



www.asante.org

Medford, Oregon

EXECUTIVE DIRECTOR, ASANTE FOUNDATION



THE SEARCH

Asante Health System, based in Medford, Oregon, is the largest healthcare provider in nine counties and provides comprehensive medical care to approximately 600,000 people throughout southern Oregon and northern California. Recognized for medical excellence and commitment to the community, Asante's facilities – including Rogue Valley Medical Center and Three Rivers Community Hospital – and nearly 4,000 staff provide high-quality care in a compassionate manner.

As the region's largest employer, Asante is a community-supported organization. The Asante Foundation is dedicated to improving healthcare in the region by promoting and supporting Asante's mission and values – Excellence, Respect, Honesty, Service and Teamwork.

The Executive Director of the Asante Foundation will join the system at an important time in its history. Building upon its decades of community involvement and the leadership of Asante President and CEO Roy Vinyard and a dedicated Board of Trustees, the Foundation has committed to the strategic expansion and diversification of philanthropic support. Guided by Asante’s organizational priorities, the Executive Director will lead the transformation of the development operation into a robust, donor-centered major and planned giving program. He or she will design and implement a comprehensive fundraising strategy to align resources to best meet Asante’s articulated goals.

As the chief development officer, the Executive Director will creatively identify and engage new prospects (including grateful patients, friends, foundations, and corporations) and maintain a personal portfolio of major gift prospects. He or she will strategically engage the Asante President and CEO, Foundation Board members, executive leadership, physicians, staff, and volunteers in fundraising initiatives, providing meaningful and valuable engagement opportunities and effective support.

The Executive Director will report to the Asante President and CEO, work closely with and be accountable to the Foundation Board, and manage a staff of nine. Leading through example, the Executive Director will mentor the Foundation staff and ensure best fundraising practices, proactive strategies, timely stewardship, and accountability. The Executive Director will build and maintain positive relationships and partnerships internally and in the community to advance Asante’s goals and regional priorities.

The ideal candidate will be a proactive development leader with an established track record of increasing philanthropic revenue, ideally for a non-for-profit institution in a community of similar scale. In addition to genuine alignment with Asante’s values, the Executive Director will have the demonstrated ability to engage constituents in a manner that generates excitement, shared purpose, meaningful action, and long-term relationships. As a key representative and spokesperson in the community, he or she will possess the stature, interpersonal skills, and communication acumen to compellingly share Asante’s goals and programs to diverse audiences.

Led by its mission (*below*), Asante has fostered a collaborative organizational environment filled with dedicated staff. With this culture in mind, the ideal candidate for this position will be a mission-driven, compassionate, and positive team member. Moreover, he or she will contribute to the Asante culture in which dedication to excellence, honesty, teamwork, service, and mutual respect are guiding principles. Asante has retained [Freeman Philanthropic Services, LLC](#) to assist on this executive recruitment.

ASANTE HEALTH SYSTEM

Mission: *Asante exists to provide quality healthcare services in a compassionate manner, valued by the communities we serve.*

As the largest healthcare provider in nine counties, Asante provides comprehensive medical care to nearly 600,000 people throughout southern Oregon and northern California. The facilities include Rogue Valley Medical Center in Medford, Three Rivers Community Hospital in Grants Pass, and additional healthcare partnerships throughout the region. Asante has built a strong reputation for high-quality care, and is committed to investing in highly qualified people, new technology, and modern facilities that promote healing. The Asante employees embrace the Mission, and their commitment is reflected in the national awards Asante has received for its tradition of excellence.



ROGUE VALLEY MEDICAL CENTER

[Rogue Valley Medical Center](#) (RMVC) celebrates more than 50 years of serving the region. With 378 licensed beds, RVMC continues to uphold its national reputation for expertise in heart and vascular health, stroke care, and other medical specialties. The chief executive officer of RVMC is Kent Brown, FACHE.

Heart and Vascular Center

RVMC continually maintains national prominence for its commitment and success in implementing a higher standard of heart and vascular care. RVMC's heart and vascular program has been nationally recognized and uses the latest diagnostic and treatment technologies. RMVC's heart and vascular team performs a wide range of procedures, from angioplasty to catheterization to open heart surgery. Afterward, the Cardiac Rehabilitation program helps patients recover quickly and maintain healthy lifestyles.



