



**Chief Philanthropy Officer
Providence General Foundation**

Leadership Profile

July 2021

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The Opportunity

Providence General Foundation, located in Everett, Washington, seeks an experienced, collaborative, and innovative leader as the next Chief Philanthropy Officer. This is an outstanding opportunity for an experienced fundraising professional to lead and coordinate all philanthropic fundraising activities for Providence Northwest Washington including Providence Regional Medical Center Everett and Providence Medical Group-Northwest that are part of Providence – one of the most progressive health systems in the country.

Providence General Foundation is one of 38 local foundations across the Providence health system but one of only two non-consolidated foundations operating as a fully separate non-profit organization. Most of the Providence foundations are departments of the hospitals they serve, with financial statements consolidated with the hospital. Providence General Foundation has been ranked as one of the top producing and most cost effective foundations within the Providence system.



The Chief Philanthropy Officer (CPO) will provide leadership for all philanthropic programs conducted by the Providence General Foundation in support of Providence Regional Medical Center Everett, including mentoring and leading the Foundation staff and providing guidance on the selection and development of Foundation Board Members as needed. The CPO will coordinate fundraising activities of the Foundation, enhancing collaboration, maximizing performance and ensuring achievement of regional goals. These efforts include identifying prospects, leading all aspects of development including major gifts, corporate and foundation relations, online giving, planned giving and events. The CPO will implement best practice fundraising systems. A successful capital campaign will culminate at the end of 2021 providing opportunity for continued momentum, growth and donor cultivation.

In this role, the CPO serves as an integral member of the medical center's leadership team, working closely and collaboratively with the Chief Executive of Providence Northwest Washington, the Foundation Board, staff, and patients to ensure the fundraising strategy is aligned with the organization's mission, goals and priorities. Providence General Foundation is seeking a candidate that has a track record of accomplishments in creating an organizational culture of philanthropy, aligning philanthropy with organizational strategy, and donor base growth.

Organization Overview

Providence General Foundation

Providence General Foundation is a separate 501(c)(3) organization established in 1994 to support the mission and work of Providence Northwest Washington including Providence Regional Medical Center Everett (PRMCE) and Providence Medical Group-Northwest (PMG-NW). The Foundation



raises funds on behalf of the medical center to ensure patient care excellence and that all individuals in the Northern Puget Sound Region have access to the most compassionate and advanced healthcare available. The Foundation is led by 24 dedicated and engaged members of the Board of Directors (plus three ex-officio members) and a Foundation team led by the Chief Philanthropy Officer. The Foundation has raised an average of \$7.7 million annually for the last three years through a comprehensive development program that includes annual giving programs, planned giving, fundraising events, corporate and foundation giving, and major gifts. It has been ranked as one of the top producing and most cost effective foundations within

the Providence system.

In 2020, Providence General Foundation received more than \$10.4 million in new gifts and commitments from donors who support the work and mission of PRMCE and PMG-NW. This is the most ever raised in one year. This generosity allowed the Foundation to support the hospital's COVID-19 response, while continuing to invest in new medical equipment and technology, behavioral health support for adults and children, important screening and patient support services and community health programs that serve the most vulnerable.

Providence General Foundation has been engaged in a five year, \$28 million *Campaign for a Greater Providence*, which was launched in 2016 to support the expansion of the medical center's service lines and programs at PRMCE that include neurosciences and stroke care, innovative heart care, trauma services, cancer care and comprehensive children's services. To date the campaign has raised \$27 million toward its goal with strong support major gift support from the community, the medical staff, hospital employees, and other key constituencies.

Key annual special fundraising events include the Festival of Trees, which raises support for Providence Children's Services; and the Epicurean Affair, which annually alternates support between Cancer Center Patient Assistance and Cardiovascular Education. There are also several annual third-party fund raising events that include a 5K Run and special fundraising relationship with the professional hockey and lacrosse teams that raise support for various cancer-related programs that benefit the underserved.

The Foundation's assets are over \$40 million and management oversight is provided by the Foundation Board's Finance & Investment Committee through a retained professional investment advisor. In addition, the Foundation has approximately \$9 million in planned giving through documented bequests, charitable gift annuities and trusts, life insurance policies, retirement beneficiaries, and pooled income funds.

