



Hospital Foundation

DIRECTOR OF DEVELOPMENT, PRINCIPAL GIFTS HOAG HOSPITAL FOUNDATION Newport Beach, California

The Highest-Ranked Hospital in Orange County, Reaching Even Higher

THE SEARCH

Since 1952, Hoag Hospital (Hoag) has carried out its mission to serve the community by providing health care of the highest quality. Hoag is expanding its reach across Orange County, continuing to develop facilities and programs that advance treatment options, promote cutting-edge translational research, and invest in top-tier technology combined with holistic wellness offerings. Philanthropy is critical in increasing access to Hoag's expert, comprehensive care for more communities. At this exciting moment of expansion, Hoag Hospital Foundation (HHF) seeks an experienced and entrepreneurial fundraising leader to serve as a director of development, principal gifts (director). For the right candidate, this is a unique, career-defining opportunity to contribute to transformational gift fundraising within the context of a well-resourced and established development enterprise committed to excellence, teamwork, and growth.

Building upon this upward trajectory and the momentum of a recently completed \$760 million campaign, this new position has been created to enhance Hoag's existing principal gifts program and will have a specialized focus on qualifying high-net wealth prospects through targeted qualification and cultivation to secure face-to-face visits. Reporting to the vice president of development, principal gifts, the director will have a strategic role in building principal gift support for [*Boldly Hoag*](#), a \$300 million capital campaign to support the ambitious growth of Hoag's Irvine campus, that will bridge to a \$1 billion comprehensive campaign over the next ten years. The *Boldly Hoag* campaign, publicly launched in November 2022, has gained early momentum, including a \$50 million gift from the Sun Family Foundation.

The director will personally cultivate a portfolio of donors and prospects in key communities of focus, targeting major (\$100,000+), principal (\$2.5 million+), and planned gifts through personal engagement, qualification, cultivation, solicitation, and stewardship, aligning donor interests with institutional priorities. The director's primary focus will be identifying, qualifying, cultivating, and soliciting principal

gift prospects through targeted phone calls, face-to-face meetings, strategic engagement, and physician and volunteer partnerships incorporating moves management skills, protocols, and techniques. In addition, the director will partner with the vice president, principal gifts to oversee Hoag Innovators (Innovators), a group of donors with a shared vision for advancing health care innovation at Hoag by leveraging the power of collective giving. The group has raised over \$20 million for Hoag initiatives in the last five years. Future plans are to recruit an additional 20 members annually and raise an additional \$27 million over the next five years.

To achieve Hoag's ambitious goals, the director of development, principal gifts must be a driven, highly collaborative professional who excels at identifying, qualifying, cultivating, and soliciting principal gift prospects. The director will be entrepreneurial and self-motivated to build and qualify Hoag's pipeline of future principal gift donors. The ideal candidate will possess a high degree of professional experience and knowledge of fundraising best practices within a large, complex, fast-paced organization. The director must possess superior communications skills to ensure effective messaging for a variety of audiences, along with a high level of integrity and emotional intelligence to engage and partner with key internal and external constituents effectively. The director will be a self-starter who operates with a sense of urgency and can demonstrate an established track record of increasing principal gift philanthropic revenue from diverse constituencies. The ideal candidate will have five to seven years of fundraising experience, an established track record of increasing philanthropic revenue from diverse constituencies, and progressive experience in successful development programs. Expertise within Orange County's philanthropic community is desirable. A bachelor's degree is required.

Hoag Hospital Foundation has retained 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.

DIRECTOR OF DEVELOPMENT, PRINCIPAL GIFTS

The director of development, principal gifts will report to the vice president of development, principal gifts and personally cultivate the highest capacity donors across Orange County within a metrics-driven, research-based program. This role will support principal gift fundraising throughout Hoag's expanding footprint within Orange County. The director will focus on identifying, cultivating, soliciting, and stewarding high-capacity, high-affinity donors to Hoag, which include gifts at \$2.5 million+. The director will enhance Hoag's existing principal gifts program and will have a specialized focus on qualifying high-net wealth prospects through targeted qualification and cultivation.

Major Functions and Responsibilities:

Strategic Leadership

- Provide dynamic and innovative leadership for fundraising efforts, enhancing a portfolio that supports major and principal gifts.

- Partner closely with the vice president, principal gifts to execute principal gift fundraising strategies to advance transformational giving while diversifying the funding base towards long-term sustainability.
- Excel at identifying, educating, cultivating, soliciting, and stewarding high-capacity donors across Hoag's expanding regional footprint.

Donor Engagement and Fundraising

- Leading by example, maintain a portfolio of major and principal gift prospects, demonstrating frontline fundraising success. Personally identify, qualify, cultivate, solicit, and steward high-level donors and prospects. Achieve personal annual fundraising goals.
- Successfully represent the vision of the future of Hoag to potential donors and community members.

