

ASPEN • LEADERSHIP • GROUP

VICE PRESIDENT, INDIVIDUAL GIVING

PHOENIX CHILDREN'S HOSPITAL

Phoenix, Arizona

<http://phoenixchildrens.org>

<http://Givetopch.org>



The Aspen Leadership Group is proud to partner with Phoenix Children's Hospital in the search for a Vice President, Individual Giving.

The Vice President, Individual Giving is responsible for developing relationships with donors who have capacity for gifts of \$1M and above; managing a portfolio of principle gift donors and prospects; and maintaining awareness of individuals in the prospect pool. This position will lead the team responsible for the solicitation of principle gifts, major gifts, grants, annual gifts, and planned gifts. The Vice President will be responsible for managing all aspects of individual fundraising and will design and implement gift strategies in alignment with priorities identified by the Senior Vice President and Chief Development Officer to meet philanthropic priorities. The Vice President will work closely with Phoenix Children's Hospital Foundation leadership to implement gift strategies that include the development of proposals, campaign materials, communication plans, stewardship, direct response programs, and other activities relating to fundraising. The Vice President will develop and implement team strategies to meet and exceed department performance standards for visits, solicitations, and gifts realized.

Phoenix Children's Hospital has provided hope, healing, and the best healthcare for children since it was established in 1983, and has grown to become one of the largest children's hospitals in the country. With a medical staff of nearly 1,000 pediatric specialists, Phoenix Children's provides inpatient, outpatient, trauma, and emergency care across more than 70 pediatric subspecialties, the most comprehensive pediatric care available in the state. The Hospital's six Centers of Excellence have grown in size and expertise to place them on par with some of the most prestigious of their kind in the United States.

To meet the needs of its growing community, Phoenix Children's continues to expand, adding new physicians, staff, programs, and facilities. Specialty and urgent care centers in high growth areas of the Valley and across the state serve the needs of patients and families in their own neighborhoods. Today, the most visible evidence of growth is a new 11-story tower on the Hospital's main campus, which offers a comprehensive, family-centered hospital that allows doctors and nurses to deliver expert care and healing to the community's youngest patients. Phoenix Children's bold vision for the future is that the Hospital will stand among the top pediatric hospitals in the nation, with a reputation for providing superior care for sick and injured children; advanced education for child health providers; and innovation, information, and influence in the field of children's health care.

The Phoenix Children's Hospital Foundation (PCHF) serves as the primary fundraising partner to the Hospital. The Foundation team is 60 people strong and will grow to more than 70 over the next 2 years. The Foundation provides needed philanthropic support for critical programs, capital projects, and a variety of services that are entirely supported by philanthropy.

REPORTING RELATIONSHIPS

The Vice President, Individual Giving will report to the Senior Vice President and Chief Development Officer.

PRINCIPAL OPPORTUNITIES

As Phoenix Children's Hospital continues to build capacity as a world-class children's hospital, the Phoenix Children's Hospital Foundation is positioning itself for growth to accelerate this vision. In 2016, a strategic plan and reorganization was completed that targets growth from \$40M annually to \$60M by 2021. This newly created role, the Vice President, Individual Giving was developed as a part of that ambitious plan.

This opportunity is targeted to an entrepreneurial and accomplished leader who will drive a dedicated team and implement systems that will result in a vibrant and high performance individual giving program. The Vice President will be high energy and strategic, organized and systematic, and be an accountability champion with an impeccable character.

PRIMARY RESPONSIBILITIES

The Vice President, Individual Giving will

- develop and proactively maintain a robust portfolio of local and national principal and major gift prospects and donors, both individuals and family foundations, capable of contributing transformational gifts;
- provide strategic leadership to all members of the individual giving team including the recruitment, mentoring, and management of a high performance development team, and the fundraising goals of the business unit;
- facilitate the planning of gift strategies, proposal development, campaign materials, communication and marketing plans, stewardship, events, and other activities relating to fundraising;
- closely monitor and be aware of the team's portfolio progress and metrics;
- develop and implement creative strategies and timetables for the successful development and execution of all philanthropic opportunities;
- advance a culture of philanthropy and collaboration with internal and external including hospital leaders to develop, enhance, and sustain maximum fundraising effectiveness; and
- articulate the mission and fundraising goals of Phoenix Children's Hospital.

KEY COLLEAGUES



Steven Schnall

Senior Vice President and Chief Development Officer

Steven Schnall has served Phoenix Children's since 1983. In his current role as Senior Vice President and Chief Development Officer, Phoenix Children's Hospital Foundation, Steve provides strategic leadership for all aspects of philanthropy for the Hospital. Under his direction the Foundation has led numerous successful campaigns that supported development of Phoenix Children's. Currently, the hospital is completing a \$40M campaign to build an Emergency/Trauma Center and is in the early stages of a campaign to build a new cancer center.

Steve's prior roles at Phoenix Children's included Vice President, Business Development and Outreach where his responsibilities included strategic planning, marketing and public relations, community relations, physician relations, and grants. He has also served as Vice President, Ambulatory Services and additional administrative posts for the Hospital.

Steve is a graduate of Arizona State University where he received a Bachelor of Arts, Psychology. He received a Master of Arts in Organizational Management from University of Phoenix.