Cancer Care

Because early detection is critical to successful cancer treatment, RMVC's program begins with advanced diagnostic technology-from a 64-slice CT scanner to advanced digital mammography. After diagnosis, Dubs Cancer Center provides the most current radiation oncology treatments. RMVC's cancer program includes the services of a cancer navigator to help guide a patient's treatment, a dedicated oncology unit with all private rooms, pediatric oncology, outpatient infusion services, oncology social work, Home Care, and Asante Hospice Services. RVMC also offers access to one of the nation's most renowned women's cancer surgeons through its unique partnership with Oregon Health & Science University.

ASSET

The Acute ST Segment Elevation Task Force (ASSET) is a quick-response program to immediately route suspected heart attack patients directly to the RVMC Heart Catheterization Laboratory. ASSET has successfully produced some of the lowest published mortality rates in the United States and represents a coordinated effort among five hospitals and seven emergency response systems.



Caring for Our Children

RVMC offers the region's only Maternal Fetal Medicine Clinic and (the recently expanded) Neonatal Intensive Care Unit – services rarely found in an area of this size. Designated as the region's Children's Miracle Network Hospital, RVMC is dedicated to ensuring the good health of our children.

Joint Replacement Center

RVMC has the region's only dedicated joint replacement center with minimally invasive, computer-assisted navigation technology that shortens hospital stays and speeds recovery.

Neurosciences

The Joint Commission, which evaluates and accredits healthcare organizations and programs in the United States, awarded Primary Stroke Center certification to RVMC, making it the region's only hospital to earn the Gold Seal of Approval™ for stroke care.



THREE RIVERS COMMUNITY HOSPITAL

With 125 licensed beds, Three Rivers Community Hospital (TRCH) in Grants Pass combines leading-edge technology with holistic healing principles to deliver compassionate healthcare to patients in Josephine County. The patient rooms at TRCH provide privacy and promote tranquility to nurture and support patients and their families. The chief executive officer of TRCH is Win Howard.

Spears Cancer Center

Adjacent to TRCH is the Helen K. Spears Cancer Center, which partners with Dubs Cancer Center in Medford to provide innovative and compassionate care. In 2007, TRCH introduced IMRT-an advanced technology that individualizes the size and the intensity of the radiation beam to deliver more-direct radiation. These two leading-edge cancer centers share state-of-the-art technology and services to ensure access to the latest cancer information.

Imaging Services

TRCH features the most sophisticated imaging equipment in the area. Three Rivers Women's Imaging offers mammography, bone-density testing, and Josephine County's only certified nurse breast health coordinator.

Medical/Surgical

TRCH's operating-room suites are designed to efficiently handle complex surgical procedures, including laser, urological, general/vascular, gynecological/obstetrical, and orthopedics such as arthroscopic surgeries and total joint replacements.

Birth Center: Family-focused Beginnings

Designated "Baby Friendly" by the World Health Organization and UNICEF, the TRCH Birth Center features homelike birthing suites with whirlpool spas and daybeds. The Birth Center provides a truly family-centered experience.

The Family House

The Family House is a guest residence built in partnership with the Grants Pass Association of Realtors. Family House offers a home away-from-home within walking distance of TRCH for patients receiving care at the hospital and their family members.

Educational Partnerships

TRCH actively pursues educational partnerships that benefit the community. This includes a partnership between Oregon Institute of Technology and the Imaging Departments of RVMC and TRCH engages students seeking a degree in a variety of Imaging services. TRCH was also the first site chosen by OHSU to launch its Rural Surgery Residency Program, the first of its kind in the United States.

Spring Village Community Health Library

TRCH's library provides access to the latest in health information via computers with high-speed Internet access, videos, reference books, and other resource materials. Skilled volunteers on staff welcome the opportunity to assist the community with questions and research.



ASANTE FOUNDATION

The Asante Foundation has sought to improve healthcare in southern Oregon and northern California for more than 20 years. The primary goal of the Foundation is to raise funds, ensuring that Asante continues to meet the needs of the rapidly growing region.

Community support and donations to the Foundation have enabled Asante to build TRCH in Grants Pass, to achieve the RVMC rebuild, and to complete the build-out of the new sixth floor at RVMC as an Inpatient Rehabilitation Center. The Dubs and Spears Cancer Centers, the Francis Cheney Family Place in Medford and the Family House in Grants Pass were also possible because of the support of the local community. Recently, the Foundation celebrated TomoTherapy (\$1.5 million raised) becoming a reality at RVMC, as well as minimally-invasive stereotactic breast biopsy at TRCH; notably, 100-percent of Asante's radiation oncologists and the entire Dubs staff contributed to this fundraising priority. In 2011, the Foundation successfully concluded the campaign for the NICU Expansion at RVMC, raising \$2.3 million (\$300,000 over goal).

