



FRED HUTCH™
CURES START HERE

Fred Hutchinson Cancer Research Center
Seattle, Washington

SEARCH SPECIFICATIONS

Director, Planned Giving

Prepared By

BRYANT GROUP
Building Powerful Teams



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**Fred Hutchinson Cancer Research Center
Director, Planned Giving
Search Specifications**

The Opportunity

“It’s actually plausible that in 10 years we’ll have curative therapies for most if not all human cancers.”

- Dr. Gary Gilliland
June 30, 2015

This bold statement, offered by Gary Gilliland in his early days as President and Director of the top federally-funded cancer research center in the country, is indicative of the entrepreneurial spirit and ambitious vision of faculty and staff working at Fred Hutch. An energized administrative leadership team embraces the idea of “making it possible” for an extraordinary faculty to accelerate the pace of research towards improved prevention, diagnosis, treatment and ultimately cures.

The Development department, recently renamed the Philanthropy department, is led by Kelly O’Brien who was recruited in early 2016, as Vice President and Chief Philanthropy Officer. The team is growing rapidly, from 60 in 2016 to 80 by end of 2017. As part of campaign readiness, Fred Hutch is seeking to recruit a range of highly experienced frontline fundraising staff, including the position of Director, Planned Giving.

Fred Hutch has also retained Marts & Lundy as fundraising counsel working in collaboration with Philanthropy, the Executive Leadership team and a stellar Board of Trustees to more than double the current level of private support on a sustainable basis. Fred Hutch has recently completed wealth screening that resulted in the identification of an exceptional pipeline of prospects across all levels of giving.

New frontline fundraising staff will join a highly motivated team with deep commitment to relationship building and a desire to learn and grow professionally.

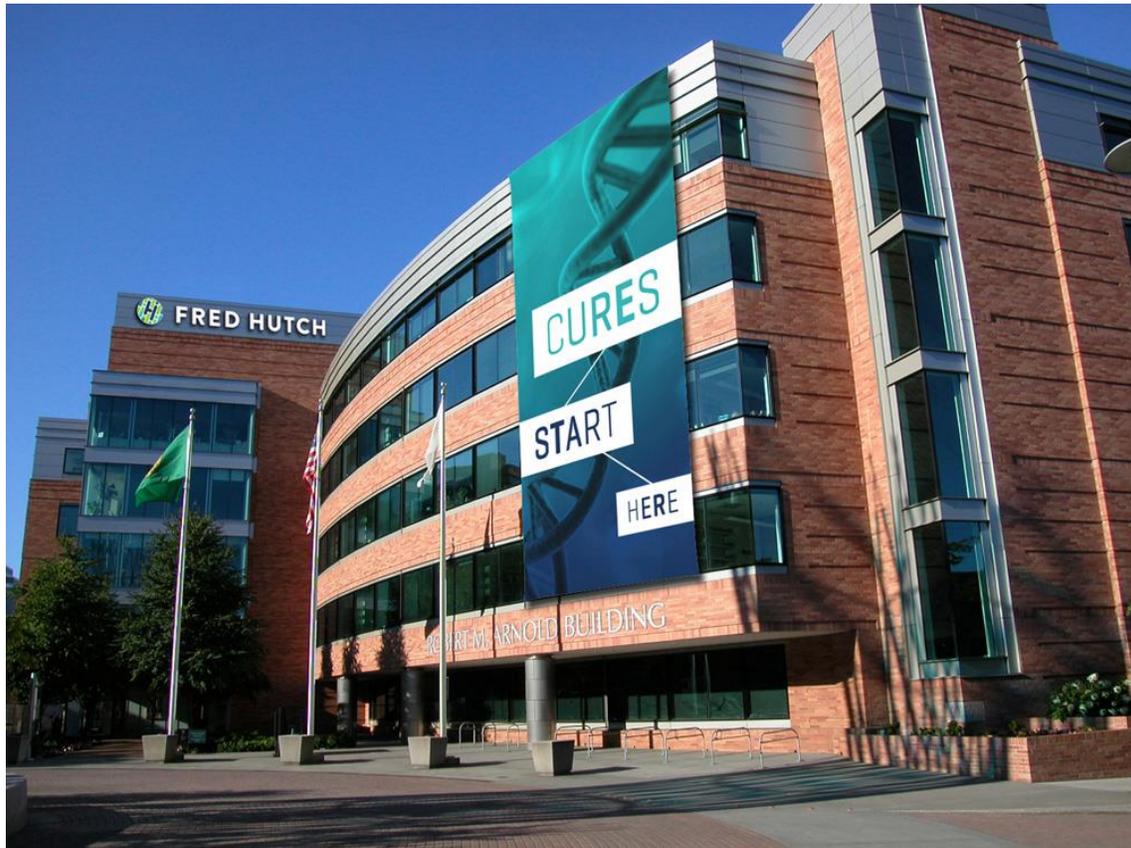
Fred Hutch has retained BRYANT GROUP to manage this search, and others, to help prepare the organization for this transformational initiative.