More information can be found at www.providencegeneralfoundation.org.

Providence Regional Medical Center Everett

Providence Regional Medical Center Everett (PRMCE) is a 595-bed acute care medical center located on two campuses in Everett, Washington, approximately 25 miles north of Seattle. PRMCE and PMG-NW has had consistently strong financial performance and growth with over \$850 million net revenue annually. The organization is led by an experienced executive team including the newly appointed Chief Executive, Darren Redick, and a highly talented and supportive leadership team. PRMCE and PMG-NW serves a market population that includes the 5 counties within Northwest Washington consisting of a population well in excess of 1 million residents.



The PRMCE – Colby Campus offers critical and acute care, ICU, CCU, surgery, telemetry, emergency services, cardiac surgery, inpatient and outpatient behavioral health, pediatric care and Seattle Children's Everett (a pediatric subspecialty clinic of Seattle Children's Hospital). PRMCE – Pacific Campus offers behavioral health, short stay surgery, transitional care, and houses the Providence General Foundation. The Pavilion for Women and Children (also located on PRMCE's Pacific Campus) offers specialized healthcare for women, children, and families including a newborn intensive care unit family maternity center (with more than 4,000 births each year), comprehensive breast center, and Providence Children's Center. Providence Medical Group-NW is a network of more than 100 primary care physicians located in neighborhood clinics and walk-in/urgent care centers located throughout Snohomish County; and various physician specialty groups. PRMCE has been recognized as a Top 100 Cardiovascular Hospital eight times over recent years and is ranked number one in Washington State for overall cardiac and vascular care for three straight years. The Cymbaluk Medical Tower, a \$500M, 12-story, 680,000 square foot, architecturally advanced, innovative patient care facility was opened in 2011 providing patient and family-centered care and state-of-the-art diagnostic and treatment facilities.

Key PRMCE services include:

- The Heart and Vascular Institute – Providence Regional's Heart and Vascular Institute offers one of the largest and most advanced cardiovascular care programs in Washington State performing more than 5,000 diagnostic and interventional procedures annually.
- Neuroscience and Spine Institute – Providence Regional's Neuroscience and Spine Institute provides a comprehensive array of leading edge diagnostic and treatment resources for conditions affecting the brain, spine, and nervous system. The Institute's centerpiece programs are the stroke center and an innovative neuro/hospitalist program.
- Providence Regional Cancer Partnership – The Providence Regional Cancer Partnership is a collaboration of four leading oncology medical groups in the area located in a freestanding state-of-the-art facility connected by a sky bridge to the main hospital campus offering patients all aspects of outpatient cancer care diagnostic and treatment services under one roof with some of the most sought after cancer technology available in the region.

- **Emergency Services** – The Emergency Department at PRMCE's Colby Campus features 79 large, private treatment rooms and 60,000 square feet of space and treats approximately 72,000 emergency patients per year making it one of the busiest emergency departments in the State of Washington.
- **Surgical Services** – PRMCE provides approximately 15,000 surgeries every year offering state-of-the-art technology and innovative treatment models in inpatient or outpatient surgical facilities.

Community Benefit

Caring for our communities has never been more important. To achieve our vision of health for a better world, we worked closely with our community partners to ensure we addressed the communities' most pressing needs. In 2020, the Northwest Washington Service Area provided a total of \$76 million in total benefit to our community. This includes \$3 million in community health improvement, \$3 million in health professions education and research, \$3 million in subsidized health services, \$9 million in free and discounted care for the uninsured/underinsured, and \$58 million in update cost of Medicaid and other means-tested government programs.

Providence

Providence is a Catholic, not-for-profit organization based in Renton, Washington that was founded by the Sisters of Providence and the Sisters of St. Joseph of Orange. The system was formed in 2016 through the combination of Providence Health & Services and St. Joseph Health. In late 2020, the system rebranded for clarity to "Providence". Providence is comprised of a diverse family of organizations driven by a belief that health care is a human right and guided by a singular commitment to improve the health of all. With more than 120,000 caregivers, Providence currently operates in seven states through 51 hospitals and 1,085 clinics where over 25,000 physicians serve 13 million patients each year generating annual revenues of \$25 billion and growing.