The Auxiliary volunteers at RVMC and TRCH provide invaluable services to the hospitals and patients. The auxiliaries also make financial contributions, primarily the profits from the volunteer-operated hospital gift shops; in 2010, 314 RVMC members contributed \$50,000 and 196 TRCH members contributed over \$45,000.



As the Children's Miracle Network hospital for southern Oregon and northern California, RVMC receives approximately \$440,000 annually. The Foundation promotes a variety of programs and activities to support the Children's Miracle Network (an alliance of 170 premier, not-for-profit hospitals providing pediatric care).

The Foundation raised \$2.14 million in FY2011 and the endowment fund balance totaled just over \$3.15 million. Based on Asante's priorities and needs, the Foundation has a goal of raising \$3.9 million for RVMC projects (Cheney Family Place Remodel, Assessment/Treatment Clinic, and Smullin Center Refresh), TRCH projects (GPAR Family House Endowment, Hoellrich Pelvic Floor Lab, Women's Imaging Center, and Outpatient Center), planned and unrestricted giving. The new Executive Director of the Foundation will assess and prioritize these and other fundraising initiatives based upon system goals.

ASANTE LEADERSHIP

Asante Health System Board

Asante Health System is governed by local volunteers and physicians. A system [Board of Directors](#) comprised of 13 community members governs Asante and its entities. The Board members give their time to ensure that the people of nine southern Oregon and northern California counties receive high-quality healthcare services provided in a compassionate manner. All decisions are made by people who live and work in the community. The current officers of the Board are: Chair, Mr. William D. Thorndike (president/chairman of CSC, Inc.); Vice Chair, Dr. Alan Binette (OB/Gyn Physician, Women's Specialty Group); Treasurer, Mr. Tim Alford (retired president and CEO of Rogue Federal Credit Union); and Secretary, Mr. Thomas R. McGilloway (retired manager of Avery Dennison).

Asante President and CEO

Asante is led by [President and CEO](#), Roy Vinyard. Prior to coming to Asante, Mr. Vinyard served as Chief Administrative Officer for both Oregon Health Sciences University (OHSU) Hospital and Doernbecher Children's Hospital, including outpatient clinics and the Casey Eye Institute. He is a member of numerous national, state and community boards.

Foundation Board

[Foundation trustees](#) are community leaders who volunteer their time to raise funds and serve as advocates for Asante's communities and hospitals. They help allocate resources and enrich the services provided by both RVMC and TRCH. The current officers of the Board are: Chair, Douglass H. Schmor, Esq. (attorney at Brophy, Schmor, Brophy, Maddox & Weaver LLP); Vice Chair, Mr. Robert Brooks (retired not-for-profit executive); and, Treasurer, Mr. Steve Roe (general manager of Roe Motors).

Executive Team

Asante's executive team is comprised of dedicated and talented professionals. Please visit [Our Leaders](#) for more information about the team members.

IMPORTANT & REPORTING RELATIONSHIPS

The Executive Director of the Asante Foundation will report directly to the Asante President and CEO, and also be accountable to the Foundation Board. As an ex-officio member, the selected candidate will serve as the primary support and liaison to the Foundation Board.

The Executive Director will partner with colleagues throughout the system to advance Asante's philanthropic priorities and to ensure coordinated messaging and outreach efforts. He or she will strategically engage, position, and support the President and CEO, Board members, executive leadership including the CEOs of RVMC and TRCH, physicians, staff, and volunteers on fundraising initiatives, as appropriate.



The selected candidate will effectively manage the Foundation staff of nine. The Executive Director will provide professionally mature management: implement policies and practices that will ensure greater staff accountability through quantitative measurement of results – model behavior and create a culture comfortable with transparency, clearly defined goals, and objectives and reliable methods with which to measure success.

KEY RESPONSIBILITIES

The Executive Director will direct and lead Asante's efforts to advance philanthropy, community understanding, and goodwill for the programs and priorities of the health system. With primary responsibility to expand funding to Asante and build the department's operational capacity, the Executive Director's key responsibilities encompass fundraising and leading the Foundation:

Fundraising

- Create, execute, and lead a comprehensive fundraising plan that increases and diversifies philanthropic revenue from individuals (grateful patients and friends), foundations, and corporations, in collaboration with the Asante President and CEO and Foundation leadership;
- Work closely with the Asante President and CEO and senior colleagues to gain a deep understanding of Asante's funding priorities, goals, and strategies;
- Serve as Asante's chief development officer and key representative to the community;
- Proactively build and maintain a personal portfolio of prospects;
- Promote a culture of philanthropy by effectively engaging and supporting the Asante President and CEO, the Foundation Board, executive leadership, physicians, and volunteers in fundraising activities;
- Systematically identify and build relationships with new sources of support;
- Develop and implement strategies to broaden and deepen relationships with existing donors – promoting a bond of loyalty and support between Asante and its donors to encourage higher levels of support;
- Expand the grateful patient and planned giving programs;