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Fred Hutchinson Cancer Research Center

Cures Start Here. At [Fred Hutchinson Cancer Research Center](#), home to three Nobel laureates, interdisciplinary teams of world-renowned scientists seek new and innovative ways to prevent, diagnose and treat cancer, HIV/AIDS and other life-threatening diseases. Fred Hutch's pioneering work in bone marrow transplantation led to the development of immunotherapy, which harnesses the power of the immune system to treat cancer with minimal side effects. An independent, nonprofit research institute based in Seattle, Fred Hutch houses the nation's first and largest cancer prevention research program, as well as the clinical coordinating center of the Women's Health Initiative and the international headquarters of the HIV Vaccine Trials Network.



Fred Hutchinson Cancer Research Center was founded by Dr. William Hutchinson and named in honor of his brother, a major league baseball player and coach who succumbed to lung cancer. “Dr. Bill” was an early leader in the bench-to-bedside research and this core value remains today. Fred Hutch was among the first nationally designated cancer centers in the country.

Fred Hutch first gained international attention for the late Dr. E. Donnall Thomas’ Nobel Prize-winning development of bone marrow and stem cell transplantation, which increased survival rates from 10% to more than 80% for many hematological cancers.



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The Hutch's work on bone marrow transplantation provided the first example of the human immune system's power to cure cancer. Today, Fred Hutch continues to lead the revolutionary field of immunotherapy, which is yielding effective cancer treatments with far fewer side effects than conventional drugs, radiation or surgery.

In December 2013 Fred Hutch, Memorial Sloan Kettering Cancer Center and Seattle Children's Research Institute announced the formation of Seattle-based Juno Therapeutics, a commercial entity with one of the largest Series A investments for a biotech startup. Just three years later, Fred Hutch opened the [Bezos Family Immunotherapy Clinic](#). This year, the Bezos family gave Fred Hutch its largest single gift to date, \$35 million.

The Fred Hutch/University of Washington Cancer Consortium is a research and clinical collaboration between Fred Hutch, the University of Washington, Seattle Children's and Seattle Cancer Care Alliance, enabling researchers to leverage each institution's strengths and develop premier research programs across many types of disease. The Consortium is among 45 National Cancer Institute-designated comprehensive cancer centers nationwide.

[Gary Gilliland, MD, PhD](#) is the fifth President and Director of Fred Hutch, arriving in January 2015. He is an expert in cancer genetics and precision medicine who has devoted his life to finding better treatments and cures for diseases.

The institution includes 14 buildings on 15 acres on the south shore of picturesque Lake Union. Views from the campus include the Lake, the city, the Space Needle and Mt. Rainier.



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Mission

The mission of Fred Hutchinson Cancer Research Center is the elimination of cancer and related diseases as causes of human suffering and death. The Hutch conducts research of the highest standards to improve prevention and treatment of cancer and related diseases.

