THE SEARCH

The Sarasota Memorial Healthcare Foundation, Inc. (the Foundation) is an independent not-for-profit Type II Foundation. Since 1976, the Foundation has had one purpose—to philanthropically enhance and support quality healthcare for the residents in the Sarasota area.

In its 40 years, the Foundation has supported the community by providing grants to meet the changing medical needs of the residents of Sarasota County. The Foundation supports the Sarasota Memorial Health Care System (SMHCS), a first-rate hospital that delivers superior care and is nationally recognized for its excellence. In addition, the Foundation funds healthcare not-for-profit organizations in Sarasota County. Ever adapting and growing with the diverse community it serves, SMHCS has built a long-term strategy for expanding access to high-quality, state-of-the-art medical care and increased academic and research programs. To support these unprecedented needs, the Foundation seeks a strategic and collaborative fundraising leader to serve as the President.

While, the Foundation and SMHCS are separate legal entities, they are united in purpose—to provide extraordinary healthcare to the citizens of the Sarasota community. The President will have the stature and proven ability to develop productive relationships with the SMHCS Board, its President and CEO, volunteers, medical leaders, and the community. The qualified candidate will direct and lead the Foundation’s efforts to advance philanthropy, community understanding, and goodwill for healthcare programs and priorities.

The successful candidate will bring a solid track record of increasing philanthropic revenue from diverse constituencies (including grateful patients) and significant experience in the successful identification, cultivation, solicitation, and stewardship of major gifts. Ideally, the successful candidate’s fundraising experience would be within a complex healthcare institution, academic medical center, hospital, or research-intensive institution of higher education.

The President will bring an entrepreneurial and creative approach to fundraising and the demonstrated ability to engage participation from all donor levels and create an atmosphere charged with enthusiasm, energy, and action.

The Foundation has retained Freeman Philanthropic Services, LLC to assist on this executive recruitment.
ABOUT SARASOTA MEMORIAL HEALTHCARE FOUNDATION

The Foundation is an independent not-for-profit Type II Foundation founded to raise and distribute viable philanthropic funds to help improve the quality of healthcare within the greater Sarasota Community. The Sarasota Memorial Healthcare Foundation, received recognition from the IRS as a registered 501 (c) (3) tax-exempt organization.

In the 1970s, with Sarasota's population growing rapidly and with SMHCS striving to keep pace with rapid developments in technology to support the advances in patient care nationwide, the need for a separate organization to raise and distribute funds in support of citizens for the hospital was apparent. In the mid-1970s, a group of visionaries founded the Foundation to serve as the fundraising organization that would operate independently but maintain a close and collaborative relationship with the hospital.

The financial base of the Foundation was secured with the bequest of $1,125,000 in 1977 by Herbert G. Wile, a long-time Sarasota resident who was concerned with the quality of healthcare in the community, and equally impressed with the services provided by SMHCS.

The community is the Foundation’s primary benefactor, and it focuses considerable efforts on improving the quality and delivery of healthcare to people in greater Sarasota by making beneficial grants to the hospital and qualifying organizations. Since 1976, the Foundation has raised more than $80 million and awarded more than $62 million to support patient care, research, education, and state-of-the-art medical technology and facilities, all of which contribute to the well-being of the people of Sarasota County.

The Foundation is currently raising funds to support five healthcare priorities:
1) Acquisition of critical equipment
2) Clinical research
3) Physician and nurse training and education
4) Advancements in medical technology
5) Building or upgrading facilities

The Foundation recently introduced new branding: ENVISION Tomorrow's Healthcare, Today™, which was created to provide information about the vital changes being made at SMHCS, such as cardiology, oncology, neurology, pediatrics, technology and research.
ABOUT SARASOTA MEMORIAL HEALTH CARE SYSTEM

Sarasota Memorial Health Care System is a comprehensive, multi-site health care system including an 819-bed regional medical center, a rehabilitation hospital, and multiple urgent and patient care centers. Its free-standing emergency room is one of the largest public health systems in Florida. With nearly 5,000 employees, over 800, physicians and 1,000 volunteers, it is one of Sarasota County’s largest employers. A community hospital founded in 1925, SMHCS is governed by the nine-member elected Sarasota County Public Hospital Board. It is a full-service health system, with specialized expertise in heart, vascular, cancer and neuroscience services, as well as a network of outpatient centers, long-term care and rehabilitation among its many programs. SMHCS is the only hospital in Sarasota County providing obstetrical services, pediatrics and Level III neonatal intensive care.