- Propose, refine, and execute current and new development initiatives, including campaign, annual fund, events, and other activities that engage and expand the constituency base;
- Spearhead annual giving efforts for trustees, physicians, and staff;

Lead the Asante Foundation

- Work in partnership with the Asante President and CEO to articulate Asante’s strategy and priorities to the Foundation Board, while motivating and inspiring these volunteers to achieve and sustain needed activities;
- Build strong collaborative relationships and foster communications with executive and medical leaders, colleagues, volunteers, and staff throughout the system, in a manner consistent with Asante’s culture;
- Manage and mentor the Foundation staff, leading through example and providing professional development opportunities;
- Create a work environment which encourages participation, promotes productivity, and utilizes clearly defined goals and methods with which to measure success;
- Align organizational resources to best meet Asante’s strategy and goals, as well as increase the effectiveness and cohesion of the fundraising infrastructure;
- Support the Foundation Board by providing guidance and leadership through planning, board member recruitment/selection, education and development, as needed;
- Ensure best fundraising and operational practices: make certain that Foundation policies and practices comply with all local, state and federal laws, regulatory requirements, Asante policy and donor instructions; and, oversee systems for proper and transparent recording of gifts to ensure accountability and timely stewardship;
- Direct all operations of the Asante Foundation, including but not limited to, legal, financial, and general management;
- Submit regular, transparent reports to the Foundation Board on the overall activities of the Foundation;
- Guided by Asante’s mission and values, provide inspirational and effective leadership to the Foundation through teamwork, collaboration, and dedication.

IDEAL EXPERIENCE & QUALITIES

Asante seeks an experienced fundraiser with the ability and the demonstrated track record to respond effectively to the responsibilities listed above. The ideal candidate will possess the following:

Fundraising Experience

- Track record of fundraising leadership, which resulted in significant revenue growth, an expanded constituency base, and improved operations;
- Comprehensive fundraising experience, with an emphasis on major giving, but also including corporate and foundation relations, annual giving, planned giving, and special events;
- Campaign experience including planning, execution, and stewardship;
- Proven ability to close gifts: a demonstrated record of solicitations from individuals, including the design and execution of the identification, cultivation, solicitation, and stewardship strategies;
- Acumen to strategically and effectively engage and support senior leadership and volunteers in fundraising;

Leadership Experience

- Demonstrated success in strategic planning and implementation of tactics to achieve goals, along with the success in managing the work efforts of others;
- Fundraising vision and capacity to take the Asante Foundation to its next level of excellence;
- Ability to recruit, retain and engage board members and other volunteers, to achieve the strategic and tactical goals of the Foundation;

Communication Experience

- Ability to make the case: excellent communication skills (both written and oral), intellectual curiosity and dexterity, and the ability to elicit and translate various priorities – from complex medical/scientific information to community needs – into compelling cases for support;

- Ability to engage diverse constituents in a manner that generates excitement, shared purpose, meaningful action, and long-term relationships;
- Experience serving as a spokesperson and senior liaison to various constituencies, communities, and key partners;

Management Experience

- Leadership and inclusive management skills to direct a results-oriented and cohesive team, while maintaining best practices, camaraderie, and shared accountability;
- Ability to lead a professional team through the planning process and execution of successful fundraising efforts, community projects, and campaigns;
- Experience building a growing development operation through effective recruitment, motivation, mentoring, team building, and leveraging existing capacity to strengthening performance;

Interpersonal Traits

- Stature and professional acumen to garner the confidence of Asante leadership, board members, executive and medical leadership, physicians, volunteers, staff, grateful patients, friends, community members, donors, and prospects;
- Sincere commitment to the mission of the Asante;
- A natural leader that gains this quality through personal character, integrity, intelligence, fairness, decisiveness, and evidence of a strong work ethic;
- Flexibility, patience, and a healthy sense of perspective;
- Focused and energetic leadership that encompasses strategic vision, detailed organizational attention, and compassion;
- Team player comfortable with ambiguity as decision-processes evolve over time, and the ability to refine strategies after feedback from stakeholders;

Education

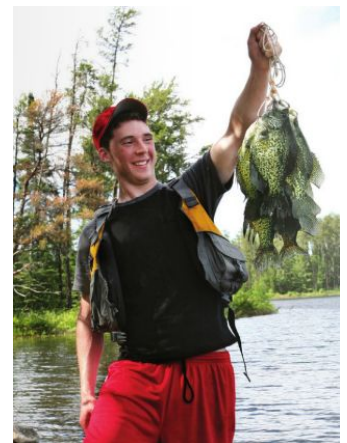
- Bachelor's degree required; advanced degree preferred;
- CFRE helpful, but not required.