Fred Hutch Facts

Founded:	1975
Research Faculty:	250
Nobel Laureates:	3 Nobel Prizes in Physiology or Medicine Dr. E. Donnall Thomas 1990 Dr. Lee Hartwell 2001 Dr. Linda Burk 2004
Employees:	3,000
Affiliates:	2,500
Scientific Divisions:	Basic Sciences Clinical Research Human Biology Public Health Sciences Vaccine and Infectious Disease
Clinical Studies:	1,270
Research Funding:	NIH: \$258 million (2016) including \$103 million from NCI. Fred Hutch receives more funding from the National Cancer Institute than any other research institution.
Endowed Chairs:	12
Trustees	20 member Board Chaired by former Governor Christine Gregoire 9 member Philanthropy Committee
Operating Budget:	\$514.6 Million
Web Site:	www.fredhutch.org



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Fred Hutch Philanthropy

Vice President and Chief Philanthropy Officer, Kelly O'Brien, is currently responsible for a staff of 72 (growing to 80+ in FY18). The philanthropy team raised more than \$50 million in fiscal year 2016, surpassed \$62 million in fiscal year 2017, and has a goal of \$80 million for fiscal year 2018.

Departmental Vision Statement

Philanthropy – the practice of giving time or money to improve the human condition – will be stressed in all Fred Hutch does to free the world of cancer and disease. Fred Hutch will be home base for all who care deeply about cancer prevention, diagnosis, treatment and who believe cures are on the horizon; from donors giving \$1 to \$1 billion, to clinical trial participants giving the greatest gift of all – hope for those who believe in the power of research.

Structure

The department has five key program areas:

- Individual Giving includes Annual Giving, Planned Giving, and Philanthropic Gifts, which has a team of frontline fundraisers focused on donors and prospects with capacity of \$10,000-\$250,000, and a team focused on donors and prospects with capacity of \$100,000-\$2.5 million.
- Principal Gifts staff focus on prospects of \$5 million+.
- Institutional Giving oversees corporate, foundation and organizational relationships.
- Donor Engagement and Events includes Stewardship and Recognition, Cultivation activities, Fundraising Events including external partnerships, and Donor Communications.
- Donor Information Services includes Prospect Management and Research, Data Services and Analytics, Database Management, and Gift Processing.

Staff members work in partnership with Executive Leadership, Trustees, a volunteer Board of Ambassadors, and three Guilds. Collaboration with the departments of Marketing and Communications, Business Development and Industry Relations, and Finance is keenly important to success. Faculty/researchers are actively engaged with departmental activities and donor relationship building.

The following chart reflects total philanthropic support of Fred Hutch for the past four fiscal years:

Fiscal Year	Number of Donors	Total Support
2017	34,805	\$62,137,386
2016	31,968	\$50,237,073
2015	32,727	\$56,191,703
2014	31,202	\$43,835,769



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Position Description

Director, Planned Giving

Fred Hutchinson Cancer Research Center

- Secure support through wills, bequests, trusts, deferred gifts, charitable gift annuities, gifts of property, and other planned gifts.
- Partner with Philanthropic Gifts staff on personalized planned giving strategies to increase donor's overall strategies for lifetime giving.
- Speak fluently on, and engage donors in, various instruments available for deferred giving to maximize support and be continually cognizant of changing charitable tax landscape.
- Build relationships with financial advisor and estate planning community, including support of Fred Hutch's Planned Giving Advisory Committee and Allied Professionals Partnerships.
- Provide creative input on marketing and stewardship strategies for Planned Giving and the Thomas Legacy Society.
- Assist with formal and informal training for other Philanthropy team members.
- Understanding of the importance of annual and blended gifts strategies with long term Planned Giving program goals.

Requirements

- A baccalaureate degree or 4 years of directly related experience.
- 7+ years of successful professional fundraising experience in planned giving or comparable experience in a related field.
- Proven success soliciting and closing planned and estate gifts and/or working with and closing clients in a related field.
- Proven ability to articulate, compellingly, the mission and vision of the organization.
- Adept at engaging, cultivating, soliciting and stewarding individuals from all walks of life and varying philanthropic capacity level.
- Proven ability to advance the interests of donors or potential donors while honoring and protecting the best interests of the organization.
- Strong communication skills.