LEADERSHIP

SARASOTA MEMORIAL HEALTHCARE FOUNDATION
BOARD OF TRUSTEES

The Board of Trustees is composed of dedicated and engaged leaders committed to the Sarasota Memorial Healthcare Foundation and its mission, vision, and values. Jim Syprett serves as Chairman of the Board and David Verinder, President and CEO of SMHCS, is an Ex-Officio member of the board. For a complete list of the Board of Trustees, please see http://www.smhf.org/about/leadership/default.aspx

Jim D. Syprett
Jim D. Syprett will become Chair of the Board of Trustees of the Sarasota Memorial Hospital Foundation on October 1, 2016. The Chair leads the board and its officers in overseeing the Foundation’s work to improve the quality and delivery of the community’s healthcare through making grants to the hospital and not-for-profit organizations. He was elected to the board in 2010, and served as Vice-Chair for two years.

Jim is a board certified trial lawyer. He has an “AV” rating by Martindale Hubbell and is admitted to practice law before the United States District Court, Middle District of Florida, the United States District Court, Southern District of Florida,
the Eleventh Circuit Court of Appeals, and the United States Supreme Court. Jim was admitted to the Florida Bar in 1966 and is today a member of the Florida and Sarasota County Bar Associations.

The Clarksville, Tennessee native has a Bachelor of Arts degree from the Vanderbilt University and received his Juris Doctorate from the University of Florida. Jim is a member of the National Legal Honorary Fraternity Phi Delta Phi.

SARASOTA MEMORIAL HEALTH CARE SYSTEM

President and CEO

David Verinder, President and Chief Executive Officer

In July 2014, the Sarasota County Public Hospital Board unanimously appointed David Verinder President and CEO of SMHCS. Before assuming the CEO role, David served as SMHCS’s chief operating officer since 2010, overseeing the health system’s operations and ambulatory strategy. He also was responsible for architecture and construction projects, including the 2013 completion of a nine-story Courtyard Tower—the centerpiece of a $250 million campus improvement project—as well as several new outpatient centers. David joined SMHCS in 2006 as chief financial officer. In that role, he successfully instituted significant financial and operational improvements, focusing on strategic growth opportunities, disciplined expense controls and improved financial results. He came to SMHCS from Scott & White Memorial Hospital & Clinic in Temple, Texas, where he served in senior leadership. David earned a Bachelor’s degree from Louisiana State University and an MBA from Auburn University.

FINANCIAL HIGHLIGHTS

Total Assets versus Liabilities as of 9/30/15

Total Assets: $8,454,382
Total Liabilities: $39,569,441
The Foundation has an endowment of $27,000,000. It distributes 5% of the rolling 5-year average of the market value of the portfolio less outstanding liabilities. The Foundation generates between $7,000,000 to $8,000,000 each year.

**KEY CHALLENGES & OPPORTUNITIES**

The President role offers an outstanding opportunity to craft and lead the strategic direction of the Foundation and expand philanthropic revenue. Key challenges and opportunities include:

