



ROLES & RESPONSIBILITIES OF THE VP OF PHILANTHROPY

The VP of Philanthropy's overarching responsibility is to promote philanthropic investment by donor partners in the health care organization in order to advance the mission. However, the role encompasses far more. Together with the foundation board and health care CEO, this individual works with internal and external constituencies to build a culture of philanthropy that goes beyond transactional fundraising to build lasting, fruitful relationships rooted in a shared vision. Like an orchestra conductor, the VP of Philanthropy brings together many diverse talents and resources in a harmonious way that aligns philanthropy with the health care organization strategy.

Working closely with the foundation board, the VP of Philanthropy sets the strategy and philanthropic goals for the foundation. She is the liaison between the health system and the foundation board and keeps a constant flow of communication between the two groups. Together with the foundation board chair, the VP of Philanthropy supports the foundation board's effective leadership. As a leader and an

Key Responsibilities

- Provide strategic leadership to develop a multi-faceted, comprehensive approach to advancing philanthropy that is aligned with current and emerging best practice
- Partner with the CEO and foundation board on all development activities
- Work with individual board members to develop plans for their involvement in fund development activities
- Build relationships and alliances with corporations, foundations, volunteers, donors and prospects.
- Serve as the organization's chief advocate in enunciating the rationale for philanthropic investment in the organization's vision
- Lead a comprehensive program to secure major and principal gifts.
- Manage and oversee the foundation's budget
- Utilize metrics and benchmarking to enable on-going accountability and program refinement
- Recruit, develop and mentor a strong team of experienced philanthropy professionals
- Establish best practices for gift accounting, recognition and stewardship
- Instill a strong culture of philanthropy throughout the health care organization.

Roles & Responsibilities of the VP of Philanthropy

expert in her field, she is a trusted advisor to each board member and facilitates creating personal plans for full engagement in philanthropy. As a board member, you can help drive philanthropy by not only actively participating in the creation of your plan but also by executing and delivering on your shared goals.

The effective VP of Philanthropy must be a strategic, visionary thinker. She must have a full understanding of the organizational mission, vision and strategic plan. The VP must be able to articulate this to the board, donors, prospects and the broader community in a compelling way. A strong and persuasive, yet humanistic, communicator is vital in this role.

The VP of Philanthropy must have a relationship with the CEO based on mutual trust, respect and confidence; she serves as his top philanthropic advisor. The VP is a senior member of the executive team and works closely with its members, so they fully understand and embrace their roles in shaping a culture of philanthropy. She orchestrates their time wisely by including them in donor meetings when appropriate and encouraging participation in donor engagement. She continually educates and engages them in leveraging their leadership role to supporting philanthropic efforts of the health care system.

The VP of Philanthropy must inspire the trust of clinical leaders to build a compelling and compassionate program that inspires families to express their gratitude for care through philanthropy. Without this strong relationship, a successful program cannot exist. She must listen to physicians and make sure they are connected and in tune with each other as they work to connect prospective donors to the organization.

The VP forms a strong partnership with the CFO to communicate the health system's finances and business plan to external constituents. The VP of Philanthropy who "knows her numbers" and can explain how philanthropy goals affect larger organizational goals instills confidence in board members, colleagues and donors.

Like the conductor of a fine orchestra, the VP of Philanthropy leads the philanthropic mission of the health care system by listening carefully and guiding the overall strategy. In this way, she brings together the efforts of health care leaders, foundation board members and donors in a harmonious way. She is an important partner and advisor to each board member to advance philanthropy for the health care foundation.

For Board Discussion ≡

How do we as a board interact and engage with the VP of Philanthropy now?

How do we enhance our collaboration with the VP to advance philanthropy?

Do we have a clear understanding where the board's governance role stops and the VP's management role begins?

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