



**EXECUTIVE DIRECTOR OF CAMPAIGNS**  
**HOAG HOSPITAL FOUNDATION**  
Newport Beach, California

**THE SEARCH**

Hoag Hospital Foundation (HHF), the philanthropic arm of one of the top-ranked hospitals in California and the highest-ranked hospital in Orange County, seeks a seasoned and accomplished executive director of campaigns to guide ambitious upcoming capital and comprehensive campaign efforts. Most notably, this inaugural position will serve as the central organizer of an approaching groundbreaking billion-dollar comprehensive campaign to advance the mission and impact at Hoag Hospital (Hoag). The search commences during a momentous time following significant investment in and growth of both Hoag and HHF; the dramatic increase in philanthropic support to HHF over the past decade has contributed to further and reaffirm Hoag as a leader on the forefront of advanced care. For the right candidate, this is a rare, career-defining opportunity to make an unprecedented impact in the field of health care philanthropy and create a lasting legacy for an ambitious and growing development enterprise.

Reporting to Danna Grant, senior vice president, advancement (SVP), and working closely with HHF President Dr. Flynn Andrizzi, the executive director will serve as an active thought partner and central orchestrator in campaign planning and attainment. This leader will maintain expert-level knowledge in current and evolving trends in capital and comprehensive campaigns, while also introducing new and innovative approaches. They will work collaboratively and cooperatively to organize and implement priorities, plans, and strategies to lead development staff through campaign planning and aggressive goal setting to support campaign priorities. With a strong service orientation and broad institutional perspective, the executive director will build trusting and effective partnerships with HHF staff, senior HHF and Hoag leadership, as well as campaign volunteers, donors, physicians and clinical leaders, vendors, and campaign counsel. Leading by influence, the executive director will guide strategic and tactical planning for campaign initiatives, serving as a convenor and facilitator to bring staff and resources together. They will leverage the strength of existing programs and infrastructure while analyzing and elevating efforts

through the introduction of creative and entrepreneurial fundraising strategies, industry best practices, and data-informed risk-taking and decision-making.

The ideal candidate will be a diplomatic, adaptable, and experienced professional who excels at strategic planning and project management. They will possess a high degree of professional experience managing capital and comprehensive campaigns within a large, complex, and fast-paced organization. Superior communications skills to ensure effective messaging for a variety of audiences will be essential, along with a high level of integrity and emotional intelligence to effectively engage and partner with key internal and external constituents. The ideal candidate must be a self-starter who operates with a sense of urgency, and thinks strategically, analytically, and innovatively to transform new ideas into executable and enduring programs. A bachelor's degree is required.

Hoag Hospital Foundation has retained Ms. Rachel Ellenport of the national executive search firm, Isaacson, Miller, to assist in this important recruitment. Confidential inquiries, nominations, and applications should be directed to the search firm as indicated at the end of this document.

## HOAG MEMORIAL HOSPITAL PRESBYTERIAN

For 70 years, Hoag Memorial Hospital Presbyterian has delivered a level of personalized care that is unsurpassed among Orange County's health care providers. Since 1952, Hoag has served the local communities and continues its mission to provide the highest quality health care services through the core strategies of quality and service; people; physician partnership; strategic growth; financial stewardship; community benefit; and philanthropy.

Hoag is a nonprofit regional health care delivery network in Orange County, California, consisting of two acute-care hospitals in Newport Beach and Irvine, 13 urgent care centers, nine health care centers, and a network of more than 6,500 employees, 2,000 volunteers, and 1,700 physicians representing 52 different specialties. More than 30,000 inpatients and 480,000 outpatients choose Hoag each year.

Hoag offers a comprehensive blend of health care services, providing specialized care in the following areas:

- **Hoag Family Cancer Institute**, which is on the leading edge of cancer treatment. The Institute offers patients a full range of advanced cancer therapies, as well as access to new investigational treatments through a special alliance with USC Norris Comprehensive Cancer Center.
- **Hoag Women's Health Institute**, which improves the lives of the women it serves with personalized, integrated care through prevention, wellness, and treatment. Hoag offers nationally designated programs in the areas of breast health, gynecological health, and maternal child health.

