



DIRECTOR OF DEVELOPMENT, CANCER CAMPAIGN
[LUCILE PACKARD FOUNDATION FOR CHILDREN'S HEALTH](#)
Location — Hybrid (San Francisco Bay Area)



The Aspen Leadership Group is proud to partner with the Lucile Packard Foundation for Children's Health in the search for a Director of Development, Cancer Campaign.

The Director of Development, Cancer Campaign will assume primary responsibility for developing the strategic plan, funding priorities, and case materials for the Cancer Campaign, one of three Campaigns, which reflect the Foundation's highest priorities. The Director of Development, Cancer Campaign will serve as a central connector, convener, and point of coordination for the Cancer Campaign. The Director of Development, Cancer Campaign will raise funds directly from a portfolio of donors while also activating and supporting fellow gift officers, faculty, staff, volunteers, and institutional leaders. The Foundation's ambition is to create transformative impact in child and maternal health. With an integrated approach to the individual giving programs and the Campaigns as fundraising focal points, there is potential to reach and sustain \$200 million per year in gift revenue for all priorities.

The Lucile Packard Foundation for Children's Health is the sole fundraising entity for Lucile Packard Children's Hospital Stanford and the child health programs at Stanford University School of Medicine. The Foundation is named for Lucile Salter Packard, who committed her life to the well-being of children. Lucile, along with her husband David (co-founder of Hewlett-Packard), were leaders in the development of Lucile Packard Children's Hospital Stanford, which opened in 1991. In 1996 the Hospital merged with Stanford University Medical Center, and the Foundation was established as an independent public charity to ensure a source of dedicated funding and support for the health of children. Governed by a Board of Directors, all philanthropic dollars raised by the Foundation are directed to Packard Children's Hospital and the Stanford University School of Medicine.

The Lucile Packard Foundation for Children's Health works to elevate the priority of children's health and increase the quality and accessibility of children's health care through leadership and direct investment. The goal for the Foundation is for all children in the communities served to reach their maximum health potential.

The Foundation focuses on two program areas: fundraising for Packard Hospital and Stanford School of Medicine and improving systems of care for children with special health needs. Philanthropy aims to support clinical care, research, and education to improve the health of children and expectant mothers locally and worldwide. This means providing the best pediatric and obstetric care available and allows scientists to pursue exciting new cures for childhood illness.

REPORTING RELATIONSHIPS

The Director of Development, Cancer Campaign will report to the Associate Vice President of Major Gifts, Keeman Wong with a dotted line to the Associate Vice President of Campaigns, Cindi J. Trost, both of whom report to the Senior Vice President, Individual Giving, Jeff Shilling. The Director of Development, Cancer Campaign will join the Major Gifts Team, which includes major gift officers, support staff, and two other Campaign directors.

FROM THE SENIOR VICE PRESIDENT

Lucile Packard Foundation for Children's Health offers the Director of Development, Cancer Campaign 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 of Development 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 of Development 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 2022-23 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 the ingredients for success, including strong leadership at the hospital and Foundation and passionate Board members. The Director of Development 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.

—Jeff Shilling, Senior Vice President for Individual Giving

LUCILE PACKARD FOUNDATION FOR CHILDREN'S HEALTH'S COMMITMENT TO 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 respect, dignity, and empathy.

PRIMARY RESPONSIBILITIES

Donors and Prospects

The Director of Development, Cancer Campaign will

- maintain and deepen relationships with a portfolio of major gift donors and prospects defined as individuals capable of investing \$100,000+;
- qualify, cultivate, and engage new major gift prospects to the Foundation through grateful patient family fundraising and other portfolio assignments;
- demonstrate a strong understanding of institutional priorities and giving vehicles, apply knowledge to create proposals, and balance donor interest with organizational priorities;
- successfully solicit philanthropic support, negotiate gift terms, and ensure that gift agreements are created and followed;
- engage new and current prospects by recognizing, curating, and communicating Stanford School of Medicine and Packard hospital information relevant to prospects;
- in consultation with the Associate Vice President, Major Gifts, develop solutions to navigate complex situations;
- ensure best-in-class stewardship;
- engage the portfolio—as appropriate—as volunteers, enhancing their connection to the Foundation and to other prospects; and
- diligently track portfolio activity to maximize work in the field leading to revenue.

Faculty

The Director of Development, Cancer Campaign will

- actively build relationships with faculty and administrators to lead the Campaign initiative including influencing and coaching faculty members; and

- lead and guide faculty to build their program, including but not limited to, educating them on philanthropy and the Foundation's role, producing informative and engaging materials, creating events or touch points focused on qualification and cultivation, and executing a comprehensive stewardship strategy.

