

San Francisco General Hospital Foundation Chief Development Officer

The philanthropic support organization for San Francisco's public hospital seeks an experienced leader, major and principal gifts fundraiser and strategist to design and execute a comprehensive plan to increase capital and program revenue; support, inspire and collaborate with a highly talented team; and create best-in-class systems for accountability and transparency.

[San Francisco General Hospital Foundation](#) (Foundation) is the nonprofit philanthropic support organization dedicated to promoting equity in healthcare for all at the Priscilla Chan and Mark Zuckerberg San Francisco General Hospital and Trauma Center (ZSFG). [ZSFG](#) is the only provider of trauma (Level 1) and 24-hour psychiatric emergency services for 1.5 million people in San Francisco and northern San Mateo counties. Through private and public fundraising including its signature [Hearts of SF](#) event, the Foundation has raised over \$245M to support and fund excellence in patient care and innovation at ZSFG.

ZSFG stands as a beacon of innovation and excellence in patient care, embodying a commitment to providing quality healthcare with compassion and respect to 100,000 inpatient and 500,000 outpatient visits per year, especially to the city's most vulnerable populations. With a history deeply rooted in serving the San Francisco community, ZSFG has consistently pushed the boundaries of medical care, education, and research in partnership with the [University of California, San Francisco](#), and is one of the nation's top tertiary academic medical centers. The Foundation's capital campaign enabled the construction of ZSFG's state-of-the-art acute care building in 2016, opening new doors to underserved populations in need of the same level of acute healthcare as the best private hospitals, an important step towards increased public health equity. The Foundation is now in the quiet phase of a multi-million-dollar capital campaign to renovate an outpatient center of equal caliber to the acute care hospital.

The Foundation is a mature organization led by a dynamic CEO who is an excellent fundraiser and is laser-focused on ensuring that revenue goals are met, and current and future needs of ZSFG are funded. For fiscal year 2023 the organization raised \$46M to exceed its revenue goal. As the organization continues with the quiet phase and then prepares to move into the public phase of the capital campaign, it will create a refreshed comprehensive fundraising strategy to ensure that time and activities are spent effectively working towards revenue goals, that the team has the support and tools to do their best work, and there are established mechanisms for metrics, accountability, and transparency.

The Chief Development Officer (CDO) reports to the CEO, serves as a key member of the senior leadership team, interacts frequently with the Board, and is an active participant in making strategic decisions affecting the Foundation. The CDO has four direct reports: the Development Director of Institutional Giving, the Development Director of Major Gifts and Individual Giving, the Director of Events each of whom oversees a lean team, and the Capital Campaign Officer.

THE POSITION

In close partnership with the CEO, the CDO is responsible for all fundraising, development, and grantmaking activities for the Foundation. The CDO will be someone who is ambitious on behalf of the Foundation, wants to significantly make a difference on behalf of the people that ZSFG serves, and can imbue confidence from the CEO, Board, team, and donors.

The priorities for the Chief Development Officer are to:

- Design, execute and monitor a comprehensive Development plan, along with the infrastructure needed to increase revenue from annual fund, major gifts, capital campaign, events, planned gifts, institutional and corporate support.
- Work closely with the CEO, the Board of Directors, and the Chair of the Development & Stewardship Committee in helping to establish the Foundation's annual and strategic long-term philanthropic priorities.
- Actively cultivate, solicit, and steward a major- and leadership-level donor portfolio, as well as energize and support the Board of Directors with their fundraising commitments.
- Provide proactive support and preparation to the CEO for leadership-level giving.
- Provide inspiring leadership, management, and development to a talented team of professionals; help them to prioritize and stay focused on their goals and objectives, and advocate on their behalf.

Ongoing Responsibilities

GOALS, STRATEGY AND ACCOUNTABILITY

- Aligned with the Foundation's five-year strategic plan, provide leadership to the Board Development & Stewardship Committee and the Development team in setting budget and operational goals for all charitable gifts to the Foundation including capital, annual, program, corporate, foundation, event and planned gifts.
- Lead the D&S Committee and Development team in creating a meaningful annual Development Plan tied to the budget. The plan will guide Board committee work and Development Department fundraising activity.
- Develop and implement meaningful metrics of progress at the individual and team levels and create reporting mechanisms for internal, executive and Board review and monitoring.
- Oversee the Development team's execution of the multiyear Capital Campaign, currently in its quiet phase, including case for support, budgets, portfolio management, proposal development, cultivation events, and reporting to senior leadership, campaign cabinet and the Board.

FUNDRAISING & GRANTMAKING

- Carry a personal portfolio of ~75 annual, capital and planned-giving prospects, setting goals and serving as an example for a team, many of whom may be new to portfolio management.
- Lead the implementation of portfolio management with the Development team along with integration of campaign and annual operating fundraising within it. Assign and oversee Development team portfolios; establish operating procedures to ensure consistent execution of portfolio management, provide thoughtful counsel to staff on donor strategy based on experience and best practices; monitor all portfolios and progress toward goals.
- Share expertise on the different philanthropic tactics and approaches needed to secure gifts from individual philanthropists (high net worth donors, major donors, and annual fund donors), institutional foundations and corporations.

- Share knowledge and guidance on the different channels to reach donors including newsletters, impact reports, direct response (mail, email, and social media) and events.
- Partner with the CEO on her portfolio and provide advice and support with moves and solicitations.
- Work with members of the Board and other fundraising volunteers in identifying, cultivating, and soliciting donors. Model and lead best practices for board engagement in fundraising within the context of portfolio management.
- Work with the Chief External Relations & Communications Officer to ensure effective coordination between MarCom and Development for consistent messaging to steward donors and communicate the impact of the Foundation's work.
- Partner with the Chief External Relations & Communications Officer on federal and state grant opportunities.
- Oversee the Foundation's responsive and strategic grantmaking program for the Zuckerberg Patient Care and Quality Improvement Fund, Equity and Innovation Grants and Transform Mental and Behavioral Health Fund.

