

Position Profile

*On behalf of our client, Allina Health,
CohenTaylor Executive Search Services
is conducting a retained executive search for its*

Executive Director of Development, Mercy
Hospital Foundation



Allina Health/Mercy Hospital Foundation Fast Facts

Allina Health:

- 61 primary care clinics
- 49 rehabilitation locations
- 23 hospital-based clinics
- 12 hospitals
- 15 retail pharmacy sites
- 2 ambulatory care centers
- Home care, hospice and palliative care services
- Emergency medical services

Mercy Hospital

- One hospital with two locations in North Metro suburbs of Coon Rapids and Fridley
- Consistently ranked one of best hospitals in MN; third in Twin Cities, fifth in the State (U.S. News & World Report)
- Ranked Best Regional Hospital (U.S. News & World Report)
- Six consecutive ratings in top 100 (www.100tophospitals.com)
- In top 50 nationally, for Cardiovascular Hospitals

Mercy Hospital Foundation:

- Will have completed two successful back-to-back capital campaigns by end of 2018
- Raises average of \$2.5 Million annually
- Three full-time staff members
- Governed by a Board of Directors representative of both communities

For more information, visit:

<https://www.allinahealth.org/Unit-y-Hospital/Foundation/>



Mission:

Allina Health- We serve our communities by providing exceptional care, as we prevent illness, restore health, and provide comfort to all who entrust us with their care.

Mercy Hospital Foundation- Mercy Hospital Foundation's mission is to raise, steward, and distribute philanthropic funds to help improve patient care, personal health, and the quality of life for all families served by Mercy Hospital.

Allina Health's Vision:

We will:

- Put the patient first
- Make a difference in people's lives by providing exceptional care and service
- Create a healing environment where passionate people thrive and excel
- Lead collaborative efforts that solve our community's health care Challenges

Allina Health's Values:

- **Integrity** – We match our actions with our words
- **Respect** – We treat everyone with honor, dignity, and courtesy
- **Trust** – We act in the best interests of our patients, physicians, communities, and one another
- **Compassion** – We create a caring environment for our patients and one another
- **Stewardship** – We use our resources wisely

The Organizations

Allina Health:

Allina Health is a not-for-profit health system consisting of clinics, hospitals, and other health services, providing care throughout Minnesota and western Wisconsin. Allina cares for patients from beginning to end-of-life through its clinics, hospitals, pharmacies, specialty care centers, and specialty medical services that provide home care, senior transitions, hospice care, medical equipment, and emergency medical transportation services.

Mercy Hospital: “One Hospital, Two Campuses”

Mercy Hospital is undergoing a new model of care—one hospital; two campuses located in Fridley and Coon Rapids. This model follows the 2017 merger of the two campuses and will allow Allina Health to combine several services, resulting in stronger programs that serve the North Metro with leading-edge technology, enhanced patient care, and improved health outcomes.



Mercy Hospital Foundation:

The Mercy Hospital Foundation, a subsidiary of Allina Health, is a supporting organization providing philanthropic support for the operation and strategic priorities of Mercy Hospital. Mercy Hospital has delivered top-notch medical care in healing, family-centered environments for more than 50 years in the Twin Cities North Metro communities. With nationally recognized care, Mercy Hospital in Coon Rapids and Fridley are the cornerstones of health care in the North Metro and are committed to bringing the next level of care for generations to come. Mercy Hospital Foundation is dedicated to improving healthcare and services to these communities through philanthropy.

The Mercy Hospital Foundation is focusing campaigns and fundraising efforts toward this merger, including the creation of the Mother Baby Center at Mercy with Children’s Minnesota and the consolidation of mental health services at Mercy Hospital - Unity Campus.

Here are just a few examples of what has been made possible by generous donors and partners outside of campaign dollars:

- **Community Health:** Mobile Wellness Van
- **Emergency Care:** Emergency Department remodels at Mercy and Unity hospitals
- **Babies/Youth:** The Mother Baby Center at Mercy with Children’s; sleep sacks for newborns; Healthy Student Partnerships (health screenings); ongoing support to help ensure healthy beginnings for families
- **Cancer Care:** Cancer patient emergency funds
- **Heart Care:** Multipurpose operating room
- **Specialty Services:** Sexual Assault Nurse Examiner Program

- **Technology/Equipment:** State-of-the-art Electromagnetic Navigation Bronchoscopy® (ENB)™ to aid in earlier diagnoses of lung cancer and various equipment for cardiac rehabilitation.

Capital Projects

“Advancing a Legacy of Caring”

- In 2016, Mercy Hospital Foundation launched a three-year capital campaign, “Advancing a Legacy of Caring,” to help fund growth on the Mercy Hospital campuses. The Foundation has pledged to raise \$8.6 million to renew and provide new facilities and equipment that bring health and healing to residents of the North Metro. This campaign is currently at \$6.1 million of its goal with plans to complete the campaign by the end of 2018.