- **Hoag Digestive Health Institute** offers programs for a wide range of digestive health issues, leading the way in complex digestive care and providing access to a highly specialized surgical team. Hoag's commitment to accurate diagnosis, combined with progressive therapeutic options and a comprehensive, multidisciplinary program, enables patients to achieve some of the highest clinical outcomes in the nation.
- **Jeffrey M. Carlton Heart & Vascular Institute**, one of the preeminent cardiovascular centers on the West Coast, achieves international and national accreditation for many of its programs. The Society of Thoracic Surgeons placed Hoag in the highest category for quality cardiac surgery, a rating achieved by only 10 percent of hospitals nationwide.
- **Pickup Family Neurosciences Institute**, which incorporates the latest diagnostic technologies, treatment modalities, and integration of medical specialists to deliver the highest quality care for all complex neurological disorders.
- **Hoag Orthopedic Institute**, a specialty hospital with two ambulatory surgery centers and the highest volume provider of joint replacements in California. Its physicians collaborate on more than 10,000 orthopedic procedures annually with a focus on the treatment of knee, hip, and spine disorders and with pride in specialty care related to sports medicine, orthopedic trauma, and extremities.

Hoag is also fiercely committed to exploring and perfecting innovative treatment options, often being the first hospital in Orange County to offer new health advancements, such as robotic surgery. Hoag has invested \$261 million in programs and services to support underserved communities within the past five years, including areas like mental health, homelessness, transportation for seniors, education, and support for single mothers.

Hoag is fully accredited by DNV and has ISO 9001 certification. Additionally, Hoag is a designated Magnet® hospital by the American Nurses Credentialing Center (ANCC), which is the most prestigious certification in nursing.

For the fifth consecutive year, *U.S. News and World Report* named Hoag the highest ranked hospital in Orange County, the fourth best hospital in the Los Angeles Metro Area, and the ninth best in California. Hoag's 2021-22 rankings also included national recognition for specialty services, including:

- #22 in Diabetes and Endocrinology
- #27 in Orthopedics
- #32 in Pulmonology and Lung Surgery
- #44 in Gastroenterology and GI Surgery
- #50 in Geriatrics

The nonprofit hospital is guided by a 15-member Board of Directors. Robert T. Braithwaite serves as president and chief executive officer.

To learn more about Hoag, please visit: [www.hoag.org](http://www.hoag.org).

## HOAG HOSPITAL FOUNDATION

Hoag Hospital Foundation, a separate 501(c)(3) corporation, is an integral partner in Hoag's mission to become a trusted and nationally recognized health care leader. Under the direction of an engaged volunteer Board of Directors, HHF conducts campaigns and programs that raise more than \$100 million in new gifts and pledges each year. Securing the philanthropic resources to fuel leading-edge research, superb and compassionate clinical care, and advanced training drives HHF, and each member of the 60+-person organization plays a key role in this important work. Led by President Flynn A. Andrizzi, PhD, HHF is comprised of a talented and respected community of development professionals who take tremendous pride in the collaborative, supportive, and rewarding culture that they have diligently and intentionally created over the years.

As of June 2021, HHF's endowment stood at \$334 million. The Foundation manages nearly 800 endowed funds. Following the conclusion of the campaign, HHF has prioritized fundraising around Hoag's capital needs in addition to raising support for the COVID-19 Fund, which has secured more than \$8.3 million to date to ensure the Hospital is prepared with sufficient PPE and supplies, as well as to position Hoag to conduct clinical trials for COVID-19 treatment, vaccine testing, and preventative care.