MANAGEMENT, ADMINISTRATION, AND SYSTEMS

- Manage, motivate, and develop a creative, focused, and high-performing team; ensure that they have the tools to do their best work; encourage cross-functional collaboration and cohesion; promote a culture where new ideas are embraced; encourage team to fully implement effective portfolio management, decision-making and problem-solving, giving them opportunities to learn and grow.
- Continue the Foundation's work in creating a vibrant post-Pandemic culture; prioritize in-person donor meetings and the work of raising money.
- Develop and oversee the annual Development Department's revenue and expense budget.
- Work closely with the Chief Financial Officer to ensure thorough and accurate financial reporting, compliance, and budget forecasting in all categories of fundraising and other administrative requirements related to the ZSFG, UCSF and the City of San Francisco relationship.
- Create and oversee the implementation of systems and strategies for donor engagement and stewardship.
- Provide leadership for upward and outward reporting on fundraising activities to other senior foundation leaders, members of the Board, hospital leaders and others. Create a culture of transparency based on accuracy and integrity of departmental planning, metrics, data, and reporting.
- Manage consultant and vendor contracts.

BOARD RELATIONS AND DEVELOPMENT COMMITTEE

- Provide primary staff leadership to the Board Development and Stewardship Committee and continue a culture of teamwork. Work with committee members to review and approve the annual Development budget and plan, including the goals and metrics for the committee itself. Report on progress against plan at D&S meetings. Work with individual members of the Committee to execute their own assignments.

- Partner with the CEO to provide leadership to the Capital Campaign Cabinet and Board Governance Committee.
- Oversee and guide members of the Development team in Board and volunteer staffing of Hearts in SF, and Board committees, Transform Mental and Behavioral Health Fund, Equity and Innovation Grants, and ZPCQI.
- Attend Board meetings and provide Board development report for Board book materials and present at Board meetings per the agenda.
- Support and promote the work of individual members of the Board in fundraising, board recruitment and cultivating outstanding volunteer leaders.

QUALIFICATIONS

The Chief Development Officer will have 10+ years of fundraising and development experience with at least five years in a senior leadership role overseeing operational and performance outcomes. Experience with campaign management and fundraising will be a distinct advantage. Critical to the success of the CDO is the ability to develop and implement strategies for major and leadership-level gift solicitations. In addition, the successful candidate will possess combinations of the following:

- Commitment to the mission of the Foundation and supporting a public health hospital operating in a complex environment.
- Commitment to the organization’s statement of inclusivity and support to operationalize diversity, equity and inclusion.
- Experience with sizable organizations that includes annual operating, endowment and capital elements; background managing all aspects of fundraising; verified track record of meeting or exceeding measurable fundraising goals; broad-based knowledge of various development activities including proposal and grant development, planned giving, capital campaigns, event planning and management, and different approaches to direct solicitations.
- A record of personal success in raising very large gifts, including at the seven-figure and above levels from individuals, foundations and businesses
- An ability to work closely with senior business professionals and philanthropic donors, physicians and hospital leaders, nonprofit and government professionals; adept at collaborating with various subject matter experts and in leveraging the abilities and knowledge of such leaders for fundraising purposes.
- Experience shaping fundraising systems and data that are operationally sustainable and leveraging fundraising databases and support systems for donor segmentation, research and volunteer management; experience with Blackbaud Raiser’s Edge is preferred.
- An understanding of different types of outreach to various segments of philanthropists, foundations and corporations, with specific experience in structuring long-term relationships with individuals and organizations who have different priorities; demonstrated success with establishing stewardship and recognition programs; experience in portfolio management, moves management strategies.
- A charismatic communicator; exceptional written, verbal and presentation skills.

- Skilled at motivating, directing and managing staff, board members and consultants, and in coordinating and supporting the fundraising activities of others.
- Business acumen; experience creating budgets and forecasting revenue; data-driven; organized.
- A good listener; intrepid yet tactful; determined yet with the flexibility to find alternative ways to reach funding objectives when barriers arise; a skilled negotiator who does not drive themselves or others into a corner; a person able to analyze and formulate disparate information into sound, well-organized plans.
- Emotionally mature and imbues confidence; the flexibility and sensitivity to work with diverse personalities and situations.
- Bachelor's degree.

The expected compensation range for this position is \$240,000 - \$265,000. The position is expected to work in the office two days a week, be available to come to the office or have donor meetings as needed on all weekdays, be available for evening and weekend events or meetings as needed and telecommute on days when not in office. SFGHF offers a very competitive benefits package including health, dental and vision benefits along with a 403(b) savings plan.

This is a hybrid role with partial days onsite and partial days working remotely. As the Foundation is housed within a City of San Francisco building, and because we work closely in tandem with our Hospital partners, all onsite San Francisco General Hospital Foundation employees are required to be fully vaccinated against COVID-19 as a condition of employment (except in cases of a verified medical condition or sincerely held religious belief, and only then if it causes no undue hardship to the organization or is otherwise mandated by state or federal laws).

SFGHF is proud to support ZSFG in providing equity, access, and quality health care for all. As part of our work towards health equity, we strive to embrace diversity in all its forms, including, but not limited to race, ethnicity, gender identity, sexual orientation, age, religion, ability, and socio-economic status. We are committed to fostering a workplace and community that values diversity and inclusion and are proud to partner with those who share those principles. Also, pursuant to the San Francisco Fair Chance Ordinance, SFGHF will consider qualified applicants with arrest and conviction records.

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