



**ASSOCIATE DIRECTOR, MAJOR GIFTS**

**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 an Associate Director, Major Gifts.

The Associate Director, Major Gifts will join a dynamic team dedicated to raising resources to improve child and maternal health. The Associate Director will have a mixed portfolio of vetted donors along with the opportunity to qualify prospects in three to four pediatric subspecialties, building a robust pipeline of new revenue for the Foundation. Areas of focus may include otolaryngology, PANS (Pediatric Acute-onset Neuropsychiatric Syndrome), and potentially more, as new growth opportunities emerge through grateful patient work.

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 Associate Director, Major Gifts will report to the Director, Major Gifts.

### FROM THE SENIOR VICE PRESIDENT

*Lucile Packard Foundation for Children's Health offers the Associate Director, 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 Associate Director, 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 Associate Director, 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 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 Associate Director, 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.*

—Jeff Shilling, Senior Vice President, 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 Associate Director, Major Gifts will

- maintain and promote 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 fundraising;
- demonstrate an understanding of institutional priorities and giving vehicles, with an ability to apply knowledge to the creation of proposals with limited supervision, balancing donor interest with organizational priorities;
- successfully solicit 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 Lucile Packard Children's Hospital information relevant to prospects;
- in consultation with the Deputy Director, develop solutions to navigate complex situations;
- ensure best-in-class stewardship, providing timely, engaging, and consistent recognition;
- when appropriate, engage portfolio 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 Associate Director, Major Gifts will

- actively build relationships with faculty and administrators to lead target initiatives, influencing and coaching faculty members;
- in partnership with faculty, develop compelling gift opportunities and proposals;
- ensure each proposal is vetted with leadership, appropriately scoped, well-crafted, and meets the priorities of both the donor and the organization;
- lead and guide faculty to build their programs, 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.

## **Board Members**

The Associate Director, Major Gifts will

- as appropriate, leverage Board members' knowledge of and relationships with prospective donors.

## **LEADERSHIP**

### **Lindsey Hincks**

#### **Deputy 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, Lindsey 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*. Lindsey 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.

### **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.

### **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 an Associate Director, Major Gifts 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;
- an ability to personally cultivate, solicit, and steward multiple gifts with significant institutional impact;
- an ability to lead and guide faculty and senior leaders to be effective fundraising partners;
- an ability to craft compelling proposals in a complex environment with multiple stakeholders;
- strong written and verbal communication skills, with the ability to inspire and motivate;
- an ability to navigate complex donor situations and gift negotiations to create win/win outcomes for both the donor and the organization and support 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 from diverse cultural backgrounds;
- an ability to communicate complex and nuanced information effectively through a variety of platforms;
- a commitment to diversity, equity, and inclusion including experience with and knowledge of best practices in the field;
- an ability to manage multiple projects, while appropriately prioritizing work to meet metrics and 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 with an ability to transition between the big picture vision and small details; 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 five years of experience in non-profit fundraising or sales.

### **SALARY & BENEFITS**

The salary range for this position is \$130,000 to \$160,000 annually. 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. The successful candidate is eligible for hybrid work, meaning working in the office or in person when needed and on average of eight days a month. The successful candidate should reside in one of the following ten Bay Area counties: Santa Clara County, San Mateo County, San Francisco County, Alameda County, Contra Costa County, Marin County, Napa County, Sonoma County, Solano County, or Santa Cruz County.

## 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 will continue until the successful candidate has been selected.

*To apply for this position, visit:*

*[Associate Director, Major Gifts, Lucile Packard Foundation for Children's Health.](#)*

*To nominate a candidate, please contact Felicia Garcia-Hartstein, [feliciaqh@aspenleadershipgroup.com](mailto:feliciaqh@aspenleadershipgroup.com).*