reflect the diversity of the community it serves. Review of applications will begin immediately and will continue until the successful candidate has been selected.

*To apply for this position, visit:*

[Director/Senior Director of Principal Gifts, the Lucile Packard Foundation for Children's Health.](#)

*To nominate a candidate, please contact Angelique Grant:*

[angelique@aspingleadershipgroup.com](mailto:angelique@aspingleadershipgroup.com).

*All inquiries will be held in confidence*