With a vision of creating "Health for a Better World," Providence is in the midst of an exciting transformation. The leadership has aligned itself toward a vision and framework ("Health 2.0") intended to transform health care to be more patient-centric, using its tremendous data assets to coordinate care, improve operational and clinical efficiencies, and modernize operations through technology.

Providence has attractive markets and well-positioned assets. Over the past several years, the organization has pursued strategies to create the care delivery platform of the future, and has made significant investments in innovation and systems, with over six elite research investments, as well as investments in EMRs. Providence is working to bring health care into the digital and consumer age with the goal of better serving patients and consumers, delivering care on their terms – where, when, and how they want it. To achieve that goal, the health system has formed three teams that work together to identify, pilot, and drive the adoption of new technologies and business models. The Digital Innovation Group actively builds software to support patients, consumers, clinicians and technology partners; the Consumer Innovation Group creates health-related businesses in areas such as women's health, senior services, and chronic disease, partnering closely with Providence employees and patients to create new services and tools designed to support a patient's ongoing health between episodes of care; and Providence Ventures advances health care delivery by funding

technology innovations, working side-by-side with colleagues who are actively building a digital platform to make it easier to collaborate with early-stage companies.

Mission

As expressions of God's healing love, witnessed through the ministry of Jesus, we are steadfast in serving all, especially those who are poor and vulnerable.

Values

- Compassion
- Dignity
- Justice
- Excellence
- Integrity

Vision

Health for a Better World

Promise

"Know me, care for me, ease my way."

Position Summary

The Chief Philanthropy Officer is a member of the executive leadership team for Providence Regional Medical Center Everett and is responsible for leading and administering all fund development programs for the organization. The Chief Philanthropy Officer establishes goals, objectives, and procedures for achieving high levels of philanthropy in the organization. As a member of the executive leadership team, they ensure that Foundation fundraising activities are closely aligned with and in support of Providence Regional Medical Center Everett priorities. As a key partner to the Chief Executive and the Foundation Board of Directors, the Chief Philanthropy Officer leads the Foundation staff, guides and engages the Board of Directors, creates the right organizational structure to support philanthropy, focuses the Foundation on support of key organizational priorities and initiatives, and serves as a known and trusted member of the communities served.

Reporting Relationships

The Chief Philanthropy Officer has a dual report to Darren Redick, Chief Executive of Providence Regional Medical Center Everett as well as the Providence General Foundation Board of Directors.

Reporting directly to the Chief Philanthropy Officer are the following positions:

- Director of Development
- Director of Annual Giving
- Manager of Database Management
- Manager of Grant Development and Research
- Executive Assistant

Responsibilities

- Provides executive oversight of the Providence General Foundation, directing all day-to-day operations and activities; develops, implements and evaluates cost-effective and comprehensive fund development programs that encompass corporate and foundation giving, major gifts, annual giving, planned giving, stewardship, acknowledgement, grants and proposals, marketing/public relations and related support functions.
- Manages a portfolio of significant prospects/donors; secures philanthropic support and expands the Foundation's constituency base for philanthropic interactions by maintaining a rigorous schedule of personal contacts and by building relationships with individuals, corporate representatives and foundation officers.
- Develops and delivers compelling presentations to a full range of both internal and external constituencies to promote the Foundation's mission/purpose and encourage charitable giving; represents the institution with outside professional organizations.
- Plans and develops, in conjunction with the PRMCE Chief Executive and Foundation Board members, effective overarching strategies relating to philanthropy and fund development in keeping with the organization's values, mission, vision and business priorities/objectives.
- Works closely with the Foundation Board and PRMCE senior leadership to define priorities and establish measurable and attainable goals for philanthropic support; translates broad goals into achievable steps and implements appropriate actions.