**Leadership and Management**

- Guided by the mission, vision, values, and goal of the Foundation, the President will manage, mentor and inspire a team of 11 professional staff;
- Forge a deeper relationship between the Foundation board and the hospital to keep pace with the funding needs in the rapidly-changing field of medicine;
- Serve as the chief spokesperson, ambassador, advocate, and fundraiser for the Foundation;
- In partnership with the Board, the President will update and lead the execution of the Foundation’s strategic and operational plans, which addresses organizational needs, sets priorities, and allocates resources to achieve the performance goals and expectations;
- Enhance brand recognition to increase and diversify sources of support;
- Attract, motivate, and retain staff and volunteers;
- Promote strategic, effective and collaborative communications across the organization and with SMHCS and the community;
- Strengthen governance and operational management;
- In collaboration with the CFO and the Board, prepare and oversee the organizational budget to ensure long-term financial stability;
- Oversee all budgets and cost structures with the Executive Leadership Team in order to ensure the organization’s fiscal and programmatic integrity;
- Create, manage and execute strategic and effective community outreach to build relationships and maintain close ties with community leaders and donors.

**Fundraising**

- Work closely with the President and CEO of the Hospital and the Foundation Board of Trustees to design and execute a long-term, comprehensive fundraising plan with metrics that are focused on increasing and diversifying philanthropic revenue from individuals, foundations, and corporations;
- Work collaboratively with SMHCS President & CEO and senior administration to establish goals for philanthropic support for capital projects and other major fundraising initiatives;
• Effectively engage, collaborate and support the Board of Trustees, Standing Board Committees, SMHCS President, senior leadership, physicians and volunteers in fundraising activities, as appropriate;

• Build strong relationships with hospital executives, medical leaders, and volunteers;

• Consistently and effectively engage constituencies to promote ongoing support;

• Thoughtfully evaluate and re-engineer the Foundation as needed to best align resources to meet the fundraising strategy and goals, as well as to increase the effectiveness and efficiency of the fundraising infrastructure;

• Proactively build and maintain a portfolio of major gift prospects; devise cultivation, solicitation, closure strategies and stewardship for each prospect;

• Ensure that relationships with existing donors are broadened and deepened;

• Promote a culture of loyalty and support between the Foundation and its donors to encourage higher levels of support;

• Ensure best fundraising and operational practices, and oversee systems for proper and transparent recording of gifts to ensure accountability regarding gift implementation to all donors and their designated advisors;

• Lead the execution of campaigns and fundraising initiatives, with the support of the Board, the Hospital, administration, and physicians;

• Collaborate with the hospital’s marketing and communications department to establish effective themes for public relation initiatives, focused on enhancing brand recognition and expanding audiences;

• Create, manage and oversee data mining to identify, cultivate and steward current, new, and planned giving donors;

• In collaboration with SMHCS and its physicians, develop innovative approaches to establishing a Grateful Patient Program in compliance with HIPAA regulations to further engage grateful patients and compel them to provide philanthropic support;

• Develop and lead plans to support key fundraising events, including Corinthian Society donor appreciation event, the Key to the Cure event in conjunction with Saks Fifth Avenue, Women in Medicine Luncheon, annual golf tournament and other events that support the Foundation’s mission.
**IDEAL EXPERIENCE & QUALITIES**

It is expected that the President will be an inspiring, yet pragmatic, leader who can generate ideas as well as empower and support volunteers. The ideal candidate will have the professional gravitas and experience necessary to effectively meet the responsibilities previously outlined. Expected experience and personal qualities include:

**Leadership and Management**

- Deep and genuine passion for the mission of the Foundation and the healthcare needs of the Sarasota Community;
- Stature and experience to gain the trust and engender confidence of the Sarasota Community, the Board of Trustees, President and CEO of SMHCS and its administrators, physicians, staff, friends, donors and prospects;
- Energetic, enthusiastic and engaging leadership style with trustees, medical leaders, physicians, and fundraising team;
- Adept at soliciting, understanding and synthesizing complex medical/scientific information to articulate a compelling case through excellent written and oral communication skills;
- A track record of providing successful strategic direction and day-to-day operational management, including the development and execution of a strategic plan, budget preparation, financial acumen, and stewardship;
- Affirming management and team building skills to help guide a mission-focused foundation, while maintaining best practices, collaboration, and shared accountability;
- Excellent communication (speaking, writing, presentation, and listening) skills;
- Cultural sensitivity, emotional intelligence, and commitment to the highest standards of professionalism;
- Track record of ability to build relationships with key business leaders, community leaders, donors and volunteers to advance the mission and goals of the Foundation.

