



**DIRECTOR OF DEVELOPMENT, MOTHERS & BABIES CAMPAIGN**

**LUCILE PACKARD FOUNDATION FOR CHILDREN'S HEALTH**

**LOCATION — HYBRID (SAN FRANCISCO BAY AREA)**



Children's Health

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

As an ambitious, visionary, and collaborative fundraising leader, the Director of Development, Mothers & Babies Campaign will spearhead a best-in-class fundraising program in support of mothers & babies research and treatment, one of the top funding priorities of Stanford Medicine Children's Health. The Director of Development will partner with colleagues to lead a cohesive and comprehensive strategy to promote philanthropic support for programmatic priorities such as prematurity research, maternal-fetal medicine, reproductive endocrinology, and infertility. The Mothers and Babies Campaign also includes a major capital project to transform the hospital's original building into a state-of-the-art facility dedicated to labor and delivery. The Director of Development will maintain an active portfolio of donors and scale impact by supporting and activating Foundation colleagues, faculty, volunteers, and institutional leadership to raise funds for these preeminent programs.

The Lucile Packard Foundation for Children's Health, in partnership with Stanford Medicine and Lucile Packard Children's Hospital, unlocks philanthropy to transform health for children and families in Northern California—and around the world.

The Lucile Packard Foundation for Children's Health is the sole fundraising entity for Lucile Packard Children's Hospital Stanford and the child and maternal 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 child and maternal health. 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.

## REPORTING RELATIONSHIPS

The Director of Development, Mothers & Babies Campaign will report to the Senior Director of Development, Major Gifts. The Director of Development will join a 15-member Major Gifts team.

### FROM THE VICE PRESIDENT, MAJOR GIFTS

*At Stanford, we're all in for mothers and babies. We're tackling the toughest health problems head on—including infertility, preeclampsia, birth defects, premature birth, and more.*

*We're dedicated to improving outcomes for every growing family, in our community and beyond. Our cutting-edge care and research are shaping the future of medicine for the highest-risk moms and babies. We offer the most sophisticated care available to everyone in our community who needs it, regardless of their life circumstances—and we prioritize research conducted by, and for, diverse communities.*

*The Director of Development for the Mothers & Babies Campaign is one of our most prominent frontline fundraising roles leading private support initiatives for some of our nation's top-ranked programs in neonatology, prematurity research, infertility & family planning, and maternal-fetal medicine. In addition, there is a multi-year capital project underway to completely transform the West Wing of Packard Children's including the NICUs, Labor & Delivery, Maternity, Antepartum, and Women's Specialty Services which will set a new standard for leading-edge maternal and newborn care.*

*As a team, our Foundation revenue divisions work collaboratively and cohesively to inspire passion gifts that support physicians and researchers to launch new clinical trials, serve new populations of patients, design capital improvements to patient care facilities, and lead groundbreaking basic science research initiatives found only at Stanford.*

*We seek a compassionate and mission-driven fundraiser who will embrace and uphold our cultural touchstones and feel inspired by our dynamic, strategic, and results-driven environment. This is a chance to participate in a workplace culture that values and nurtures the positive contributions of all its members and is committed to work/life balance as well as the professional development of each individual to their fullest potential.*

*For many expecting mothers, prematurity, birth defects, and delivery complications can make every moment feel like a crisis. For others, health disparities can make it difficult to access the health care they need during and after pregnancy. In the 1980s, David and Lucile Packard donated an extraordinary \$70 million gift to create Packard Children's with the groundbreaking approach of treating mothers and babies together. This is an exciting position to further elevate our founding principles through the power of philanthropy.*

—Jennifer Stameson, Vice President, Major Gifts

### LUCILE PACKARD FOUNDATION FOR CHILDREN'S HEALTH'S COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND BELONGING

The Foundation embraces all individuals and celebrates the unique differences each individual brings to the team and community. Its approach to fostering diversity, equity, inclusion, and belonging is rooted in its cultural touchstones and inherent in its work to encourage every employee to bring their best, most authentic self to work and to provide each of them the opportunity to achieve their full potential.

The Foundation envisions a world where race, gender, resources, and other factors do not serve as barriers to attaining optimal health. It recognizes that this vision requires the commitment and actions of everyone.

To support this goal, the Foundation pledges to:

- Conduct itself in a manner that garners trust and respect from others.
- Foster a welcoming and supportive environment for team members and the community.
- Acknowledge and appreciate the dignity, expertise, experiences, and contributions of each other.
- Approach others with an open mind, compassionate heart, actively listening to their perspectives.
- Foster effective teamwork and encourage collaboration amongst the team and constituents.