Campaign Leadership

The Director of Development, Cancer Campaign will

- work closely with the Associate Vice President, Campaigns to drive and implement the strategic plan for the Campaign initiative, including establishing multiyear goals, strategies and tactics, and metrics to track progress;
- partner with the Campaigns team to provide strategic direction to the Cancer Campaign including
 - developing and vetting gift opportunities and case materials;
 - organizing, supporting, and activating staff, Board, faculty, and volunteers to inspire philanthropy;
 - analyzing results and recommending solutions and strategies;
 - actively managing key faculty and administrative leaders to build the pipeline and activate them as partners; and
 - working closely with the Campaigns and Major Gifts teams to oversee and support projects and strategies to build pipeline for the Campaign initiative.

LEADERSHIP

Keeman Wong

Associate Vice President, Major Gifts

Keeman Wong has over 25 years of experience as a leader in philanthropy for academic medicine and research. A veteran development professional, Keeman provides strategic leadership and direction for a team of major gift officers working to secure philanthropic support for research, training, and patient care programs. Prior to joining the Lucile Packard Foundation for Children's Health, he served as Managing Executive Director of Development for the UC Davis Comprehensive Cancer Center in Sacramento. He has also led fundraising programs at other academic medical and healthcare institutions, including University of Washington, Swedish Medical Center, and University of Toronto. Keeman is very pleased to serve as Assistant Treasurer of the National Association of Cancer Center Development Officers.

Cindi J. Trost

Associate Vice President of 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. Cindi 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, Cindi 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.

Jeff Shilling,

Senior Vice President, Individual Giving

Jeff Shilling joined the Lucile Packard Foundation for Children's Health in 2021 to lead the Individual Giving and Campaign teams. In this role, he manages major gifts, gift planning, annual giving, and Campaigns with a focus on driving gift revenue to the Foundation's highest priorities. Jeff is a senior leader with more

than 25 years of advancement experience. Prior to joining the Foundation, he served as Chief Development Officer at the University of California, Santa Cruz where he led the university's first comprehensive campaign, resulting in a doubling of annual philanthropy for the university. Prior to his tenure at UC Santa Cruz, Jeff held development leadership positions at Stanford University and served as Vice President for Advancement at Bellarmine College Preparatory. Jeff holds a B.A. in Marketing and an M.B.A. from Butler University where he also served on the Advancement team.

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, Dr. 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.

PREFERRED COMPETENCIES AND QUALIFICATIONS

The Lucile Packard Foundation for Children's Health seeks a Director of Development, Cancer Campaign with

- a commitment to the mission of the Lucile Packard Foundation for Children's Health—to elevate the priority of children's health, and increase the quality and accessibility of children's health care through leadership and direct investment;
- experience with fundraising for healthcare, academic medicine, or the sciences and familiarity with fundraising for cancer or pediatric oncology (desired);
- an ability to develop breakthrough strategies and map the aggressive steps that will clearly accelerate the organization to its strategic goals;
- an ability to bring innovative ideas to build the pipeline, testing ideas at a small scale and pivoting when necessary;
- an ability to develop mission-driven plans to reach target audiences and achieve results;
- deep experience in and an affinity for helping faculty articulate an inspiring vision and a clear plan to create impact;
- a commitment to diversity, equity, and inclusion including experience with and knowledge of best practices in the field;
- a track record of working with creatives to turn ideas and plans into vetted gift opportunities and case materials;
- skill at activating fundraisers and institutional leaders to achieve goals including an ability to *manage up* with leaders in a way that motivates action;
- a desire to lead on behalf of the entire organization, balancing the goals of the Campaign with other Foundation goals;
- an appreciation of diverse perspectives and ideas, and an ability to use discernment and experience in charting the best paths forward;
- an ability to manage ambiguity and complexity and make significant progress while remaining calm and composed;

- an ability to adapt quickly to changing conditions and manage the risk that comes with moving forward when the outcome is uncertain;
- an understanding of science and academic medicine at a level needed to converse with donors about funding priorities and an ability to transition between the big picture vision and the many small details that support the Campaign;
- an understanding of business planning, basic budgets, and forecasts; and
- familiarity with Raiser's Edge or other donor databases.

A bachelor's degree or an equivalent combination of education and experience is required for this position as is at least seven years of progressive responsibility in fundraising with a proven track record in major gifts.

SALARY & BENEFITS

The salary range for this position is \$180,000 to \$200,000 annually. The The Lucile Packard Foundation for Children's Health offers an excellent employee [benefits package](#).

LOCATION

The Lucile Packard Foundation for Children's Health is located in Palo Alto, California. Due to COVID-19, employees of the Foundation are currently working remotely. Once the Foundation office reopens—expected in the coming months—employees will transition to hybrid work. The Director of Development, Cancer Campaign is eligible for hybrid work, meaning working in the office or in person when needed and on average of eight days a month.

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.*** The Foundation encourages applications from candidates that reflect the diversity of the community it serves. Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Director of Development, Cancer Campaign, Lucile Packard Foundation for Children's Health.](#)

To nominate a candidate, please contact Felicia Garcia-Hartstein, feliciagh@aspenleadershipgroup.com.