Currently, HHF is focused on a short-term capital campaign to raise \$300 million to expand the Hoag Hospital Irvine campus, a project that will invest more than \$1 billion to add new services to Orange County. The capital campaign is slated to conclude in 2025 and will serve as the bridge to a new comprehensive campaign, likely to begin with a \$1 billion working goal.

Additional information on HHF is available by clicking [here](#).

### ***Hoag Promise, Our Campaign to Lead, Innovate & Transform***

Hoag completed its first-ever, record-setting comprehensive campaign in December 2020. Launched on October 1, 2010, The *Hoag Promise Campaign* encompassed every institute, center, and aspect of Hoag while also including programs, innovation opportunities, education, research, technology, facilities, and clinical staff for each area. With more than 100 of Hoag's physicians serving as members of the Physician Campaign Leadership Group (PCLG), the campaign also embodied the strong partnership between key hospital stakeholders and HHF.

The campaign goals fell into one of three overarching themes that connect fundraising priorities throughout Hoag to meaningful community benefits: the promise of big ideas; the promise of empowering

patients; and the promise of extraordinary leaders. The campaign far surpassed the \$627 million goal, securing over \$760 million to support Hoag's continued clinical leadership, innovative spirit, and transformative potential. The campaign received over 90,000 gifts from more than 24,000 donors, nearly 18,000 of whom were new donors to HHF. The campaign also ushered in an endowed chair program, a new concept to community-based hospitals. Currently, Hoag has 19 endowed chairs with endowments ranging from \$2 million to \$5 million.

For more information about the campaign, please click [here](#).

### **Benefactor Program**

Hoag's growth and transformation over the years has largely been made possible by the support of the philanthropic community, whose combined efforts have paved the way for Hoag to become the outstanding health care organization it is today. As a gesture of gratitude, HHF established the Benefactor Program in 2003 to honor and thank its most generous supporters. The program serves as a model for many local and national facilitated access programs for its outstanding assistance to its donors.

Benefactors enjoy exclusive access to a team of compassionate and experienced benefactor liaisons whose purpose is to facilitate their health care journey across Hoag's many facilities. Available 24/7, benefactor liaisons assist program participants with scheduling and referral requests and meet them upon arrival in the Emergency Department.

The Benefactor Program is for donors who reach lifetime support of \$250,000 in gifts and pledges or who provide a \$1 million qualifying estate gift.

### **EXECUTIVE DIRECTOR OF CAMPAIGNS**

Reporting to the senior vice president, advancement of the Hoag Hospital Foundation, the executive director of campaigns is responsible for overall planning and implementation of Hoag's anticipated billion-dollar comprehensive campaign as well as key capital campaigns of \$200 million or more. In close consultation with senior HHF leadership, the executive director will collaborate closely with key colleagues across HHF and Hoag to develop priorities, plans, policies, and strategies for the campaign. The executive director will refine goals and policies as necessary, developing effective strategies and tactics to achieve campaign goals and assuring that all fundraising activities are coordinated, including prospect identification, qualification, assignment, cultivation, solicitation, and stewardship. The executive director will evaluate, develop, recommend, and recruit campaign staffing and resources as required; clarify and strengthen functions and programs to ensure campaign goals are achieved; and manage the implementation of the campaign plan. The executive director will lead efforts to engage and convene HHF staff, align campaign priorities with case development, coordinate ongoing campaign councils and volunteer committees, and track campaign progress and activities.