Preferred Qualifications

- An advanced degree or financial/estate planning certification.
- Experience in campaign planning and/or campaign implementation desired
- Working knowledge of Crescendo, PG Calc or other gift planning software.
- Innate sense of urgency combined with self-motivation.



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- Intellectual depth, integrity, vision, creativity and a sense of humor.
- Ability to work closely and collaboratively with colleagues.

Vice President and Chief Philanthropy Officer Biographical Profile

Kelly O'Brien

Kelly O'Brien was appointed Vice President and Chief Philanthropy Officer in January of 2016. Kelly leads the fundraising team and partners closely with President and Director Dr. Gary Gilliland and senior leadership to expand philanthropic resources in support of the pivotal, ground-breaking cancer research being conducted at Fred Hutch.

Most recently, Kelly served as Executive Director of Development and Campaign Director at the Philadelphia Museum of Art – one of the country's largest and most prestigious art collections – where she led the institution into a successful \$425 million comprehensive campaign by highlighting the museum's stellar staff, extraordinary collections, and educational and economic impact on the city. During FY 2014, philanthropic support of the museum exceeded \$75 million.



She served earlier as a major gifts officer, director of major gifts and director of individual gifts before assuming the top fundraising role for the museum. She joined the Philadelphia Museum of Art after four years as a development officer at the Seattle Art Museum. She also served as President of the Art Museum Development Association.

Kelly earned a Bachelor of Arts degree from Emory University in Atlanta, where she also began her fundraising career working first for the college, and then served as the Director of Development for the Nell Hodgson Woodruff School of Nursing.

Kelly currently serves on the Board of NACCDO (National Association of Cancer Center Development Officers). Fred Hutch is the host of the 2018 conference.

Seattle, Washington

Seattle is an exciting urban city surrounded by unmatched natural beauty. Situated on Puget Sound in the Pacific Northwest, "The Emerald City" is surrounded by water, mountains and evergreen forests, and contains thousands of acres of parkland.

Washington State's largest city, Seattle is home to a variety of industries, including technology, aerospace and defense, forest products and clean and renewable energy. The Port of Seattle is the largest container seaport in the US and is a gateway for trade with Asia, as well as Alaskan



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cruises. The futuristic Space Needle, a 1962 World's Fair legacy, is its most iconic landmark. The population in the Seattle Metropolitan area is nearly 3.8 million.



Seattle's reputation is one of a great arts city, and is home to a number of prestigious arts organizations, including the Seattle Art Museum, the Seattle Symphony Orchestra, the Seattle Opera, Pacific Northwest Ballet, the Asian Art Museum, the Chihuly Garden and Glass, Pilchuck Glass School and many others.

There are nine major medical facilities in Seattle, including Fred Hutch, University of Washington Medical Center, Seattle Children's, and Veteran's Affairs Medical Center. Higher education is represented by ten public and private colleges and universities, including the University of Washington and Seattle University.

Local professional sports teams include the Seahawks (NFL), Mariners (MLB) and Sounders FC (MLS). Women's professional teams include the Seattle Storm (WNBA) and Reign (NWSL).

Seattle's mild, temperate marine climate allows year-round outdoor recreation, including walking, cycling, hiking, skiing, snowboarding, kayaking, rock climbing, motor boating, sailing, team sports, golf and swimming.

More information about the Seattle area is available at www.visitseattle.org and more information about the state of Washington is available at www.access.wa.gov.



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Application Procedure

To be considered for the Director, Planned Giving at Fred Hutchinson Cancer Research Center, please electronically submit your resume and cover letter in confidence to:

Sally Bryant DeChenne
Senior Vice President
BRYANT GROUP
sdechenne@bryantgrp.com

BRYANT GROUP is the industry leader in executive search for philanthropy. For nearly 30 years, BRYANT GROUP professionals have focused on recruiting successful development and advancement professionals at the mid- and senior-executive levels for institutions of higher education, hospitals and medical centers, and other nonprofits nationally and internationally. The firm also offers team-building education and executive coaching to help our clients build powerful advancement teams.



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