- Identifies the effect of internal and external forces on the organization and its fund development priorities/objectives, and assures proper planning to include goal setting, strategy identification, benchmarking “best practices” and evaluation.
- Identifies potential sources of funding and opportunities to increase the donor base, and plans and administers programs designed to secure a balanced mix of funding alternatives.
- Ensures compliance with relevant accountability standards, laws/regulations and ethical principles of professional conduct for fundraising executives.
- Ensures sound fiscal operation of the Foundation; oversees all Foundation financial matters, including the processing, investment, distribution and documentation of all funds received, ensuring that timely/accurate records are maintained in compliance with applicable accounting and Providence standards; develops and manages annual and program budgets for Foundation operations; monitors adherence to budget and expense control guidelines and implements processes to ensure compliance; identifies/implements corrective action to remedy significant variances.
- Plans, manages and evaluates the work of staff engaged in fund development and related support activities, ensuring that employees are qualified and properly trained to perform job duties; addresses and resolves matters escalated from subordinate staff.
- Keeps abreast of trends/developments in philanthropy/fund development and of the successful development activities of other institutions, advising Foundation Board and PRMCE leadership on current trends, issues and activities in order to ensure timely and effective planning and policy-making.
- Develops positive relations with all segments of the organization to establish the Foundation as the centralized resource for all PRMCE fundraising efforts; coordinates the execution of development activities with other facets of the organization as necessary to meet business objectives; works closely with key members of the medical and administrative staff to provide education and to reinforce their role as partner in the achievement of overall development objectives.
- Works closely with PRMCE Marketing/Communications to allow for systematic coordination of the Foundation’s communications efforts; directs the preparation and distribution of descriptive literature and informational marketing materials to promote community awareness of Foundation objectives/activities encourage appropriate media coverage and attract the interest/support of potential donors.
- Monitors the availability of grants from government agencies, corporations and private foundations; develops, and/or oversees the development of, grant proposals and makes presentations to funding sources.
- Oversees the production of all management reports on fundraising efforts for purposes of tracking/analysis and internal/external communications.

Goals and Objectives

The following goals and objectives have been identified as priorities for this position:

- Develop a strong alignment of the Foundation with the organization it supports, making sure that the Foundation's objectives are in accordance with the medical center's objectives, initiatives, and goals.
- Devise a strategic plan for the Foundation ensuring that the Foundation is able to raise major gifts to provide support for key strategic initiatives, programs and services in the future.
- Develop creative approaches to attract new donors to the organization given the changing demographics of the region. Broaden the geographical reach, develop programs to attract younger donors, enhance the focus on major gifts, and reach out to individuals with philanthropic interests who have no prior connection to Providence General Foundation.
- Lead the Foundation Board, structuring it for maximum effectiveness, engaging Board members, and using their time well. Strategically recruit new Board Members as needed.
- Improve donor research tools including prospect identification, wealth screening, donor research, and donor tracking. Identify new sources of philanthropy in the community; engage younger donors and develop non-traditional sources of funds.
- Build an effective fundraising program in grants procurement and improve outreach to corporations and foundations; build a strong planned giving function.
- Organize, manage, and motivate Foundation staff for maximum performance. Assess the skill level and structure of current Foundation staff while retaining key staff during a time of transition. Deploy resources in the most efficient and cost effective manner possible.
- Connect with physician leaders in the organization and partner with key physicians as ambassadors for their programs; work with physicians to increase their knowledge of and interest in developing philanthropic support and build a grateful patient program to identify and cultivate current and former patients and their families.
- Develop a highly visible profile in the community by attending important community events as a representative of the Foundation and medical center. Establish a reputation as a credible and enthusiastic ambassador for Providence General Foundation and Providence Regional Medical Center Everett in the region.
- Develop and implement performance standards and metrics for Foundation staff.
- Maintain strong financial performance of the Foundation including maintaining the cost of raising funds, return on investment, and investment management.

Candidate Qualifications

Education/Certification

- A Bachelor's degree in business administration, communications, healthcare or other related subject is required. A Master's degree is highly preferred.
- Advanced fundraising certification such as an Association of Healthcare Philanthropy Fellowship (AHP Fellow), Certified Fundraising Executive (CFRE) or other advanced fundraising credentials are a plus.

