



DIRECTOR OF MAJOR 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 of Major Gifts.

The Director of Major Gifts will join a dynamic eight-member major gifts team dedicated to maintaining and growing the pipeline of donors with the capacity to make gifts of \$100,000 to \$5 million and above. The Director of Major Gifts will work directly with a portfolio of the Foundation's most generous donors and high potential prospects.

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.

In 2019, 15,427 donors gave \$190 million to Lucile Packard Children's Hospital Stanford and the child and maternal health programs at Stanford University School of Medicine. 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 Foundation team will drive the most transformative gifts to the Hospital and School of Medicine.

REPORTING RELATIONSHIPS

The Director of Major Gifts will report to the Associate Vice President, Major Gifts Rachel Olinger.

PRINCIPAL OPPORTUNITIES

Lucile Packard Foundation for Children's Health offers the Director of Major 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 of Major 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 of Major 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 of Major 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

The Director of Major Gifts will

- manage a portfolio of 75+ donors and new prospects comprised of high capacity individuals, including grateful patient families who have the capacity to give \$500K or more, with a specific focus on gifts of \$1M+;
- activate, coach, support, and build trust among faculty, physicians, administrators, and senior staff in cultivating and soliciting prospects while developing subject area expertise;
- actively collaborate with colleagues across the Foundation to develop effective and coordinated strategies for each donor;
- in partnership with faculty and senior leaders, develop compelling gift opportunities and proposals that are appropriately scoped, well-crafted, and meet the priorities of both the donor and the organization;
- act as strategic lead for events and communication pieces that lead to cultivation, stewardship, and solicitations of gifts \$100K or more;
- ensure that each gift is well-stewarded, drawing on other foundation teams for timely, engaging, and consistent recognition; and
- engage donors and board members as volunteer leaders so they can help connect the Foundation to other prospects, provide guidance and ideas, and support the team's solicitations.

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.



Rachel Olinger

Associate Vice President, Major Gifts

Rachel Olinger 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, serving on the annual fund team and then 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 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 received a B.A. in Journalism from the Annenberg School of Communication and Journalism at the University of Southern California.



Lindsey Hincks

Director, Major Gifts

A fundraising professional for over a decade, Lindsey Hincks focuses on raising major and principal gifts for the Lucile Packard Children's Hospital Stanford and the Sean N. Parker Center for Allergy and Asthma Research at Stanford. Prior to joining the Foundation, Hincks served as a director at Hawai'i Pacific University, leading their annual giving and alumni engagement efforts. Prior to HPU, she solicited major gifts at the University of Cincinnati Foundation as a regional gift officer for their \$1 billion campaign, *Proudly Cincinnati*. Hincks has a B.A. in French linguistics, a B.A. in public relations from Grand Valley State University, and an M.B.A. from Hawai'i Pacific University.



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.



Sarah Hernandez
Chief of Staff

Sarah Hernandez joined the Lucile Packard Foundation for Children’s Health as Chief of Staff in 2020. She works across teams to operationalize the organization’s vision to unlock philanthropy and achieve greater organizational excellence and efficiency. Prior to the Foundation, Hernandez spent over a decade in advancement working for some of the top academic institutions in the world. She guided and contributed to engagement strategies at the intersection of development and alumni relations. Hernandez graduated from the Pennsylvania State University with a Bachelor of Arts degree in journalism.

PREFERRED QUALIFICATIONS

The Lucile Packard Foundation for Children’s Health seeks a Director of Major 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 personally cultivate, solicit, and steward multiple 6-and 7-figure gifts;
- a commitment to diversity, equity, and inclusion including experience with and knowledge of best practices in the field;
- an ability to guide, lead, and coach faculty and senior leaders to be effective fundraising partners;
- an ability to craft compelling proposals in a complex environment with multiple stakeholders;

- an ability to navigate complex donor situations and gift negotiations to create win/win outcomes for both the donor and organization and supports other team members to do the same;
- excellence as a collaborator and partner and an ability to work across multiple high-level internal and external stakeholders to drive execution;
- an ability to sustain mutually beneficial relationships through communication and relationship building, and to inspire, motivate, and be successful communicating with a broad range of personality types and diverse cultural backgrounds;
- an ability to communicate complex and nuanced information effectively through a variety of platforms; and
- an ability to autonomously manage multiple projects, while appropriately prioritizing work to meet metrics and goals.

A bachelor's is required for this position as is at least six years of progressively responsible fundraising 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 of Major Gifts, the Lucile Packard Foundation for Children's Health.*](#)

To nominate a candidate, please contact Angelique Grant:

[*angelique@aspenleadershipgroup.com.*](mailto:angelique@aspenleadershipgroup.com)

All inquiries will be held in confidence