Jason Craig

Director, Principal Gifts and Planned Giving

Jason Craig is the Director of Principal and Planned Giving for the Phoenix Children's Hospital Foundation. A native of Montana, Craig earned a bachelor's degree and worked in the banking industry before securing a juris doctor degree. Craig practiced law in the areas of estate and tax planning before returning to the banking industry in estate settlement, philanthropic trust administration, and wealth management. For the last 8 years prior to his current role, Craig worked in the non-profit industry and has served as a major gift officer for Phoenix

Children's Hospital Foundation and Director of Major Gifts and Planned Giving for the Banner Health Foundation.



Tim Harrison

Vice President, Corporate Partnerships and Special Events

Tim Harrison is the Vice President, Corporate Partnerships and Special Events for Phoenix Children's Hospital Foundation. A native of England, he graduated from the University of Brighton and began a career in the hospitality industry, including owning a pub in London. After spending four years on the beaches of Mexico he ultimately moved to the States and led

several restaurant ventures both in Los Angeles and Phoenix. The world of media and sales attracted Harrison to hang up his apron and spend the next ten years running radio sales departments for CBS and Bonneville Media, as well as a period as the Director of Sales for CMNH before a consulting role for Phoenix Children's Hospital which led to a full time position with the Foundation. Harrison has called Arizona home for the past 15 years and lives in the town of Paradise Valley with his wife and son.



Dana Jirauch

Senior Director of Philanthropy

Dana Jirauch's commitment to the Phoenix community spans 34 years of nonprofit and business experience. Working in the volunteer and paid corporate and nonprofit sectors, she has developed substantial skills in, and knowledge of leadership, philanthropy, fundraising, and business. Her volunteer and philanthropic work through the years has encompassed a great many organizations, and in each she has served in a number of key leadership roles, developed and implemented numerous fundraising initiatives, and has received many awards and recognition for her efforts.

At the American Heart Association, as Director of Major Gifts and Workplace Giving, Jirauch oversaw nine states in the region. As Senior Executive Director of the Valley of the Sun YMCA, she managed the association's annual development campaign, developing new fundraising and marketing strategies and worked with seventeen branch Executive Directors and their Board of Directors to build their case for support and develop robust giving programs which resulted in increased revenue generation. At Phoenix Children's Hospital Foundation, Jirauch oversees a team of Development and Major Gift Officers,

Grants Coordinators, and Administrative staff. She is responsible for strategic direction and management of the Foundation's aggressive Annual Giving, Major Gift, and Foundation Giving Programs.



Kelly Lane, CFRE

Vice President, Foundation Operations

Kelly Lane began her career at the Phoenix Children's Hospital Foundation in 1999, as one of the first members of the management team established to lead strategic efforts to build Arizona's first free-standing children's hospital. Since that time, she has had an illustrious career serving in multiple leadership roles specializing in program development and business management. Today, Lane is still devoted as the Vice President of Foundation Operations at the Phoenix Children's Hospital Foundation. In this role, she leads the Foundation's communications, donor relations, research, and development services functions and is a member of the Hospital's senior leadership team. Lane brings more than 25 years of experience in executive leadership, strategic development, and marketing communications. Prior to joining the Foundation 17 years ago, her career was focused in the financial services industry, where she led the operations division for Wells Fargo Bank Arizona. Lane has a bachelor's degree in Business Management and Organizational Development from Western International University where she graduated Magna cum laude. She is a Certified Fundraising Executive and speaks nationally on topics pertaining to non-profit business development. You'll catch Kelly saying on any given day, "It's an honor and privilege to serve the needs of children. I'm grateful that this role has been entrusted to me."

CANDIDATE QUALIFICATIONS AND QUALITIES

The ideal candidate for the position of Vice President, Individual Giving will have

- experience leading a fundraising team in a highly accountable environment with performance metrics;
- experience with principle and major gift solicitation and stewardship;
- management experience;
- attention to detail;
- ability to work efficiently under pressure, meet deadlines, and demonstrate strategic thinking and good decision-making, as well as an entrepreneurial spirit;
- knowledge around Blackbaud applications;
- poise and possession of strong written skills;
- strong verbal, written, and interpersonal communication skills;
- strong listening, negotiation, and presentation skills
- flexible and adaptable style and be a leader who can positively impact both strategic and tactical fundraising initiatives;
- ability to develop and maintain effective working relationships with staff, Board members, volunteers, and a variety of donors and potential donors;
- strong organizational skills; and
- strong Microsoft Office skills.

A bachelor's degree is required for this position (business/marketing preferred). A master's degree is preferred. The successful candidate will have five years of experience in non-profits, fundraising, and development. Seven years of experience is preferred.

SALARY AND BENEFITS

Phoenix Children's Hospital offers a competitive benefits and compensation package.

DIVERSITY AND INCLUSION

Phoenix Children's Hospital complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, religion, sex, national origin, age, genetic information, physical or mental disability, military or veteran status, sexual orientation, or gender identity/expression. PCH does not exclude people or treat them differently because of race, color, religion, sex, national origin, age, genetic information, physical or mental disability, military or veteran status, sexual orientation, or gender identity/expression.

LOCATION

This position is based in Phoenix, Arizona.

APPLICATION PROCESS

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, contact Anne Johnson: annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.

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