Knowledge and Work Experience

- At least ten years of extensive senior level development experience in a not-for-profit organization in healthcare, higher education, or related charity is required.
- Knowledge of fund development including capital campaigns, annual giving, planned giving, fundraising events, major gifts, and grants procurement.
- Knowledge of the operational support for fundraising including donor research, donor tracking and reporting systems, gift processing, donor stewardship and communication, development of fundraising metrics, and proven skills in the development and management of a foundation operating budget; understanding of foundation accounting systems; and portfolio asset management.
- Strong strategic skills with the ability to develop, articulate, and communicate a strategic vision to the Board, staff, community, and medical center leadership team.
- Strong management skills with the ability to access, recruit, organize, and motivate talent. Able to effectively utilize performance management metrics and to inspire staff to high levels of performance and accountability.
- Personal track record of fundraising success with proven ability to develop a portfolio of major donors and ability to secure six and seven figure gifts.
- Evidence of effective Board development and leadership including experience building, engaging, structuring, educating, and motivating a highly qualified Board of Directors.
- Well-developed strategic skills; able to integrate the fundraising program with the strategic goals of the organization it serves.
- Previous experience in a multisite healthcare system is helpful. Ability to work in a matrix environment is essential.
- Ability to commit to the community and become an involved and visible community leader is required.

Personal Characteristics

- Possesses an executive presence, gravitas, and the communication and interpersonal skills to effectively relate to fellow executives, donors, and community members. Poised, self-assured and personable, with a professional demeanor and approach.
- A mature, high-energy, accomplished leader with a positive outlook who is confident and inspires confidence in others. Serves as a role model to staff and is a collaborator with the leadership team. A modest, humble and trustworthy person who recognizes the contribution of others in the organization and works well with a team of high performers.
- Creative, progressive, and forward thinking; open to new ideas and new ways of achieving objectives.
- Excellent communication skills including written skills, one-on-one communications, and public speaking ability. Ability to express the mission and fundraising goals of Providence General Foundation with clarity, passion and persuasion.
- Strong interpersonal skills with the ability to establish warm, genuine, and lasting relationships with the donor community and across the organization.
- Well-organized, with excellent planning and execution skills; able to work within a highly complex, fast paced environment with multiple priorities. Skillful and proven leader of transformational change.
- Strong values fit with the mission of Catholic healthcare; unquestioned ethics and integrity. Resonates with the values and mission of a faith-based healthcare system.

The Community

Everett, Washington

The City of Everett, population 110,000, is the county seat of Snohomish County, Washington with over 800,000 residents in the County. Located 25 miles north of Seattle, Everett is a Pacific-Rim city situated on Port Gardner Bay. Once a mill town built on wood-based industries, today's labor force is predominately employed in technology, aerospace, and service-based industries. Major employers include: The Boeing Company, Naval Station Everett (the Navy's state-of-the-art base with seven ships, including the aircraft carrier USS Abraham Lincoln), Providence Regional Medical Center Everett, Verizon, Snohomish County Government, City of Everett, Intermec (bar code manufacturing), Fluke Corporation (electronic testing equipment), Everett Community College and Everett Mall.



The Everett School District and Mukilteo School District serve the city's K-12 students. Everett Community College, the University of Washington and University of Washington Bothell Branch Campus, Cascadia College, Edmonds Community College, Puget Sound Christian College and ITT Technical Institute provide higher education in the area.

Interstate 5 is the major north/south highway access. The Everett marina is the largest public marina on the West Coast. Snohomish County Airport at Paine Field has the capacity for a large range of aircraft sizes and types. The Washington State Ferry System operates from Mukilteo, Edmonds and Seattle.

Residents and visitors enjoy more than 40 parks, trails, golf courses and open spaces. Summer and winter sports opportunities abound at nearby lakes, rivers and campgrounds, the Cascade and Olympic Mountains, Whidbey and San Juan Islands. Everett is home to the AquaSox baseball team, a Class A minor league team associated with the Seattle Mariners. Additionally, Angel of the Winds Arena, which seats 8,000, is home to the Seattle Storm of the Women's National Basketball Association, and the Everett Silvertips of the Western Hockey League.

Additional information about Everett can be obtained at <http://www.ci.everett.wa.us/>

Seattle, Washington

Seattle is a diverse, dynamic and innovative city that is rising in national prominence. Surrounded by bays and covered with hills, the city is equipped with a landscape as diverse as the city itself. Seattle enjoys a thriving economy and has been named the nation's "Most Walkable City," the third "Coolest City," and the second "Best City of the Next Decade." As the accolades continue to mount, this 650,000-person city will continue to grow into one of the United States' premiere locations.

Seattle boasts one of the most affluent and educated populations in the country. It is no surprise that the state of Washington is frequently among the nation's top-10 primary public education systems. The greater Seattle area is home to premiere higher education institutions such as the

University of Washington, University of Puget Sound, and Seattle University. Such strong academic credentials, along with an absence of state income taxes, have made Seattle increasingly popular for families.