### **PRIMARY RESPONSIBILITIES**

The Director of Development, Mothers & Babies Campaign will

- actively manage and deepen relationships with a portfolio of prospects to close gifts in the range of \$100,000 to \$5 million+;
- demonstrate a strong understanding of institutional priorities and giving vehicles, applying expertise to create compelling proposals;
- navigate complex scenarios with multiple stakeholders with varying interests and perspectives;
- take a data-driven approach to donor engagement, in service of optimizing resources to ensure greatest impact;
- actively build relationships with faculty and administrators to lead campaign initiatives, including influencing and coaching faculty members in philanthropy and communications; and
- collaborate closely with the Associate Vice President, Campaigns to drive and implement a strategic plan for mothers & babies fundraising, including establishing multi-year goals, strategies and tactics, and KPIs.

### **LEADERSHIP**

#### **Jennifer Stameson**

#### **Vice President, Major Gifts**

Jennifer Stameson joined the Lucile Packard Foundation for Children's Health in December 2023, bringing more than 25 years of fundraising experience at complex research universities and world-class health care systems. As part of the Foundation's leadership team, she oversees a robust and growing team of development professionals focused on raising major gifts to support the highest priorities of Lucile Packard Children's Hospital Stanford and maternal and pediatric programs at the Stanford School of Medicine. Her career includes senior leadership roles at Hoag Hospital Foundation; University of California, Irvine; and Children's Hospital of Orange County. She has a proven track record of success in multibillion-dollar campaigns, principal gifts, major gifts, and volunteer boards, as well as leading top-producing collaborative development teams. Stameson earned a bachelor's degree in economics from UC Irvine and an M.B.A. in marketing and nonprofit management from Pepperdine University.

## **Sarah Collins**

### **Senior Vice President, Principal and Major Gifts**

An expert in health care philanthropy, Sarah Collins is responsible for overseeing the Principal and Major Gifts teams at the Foundation as well as engaging directly with donors and faculty on gifts of exceptional impact. She has worked at the Foundation since 2000, developing her career with the growth of Lucile Packard Children's Hospital Stanford and the pediatric and obstetric programs of Stanford School of Medicine and is passionate about the power of philanthropy in advancing child and maternal health and innovative science. She is extremely knowledgeable about the terrain of Stanford Medicine and the interests of large donors. Prior to her current role leading Principal and Major Gifts, she launched and led the Foundation's first dedicated Principal Gifts team for four and a half years, spent eleven years on the Major Gifts team and led the Annual Giving department. She earned a bachelor's degree in human biology from Stanford University.

## **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.

## **EDUCATION AND EXPERIENCE**

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

- a bachelor's degree and at least seven years of experience successfully closing major gifts and progressively responsible fundraising responsibilities;
- proven success with academic medicine and/or hospital fundraising and comfort with negotiating complex gifts;
- a demonstrated ability to craft proposals in a complex environment with multiple stakeholders;
- deep experience and sophistication working on gifts that resulted in the creation of new programs and business plans including the required collaboration with institutional partners to deliver results on philanthropic investment;
- a track record of successful discovery work and pipeline building approaches; and
- fluency with donor databases.

Competencies the Director of Development, Mothers & Babies Campaign must possess:

- **Donor-focused:** Deeply committed to field work, including discovery, cultivation, solicitation, and stewardship. Enjoys meeting with donors, and always make it a top priority, despite competing priorities.
- **A strategic thinker:** Formulates breakthrough strategies and approaches. Brings fresh ideas to the table to build pipeline. Comfort with prototyping and pivoting, balancing a bias towards action with an eye to complex internal dynamics.

- **A strong communicator:** Develops mission-driven outreach strategies that engage high-net worth donor audiences. Excellent at building trust with faculty in the interest of articulating a compelling vision and a clear path to impact. Knows how to partner with creative teams to turn ideas into deliverables.
- **A collaborative leader:** Highly skilled at activating fundraisers and institutional leaders to achieve ambitious goals. Business-minded, feedback-oriented direct communicator. Knows how to balance goals and KPIs with overall Foundation goals. Inclusive of diverse people, perspectives, and ideas, while using discernment, data, and expertise to chart a path forward.
- **Someone who can manage ambiguity and complexity:** Can drive an initiative forward with conviction and composure, even when outcomes are uncertain. Adapts quickly to changing conditions. Always keep risk in mind when making a decision.
- **A rigorous thinker:** Loves learning and undeterred by complexity. An aptitude for science and health and ability to engage with donors about funding priorities with ease. A business strategist, who knows their way around budgets and forecasts, and can build a concise and compelling business plan, that can be adapted and presented to both internal and donor audiences.

### SALARY AND BENEFITS

The salary range for this position is \$180,000 to \$200,000 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 in Palo Alto, California. The Director of Development, Mothers & Babies Campaign is eligible for hybrid work, meaning working in the office or in person when needed and on an average of eight days a month. The Director of Development 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. The Director of Development must be able to work occasional evenings or weekends and travel as necessary for donor meetings.

### 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, Mothers & Babies Campaign, Lucile Packard Foundation for Children's Health](#).

To nominate a candidate, please contact Steven Wallace, [stevenwallace@aspenleadershipgroup.com](mailto:stevenwallace@aspenleadershipgroup.com).

*All inquiries will be held in confidence.*