**Following are the specific responsibilities and duties of the position:**

- Design, plan, implement, manage, and oversee all administrative aspects of multi-year capital and comprehensive campaigns in support of Hoag.
- Consult with HHF leadership regularly regarding campaign progress and provide guidance and support on plans and strategies to achieve defined goals. Produce high-level campaign timelines and detailed underlying project plans that include benchmarks, milestones, deliverables, goals, and key players.
- Provide evaluation to HHF leadership, campaign volunteers, and boards of directors regarding results, successes, lessons learned, opportunities for growth, and forecasting. Produce regular reports and briefing materials, budgets, campaign documents, memos/correspondence, and metrics reports to key stakeholders.
- Seek opportunities to provide ongoing education of HHF staff and partners on campaign strategies and best practices.
- Lead the planning process for special projects and initiatives throughout the campaign. Provide strategic staffing support and advice on the organization of campaign volunteer committees and initiatives; determine the leadership, define the mission, and clearly articulate goals and deliverables. Monitor progress relative to goals and timelines; assume accountability for keeping projects and initiatives on time and on target.
- In concert with HHF leadership and frontline development staff, participate in developing strategies for identification, cultivation, solicitation, and stewardship of new and existing donors.
- Design, launch, and maintain processes for identifying and tracking approved funding priorities that will be included within each campaign.
- Work with communication and marketing teams, and other partners to develop campaign branding and messaging including the case prospectus, case for support, other relevant collateral, and branded merchandise.
- Collaborate with the prospect research and management team to leverage data analytics and predictive modeling to inform campaign strategies, identify potential donor populations, measure the philanthropic potential of existing donor households, develop campaign gift tables, craft ask amounts, and design solicitation strategies.
- Perform other tasks and duties as directed by the SVP

**Qualifications and Experience**

- A talented leader who is eager to work collaboratively across HHF and Hoag, especially with hospital leaders and other key stakeholders to convene, educate, and motivate them around campaign planning and implementation.
- Expertise and depth of understanding of best practices and trends in comprehensive and capital campaigns; seven to ten years of progressively responsible experience with at least five years of campaign management experience in complex, successful development programs, preferably in higher education or health care.

- The intellectual and emotional depth, maturity, and confidence to engage and garner the trust of the key administrative leaders, physicians, senior staff, and key volunteers and donors. A high level of comfort and effectiveness working with high-net-worth individuals and corporate business leaders.
- The political savvy to navigate a complex medical community; the desire and ability to build bridges and strong collaborative relationships with all members of an enterprise. An interest in serving as a resource to others and obtaining their input.
- The ability to adapt to and lead through changing circumstances in an environment where working across boundaries and leveraging strengths are necessary.
- A creative approach to problem solving, and strong critical thinking and analytical skills. A high level of energy, self-assuredness, optimism, personal resilience, and the ability to function at peak levels in a high expectation environment are essential.
- A sharp eye for operational efficiency and the best use of resources, including a demonstrated understanding of budgets and the ability to manage them.
- An understanding of and appreciation for the use of technology.
- Superior written and oral communication skills. Superlative interpersonal skills, an ability to lead by influence, and demonstrated success working with all individuals.
- Honesty, integrity, enthusiasm, perspective, and a sense of humor; a strong work ethic supported by commitment and follow-through.
- A bachelor's degree is required.

## LOCATION

Hoag Hospital has locations in Newport Beach and Irvine, both of which are in the heart of Orange County. The Hoag Hospital Foundation's main offices are located in the Coufos Family Center for Philanthropy in Newport Beach, located less than an hour from Los Angeles International Airport and downtown Los Angeles. Hoag enjoys the best of what Southern California has to offer: beaches, mountains, deserts, and a broad variety of cultural, entertainment, and intellectual activities. To learn more about Newport Beach, please click [here](#). For more information about Irvine, please click [here](#).

## TO APPLY

Rachel Ellenport is leading this search with Grace Zakim and Megan Gorman. For more information, to submit a nomination, or to apply for this role, please visit:

<https://www.imsearch.com/8681>

*Hoag Hospital Foundation does not discriminate in its employment policies and practices on the basis of factors such as race, sex, sexual orientation, gender identity, gender expression, age, color, religion, national origin, disability, or veteran status. Hoag complies with federal and state legislation and regulations regarding non-discrimination.*

## ADDENDUM

### LEADERSHIP

#### **Robert T. Braithwaite**

##### **President and Chief Executive Officer, Hoag Memorial Hospital Presbyterian**

Robert T. Braithwaite is president and chief executive officer (CEO) of Hoag Memorial Hospital Presbyterian. He is the senior executive responsible for all aspects of hospital operations and quality of care, and directs an 18-member executive leadership team. He is also responsible for a significant philanthropic effort, directing the Hoag Hospital Foundation along with a senior executive and staff. In addition, Braithwaite is responsible for the provision of hospital-sponsored outreach services and is accountable for achieving community benefit goals, as determined by the Board of Directors.