From Boeing to Microsoft to Starbucks to Amazon, Seattle has always been home to some of the most influential and innovative American companies. In addition to the companies above, Seattle is also the location for the headquarters of Nordstrom, Costco, Nintendo America, Seattle's Best and Tully's Coffee. While there are numerous big-name companies in Seattle, it is also a hotbed for start-ups, especially within the green and clean technology sectors. Seattle

has continued to strengthen its own commitment to clean technology with an expansion of public transportation, greenhouse gas reduction programs, and a goal of being the first "climate neutral" city in North America.

Seattle is a vibrant center for arts, culture and recreation. The city boasts a number of different arts offerings, including music festivals of all genres and a widespread theatre community. The city is home to a growing "foodie" community as well, recently ranking as the "7th Best City for Foodies" by Travel and Leisure. The Pike Place Market is perhaps the most recognized farmers' market in the United States. Outside of food and arts, Seattle is home to several professional sports teams, including the Seattle Seahawks of the National Football League and the Seattle Sounders of Major League Soccer, which are known for having some of the most passionate and loudest fans in the country. Finally, Seattle is recognized for its abundance of outdoor activities. Home to leading outdoor gear company, REI, Seattle has become an ideal area for year-round recreation including walking, cycling, hiking, skiing, snowboarding, kayaking, sailing and rock-climbing.

For additional information, visit the following web sites:
www.seattlechamber.com/ www.visitseattle.org

Procedure for Candidacy

Please direct all nominations and resumes to Mark Andrew, Mercedes Chacón Vance, and Jessica Herrington using WittKieffer's [candidate portal](#) or through the office of Jessica Herrington at jherrington@wittkieffer.com. WittKieffer is assisting in this search, which will remain open until an appointment is made. Information that cannot be sent electronically may be forwarded to:

Jessica Herrington
4 Park Plaza Suite 730
Irvine, CA 92614
Phone: (786) 259-0066

The Providence General Foundation values diversity and is committed to equal opportunity for all persons regardless of age, color, disability, ethnicity, marital status, national origin, race, religion, sex, sexual orientation, veteran status or any other status protected by law.

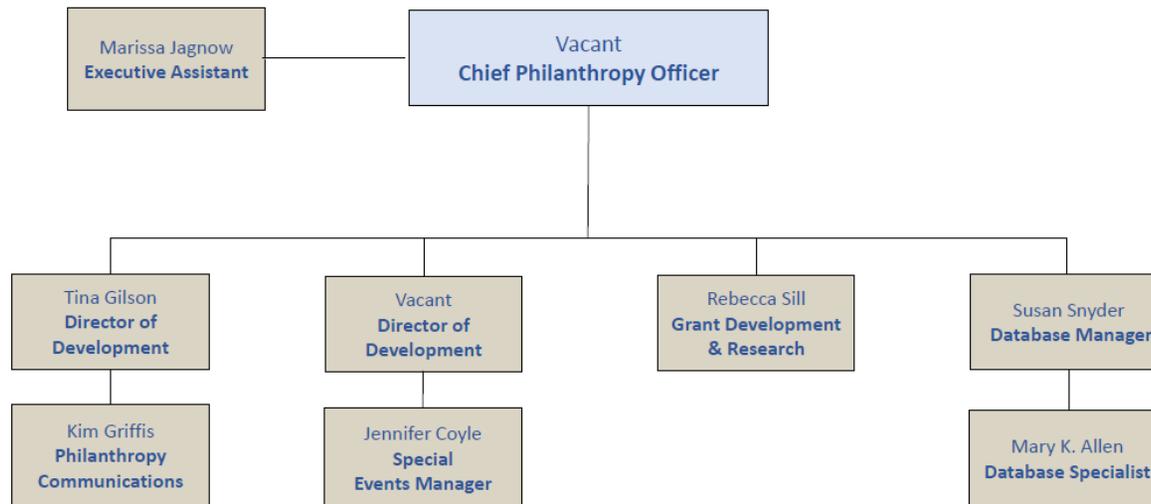
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Organization Chart



Organizational Chart



Updated 4-2021

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