Collaboration and Partnerships

- Partner with senior foundation leaders to develop priorities and design strategies and plans that are specific to the philanthropic goals and coordinated with other giving priorities; ensure HHH leaders are apprised of development efforts.
- Recognizing time constraints, engage physicians, administrative leaders, and volunteers in the fundraising process, ensuring their time is highly productive, meaningful, and personally rewarding; build strong and mutually beneficial relationships between hospital leaders and donor audiences.
- Work with community board members and other leadership volunteers to engage appropriate donors.
- Strengthen partnerships with central foundation colleagues, work directly and collaboratively with planned giving officers and special events staff, among others.

Qualifications and Experience:

- An established track record of program-building and increasing philanthropic revenue from diverse constituencies in a donor-centric environment.
- Experience working in comprehensive and/or capital campaigns in large, complex, and fast-paced organizations.
- A proven track record of success in personally qualifying, cultivating, soliciting, and stewarding six- and seven-figure gifts from individuals, corporations, and foundations. A high level of comfort and effectiveness working with individuals of high net worth and visibility.
- A deep appreciation for the history, mission, achievements, and aspirations of Hoag and the Foundation; the ability to effectively articulate the vision for the future to a diverse audience.
- A genuine passion and energy for contributing to the growth and evolution of a development program in a rapidly changing environment; the ability to work effectively with a broad range of constituents – providing strong support, inspiring them to action, and making the experience rewarding.
- 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 tenacious and entrepreneurial bridge-builder with a deep sense of urgency, a clear set of priorities, a strong work ethic, and a self-directed approach.
- An engaging and persuasive communicator; a professional and trusted representative of the hospital who can deliver compelling, coherent messages in one-on-one, small group, and large group settings with a variety of stakeholders, including highest-level volunteers and donors.
- An understanding of and appreciation for the use of technology.
- Experience in the analysis and interpretative skills for major gift fund-raising purposes, including summary assessment with recommended actions steps for cultivation and solicitation of individuals, corporations, foundations, associations, and societies, for volunteer service, major gift, and pledge support.
- 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.
- Five or more years of progressively responsible professional fundraising experience, preferably in health systems or higher education.
- Strong commitment to the mission, vision, and values of Hoag Hospital.
- Willingness to travel throughout California and to out-of-state meetings if necessary.
- 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 (LAX) and downtown Los Angeles. The Irvine campus is roughly 80 minutes from both LAX and downtown. 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](#). This position is in person five days per week and will primarily be based in Hoag's Newport Beach campus.

COMPENSATION

The pay range for this position is \$111,945 - \$184,620. Hoag Hospital Foundation offers excellent benefits, including medical, dental, and vision insurance, sick and vacation time, retirement savings plans, and access to various health, wellness, and professional development initiatives. Final salary offers are based on specific candidate qualifications and experiences and in support of equitable and consistent pay at the institution. This role is eligible for an annual incentive bonus, and a signing bonus may be available within department guidelines.

TO APPLY

Rachel Ellenport is leading this search with Emily Godamanna, Sarah Watkins, and Rebecca Lyons. For more information, to submit a nomination, or to apply for this role, please visit:

[https://www.imsearch.com/open-searches/hoag-hospital-foundation/
director-development-principal-gifts](https://www.imsearch.com/open-searches/hoag-hospital-foundation/director-development-principal-gifts)

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

Lyddy Lewis

Vice President of Development, Major Gifts, Hoag Hospital Foundation

Lyddy Lewis started her philanthropy career in food banking, pursuing a passion for serving others that has carried her into roles where she has successfully fostered fruitful relationships, raised major funds, and led teams to do the same.

In her current role as vice president of development, Lewis directs and manages fundraising for Hoag Hospital Foundation, overseeing a dynamic team based in Newport Beach and Irvine. She develops programs and activities for major gifts, annual giving, and gift planning. She began her career with the Foundation as executive director of major gifts, where for nearly two years she was instrumental in optimizing best practices for donor qualifications and setting the direction of fundraising for clinical initiatives, including the ones responding to COVID-19.

Lewis was previously at the American Red Cross in North Texas, where she was senior director of major gifts and developed the top performing Individual & Foundation Giving team in the nation, exceeding revenue goals for five consecutive years. She maintained a portfolio of top tier major donors, prospects, and Fortune 500 corporate partners, developing key relationships across the region's 121 counties. She led multiple crisis response fundraising efforts on record-breaking disaster operations, both on the regional as well as the national scale. As interim chief development officer in the major markets of Dallas-Fort Worth and Houston, Lewis has experience forecasting, managing metrics and implementing a strategic vision in collaboration with executive leadership teams. She was responsible for the most prestigious, major giving society within the American Red Cross network and developed the largest branch of the Tiffany Circle Society of Women Leaders from a pilot to an established program. Also, during her time at the American Red Cross, she was recognized as a Top Performing Leader by receiving top scores from her direct reports for employee engagement, performance enablement, and manager effectiveness.

Lewis is dedicated to developing a learning culture in which colleagues enhance their skills while aiming to achieve individual and organization goals.