Project overview includes:

- Combining adult inpatient mental health and addiction services onto the Unity campus and creation of Allina Health’s first all private room 40-bed adult mental health unit.
- Major improvements to the Mercy Hospital Coon Rapids campus, including:
 - infrastructure renovation and expansion—sterile processing facilities, kitchen, laboratory services, and a parking ramp.
- Critical care renovation and expansion—intensive care unit (ICU), operating suites, pre- and post-operating areas, patient and family waiting areas, orthopedic unit, and emergency department.
- Click [here](#) to learn more about the campaign.



Annual Fund

The Annual Fund for Mercy Hospital is included as part of a comprehensive campaign model that includes capital expansion and renovation. Annual fundraising includes direct marketing, an employee campaign, and three special events including the Crystal Ball—an annual gala that attracts over 600 participants with proceeds dedicated to special projects.



The Role

The Executive Director of Development is the chief fundraiser for the Mercy Hospital Foundation and Allina Health in the North Metro market. This position partners with the CEO and senior leadership of Mercy Hospital, leads a small team in the Foundation and manages a volunteer board of directors representative of community to secure philanthropic revenue.

Key Accountabilities:

- Develops and implements a strategic fundraising plan with goals, objectives, timelines, and evaluation of results to fund community priorities at Mercy Hospital and Allina Health in the North Metro. This plan will include identification, cultivation, solicitation, and stewardship of donors and prospects capable of making major gifts.
- Includes decision-making ability around creation, execution, and evaluation of the annual plan, with a goal to increase philanthropic support for Mercy Hospital's two campuses. This role also collaborates in efforts with Allina's overall strategy of system-wide fundraising where major gifts may not be place based, but recognize donor intent and support system-wide initiatives.
- Supervises and evaluates work of staff members responsible for annual fundraising goals through direct marketing and special events; makes decisions regarding hiring, providing professional development opportunities, and performance management.
- Recruits, engages, and supports the Mercy Hospital Foundation board members in efforts to expand and engage with a pool of donors and donor prospects.
- Manages and prioritizes engagement with a portfolio of 75 to 100 donors/prospects around annual cultivation, solicitation, and stewardship targets. Activities will be consistent with building relationships with prospects identified through personal networking, grateful patient referrals, and Mercy Hospital Foundation board member recommendations.
- Oversees the stewardship of foundation assets and the grant-making process.

Reporting and Management Relationships

This role serves as the chief representative for philanthropy at Mercy Hospital, and he/she reports directly to the Vice President for Strategic Philanthropy in the Allina system. The Executive Director has a significant working relationship with the CEO of Mercy Hospital, who is an active partner to the work in philanthropy. Additionally, this role engages with, and manages (without reporting responsibility), the volunteers of the Foundation Board of Directors. The Executive Director, under leadership of the CEO, is part of the Mercy Hospital Leadership team. The Executive Director currently manages three staff, including a fundraising professional responsible for the Annual Fund and two executive support staff. This

executive will also serve on the Philanthropy Leaders Team as the liaison between Mercy Hospital and the Allina Office of Philanthropy—representing 1 of 14 heads of component funds or foundations in the Allina System.

The Ideal Candidate

- Career experience that demonstrates a strong understanding of the “art and science” of building an effective fund development program.
- Strong major gift and capital campaign experience with solid outcomes in gift production.
- Demonstrated competence in applying analytical skills to constituent management, from planning to donor segmentation and solicitation.
- Demonstration of good donor stewardship practices; communicating clearly and concisely; understanding and advocating for the needs of the organization while respecting donor intent. Knowledge of the North Metro preferred.
- Considerable experience with organizational leadership and development teams; preferably in a highly matrixed organization, as this role represents constituent interests of two hospital campuses along with potential major donor interests among multiple supporting organizations in the Allina Health system.
- Ability to act as leader, coach, and partner in professional development activity of the CEO, staff and volunteers engaged in the development function.
- Demonstrated track record in building relationships with a variety of constituencies, including colleagues, donors, physicians, volunteers, staff, and community leaders.
- Experience working in community partnerships and among community members, with the ability to understand the nuances of the North Metro communities and its culture.
- Strong leadership within a governance structure, including board recruitment, retention, and engagement. Must demonstrate ability to build a representative board and engage members in development activity.
- Bachelor’s Degree required; Master’s degree preferred.
- FAHP, CFRE, or ACFRE accreditation is also preferred with at least 7+ years of professional development experience; preferably as senior fundraiser with a team.
- Healthcare fundraising experience is not required, but also strongly preferred.



For more information or to send your credentials, please email info@cohentaylor.com

All inquiries will remain confidential.