From 2009 until his appointment as president and CEO in 2013, Braithwaite was chief operating officer of Hoag's entire health care network including both campuses of Hoag Hospital. He also served as chief administrative officer of Hoag Hospital Irvine which opened in 2010, leading the process of developing, building, staffing, and licensing both Hoag Hospital Irvine as well as Hoag Orthopedic Institute.

Braithwaite joined Hoag in 1992 as administrative resident and throughout his tenure, from 1992 to 1996 and from 1999 to present day, has served in key management positions for Hoag's network of hospitals and community urgent care centers. Other previous positions include purchasing manager, director of materials management, assistant vice president, vice president for support services, vice president of operations, and senior vice president for hospital operations.

A graduate of Brigham Young University, Braithwaite received a bachelor's degree in health management and promotion, and a master's degree in health services administration from Arizona State University. He currently belongs to the American College of Healthcare Executives.

Braithwaite has supported and served numerous community organizations throughout his career including SOS Clinic, South County Chamber of Commerce, and several youth-related sports organizations. He is currently serving as a board member of the Irvine Chamber of Commerce and Irvine Public School Foundation.

#### **Flynn A. Andrizzi, Ph.D.**

##### **President, Hoag Hospital Foundation**

Dr. Flynn A. Andrizzi is the president of the Hoag Hospital Foundation. In this role, he serves as a member of the hospital's executive management team and leads the overall development operations for Hoag. Andrizzi has spent over 25 years as a leader in the nonprofit sector.



Before joining Hoag in 2010, Andrizzi served as the senior vice president and chief development officer at the University of Iowa Foundation. Prior to that, he served as vice president for institutional advancement at Thomas Jefferson University in Philadelphia. Andrizzi also served in top fundraising positions at the University of Utah, his alma mater.

Andrizzi holds a Ph.D. in Educational Leadership & Policy from the University of Utah, as well as bachelor and master of public administration degrees from the same university.

### **Danna Grant**

#### **Senior Vice President, Advancement, Hoag Hospital Foundation**

Danna Grant is an experienced philanthropic leader with expertise in optimizing donor relationships to successfully support causes vital to communities, including health care and education.

In her role as senior vice president of advancement for the Hoag Hospital Foundation (HHF), Grant is the strategic leader overseeing development and donor relations. As a member of the Foundation's senior leadership team, Grant partners directly with the president, board of directors, and hospital partners to execute major fundraising initiatives vital to the growth of the Hoag health system. She began her career with the Foundation as vice president of donor relations, a role in which she established a productive and creative donor experience team that elevated stewardship, communications, and experience-driven processes. In that role, she led the team during the onset and continuation of the COVID-19 pandemic and effectively managed crisis communications, implementing virtual events and experiences and creating a digital space for messaging and donations, resulting in raising more than \$8 million.

Grant was previously at The Ohio State University Wexner Medical Center, where she was director of donor relations and stewardship. There, she directed, implemented, and managed a comprehensive stewardship program while driving strategy and collaborating with development officers, communications staff, and medical leadership. Prior to that, she was executive director of advancement relations at the University of Dayton in Ohio, where she provided executive leadership by directing the overall strategy and execution of communication and relationship plans for University Advancement to significantly expand alumni engagement and philanthropic commitments.

Grant is committed to creating impactful connections with colleagues, donors, and organizational leaders to establish actionable plans and accomplish goals.