**Fundraising**

- Create a philanthropic vision and strong ability to articulate the vision to prospects;
- Build a philanthropic bridge between the Foundation and the donor community;
- Experience in developing and executing a metrics-driven fundraising operation with effectiveness and transparency;
- Extensive fundraising experience (including major gifts, grateful patients, corporate and foundation relations, planned giving, and annual giving) to benefit a multi-unit institution and the community;
- Demonstrated record of personal solicitations from individuals, including the design and execution of identification, cultivation, solicitation, stewardship, and closing strategies;
• A strategic and focused approach to managing comprehensive campaigns, fundraising initiatives, and programs;

• Ability to develop and execute plan to increase fundraising results;

• Adherence to the legalities of Florida law and HIPAA, manage and oversee the Grateful Patient Program to cultivate and steward former patients as a revenue stream;

• Demonstrated track record and ability to lead grant review process and allocation;

• Knowledge of Raiser’s Edge and I Wave;

• Bachelor's degree required; advanced degree preferred.

IMPORTANT & REPORTING RELATIONSHIPS

The President will report to the Chairman of the Foundation Board and be accountable to the Board of Trustees. The successful candidate will work closely and collaboratively with the President and CEO of SMHCS, David Verinder. In addition, the successful candidate will work in close collaboration with the Hospital System marketing and communication department to ensure coordinated messaging and outreach efforts. S/he will serve as an Ex-Officio member of the Foundation Board of Trustees.

The successful candidate will also further engage the Standing Board Committees in the Board’s mission and work: Audit Committee, Development & Marketing Committee, Executive Committee, Finance & Investment Committee, Grants Committee, and Governance Committee.

The President will effectively manage, motivate, and mentor 11 full-time employees responsible for fundraising, including comprehensive campaigns, annual giving, planned gifts, major gifts, fundraising initiatives, special events, and programs.

COMPENSATION & BENEFITS

The President’s compensation package will be competitive and commensurate with the successful candidate’s background and experience. The Sarasota Memorial Healthcare Foundation offers a dynamic and fulfilling work environment for employees. The Sarasota Memorial Healthcare Foundation is an Equal Opportunity Employer committed to providing equal employment opportunities without regard to race, creed, color, national origin, sex (including pregnancy), age, veteran status, sexual orientation, and disability.

ABOUT SARASOTA

Sarasota is one of America's most desirable places to live, work, and raise a family. The clean air, sparkling white sand beaches, and sunny climate have made it world famous as a center for the good life. In fact, Forbes has named Sarasota one of the best places for business and careers, and Money Magazine recognized it as the nation's best small city and one of the best places to retire. Moreover, Sarasota County Public Schools are highly rated; the district includes several schools that received gold, silver or bronze medals in the U.S. New &
World Report Best Schools rankings.

Additionally, Sarasota's vibrant recreational and cultural scene offers activities for every taste and budget. It is a diverse area with big city amenities and small town ease of living. Business owners and employees enjoy not only the good life but also a thriving business climate. Our top-rated schools and motivated workforce also contribute to why Sarasota is home to some of the most successful and productive companies in the country.

Freeman Philanthropic Services

Freeman Philanthropic Services, LLC is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse organizations. Please visit FPS’ website (www.glfreeman.com) for more information about this opportunity.

Confidential Inquiries & How to Apply

The Sarasota Memorial Healthcare Foundation has retained Freeman Philanthropic Services, LLC (FPS) to assist on this executive recruitment. FPS is a national leader in recruitment for the not-for-profit sector and related concerns and brings a proven track record of recruiting top talent to diverse institutions.

Please send all confidential inquiries, applications, and nominations directly to FPS via e-mail at SMHF@glfreeman.com.

All applications must include (1) an up-to-date resume (2) a letter of interest (addressed to FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity is the logical and desired next step in his/her career, and (3) a list of references. Additional materials and information will be requested during the search and interview process.