LIFESTYLE & LOCATION

A great place to live: Imagine a place that is both exhilarating and relaxing. Home to impressive roaring rapids and lush green meadows. A short drive from the city to the country. Within reach of the mountains and the coastline. A place where every lifestyle option is found. You can stop imagining because that place is southern Oregon, and it's all waiting here for you.

The great outdoors are even greater: Everywhere you look, you'll see spectacular scenery. Everywhere you go, you can experience breathtaking activities. Raft or kayak down the wild Rogue River. Hike, climb or ski in the Cascade Mountains. Take a swing at our many beautiful golf courses, including designs by world-famous architects Robert Trent Jones and John Fought.

Southern Oregon boasts year-round superb weather – not too hot, not too cold, and with far less rain than the northern part of the state. The surrounding mountain ranges, which include the Cascades, the rugged Coastal Range and the Siskiyou Mountains, help to moderate Medford's annual rainfall, which is generally less than 20 inches. Summers are long with an abundance of humidity-free, sunny days and comfortably cool nights. Autumn welcomes crisp mornings and 70-degree afternoons. Snow is common and heavy in the mountains for those who enjoy winter sports, but light on the valley floor where it normally melts within a few hours and where winter days are generally mild.



Communities that make you feel at home: When deciding where you'd like to call home, you'll find southern Oregon comprises many wonderfully distinct communities with good schools and healthcare, as well as diverse opportunities for entertainment and leisure. You are bound to find the perfect fit for your lifestyle within an easy commute to an Asante facility. Within the distinct communities, average housing costs vary from \$217,000 in West Medford to \$288,900 in Jackson County to \$415,000 in Ashland.



Location: Medford is located midway between Portland, OR, which is about 273 miles to the north, and San Francisco, CA, which is 374 miles to the south. It is the industrial (home to corporations like [Harry & David](#)), medical, educational ([Southern Oregon University](#)), and service center of southern Oregon and northern California. Just 27 miles from the northern California border and 118 miles east of the Pacific Ocean, Interstate 5 links Medford to major population centers north and south. Highway 62 north is the main route out of the valley to Crater Lake and Central Oregon. Highway 140 links Medford to Klamath Falls and southeastern Oregon.

The Rogue Valley International Airport (MFR) is a gateway to the many opportunities and adventures there are to experience in this area. Commercial air service provides non-stop flights to San Francisco, Portland, Seattle, Los Angeles, Phoenix, Denver, Las Vegas, and Salt Lake City.

Other regional highlights include:

- The world famous, Tony Award-winning [Oregon Shakespeare Festival](#) is among the oldest and largest professional not-for-profit theatres in the nation. Each year OSF presents an eight-and-a-half-month season of eleven plays in three theatres plus numerous ancillary activities, and undertakes an extensive theatre education program. Operating on a budget exceeding \$26 million, OSF presents more than 780 performances annually with attendance of approximately 400,000. OSF has a significant economic impact on the region and draws a national and international audience; in the 2010 season, 40% of attendees were from California, 42% from Oregon, 12% from Washington, and 6% from other states or countries.
- [The Britt Festivals](#), the Pacific Northwest's premier outdoor summer performing arts festival. Located in the historic 1850s gold rush town of Jacksonville, Britt presents dozens of summer concerts, featuring world-class artists in classical music, jazz, blues, folk, bluegrass, world, pop and country music. Britt's performance venue is a naturally formed amphitheater set among majestic ponderosa pines and native madrones on the beautiful hillside estate of 19th century photographer Peter Britt. Tens of thousands of music lovers travel from all over the West to enjoy Britt's world-class performances, spectacular scenery and casual, relaxing atmosphere.
- In the past twenty years, Southern Oregon's [vineyards and wineries](#) have garnered increasing national and international attention. The rugged mountain valleys and diverse climates allow for a wide variety of intensely flavored wine grapes to be grown.
- Oregon's only National Park, [Crater Lake](#), is one of the country's crown jewels. No place else on earth combines a deep pure lake, so blue in color; sheer surrounding cliffs, almost 2,000 feet high; a picturesque island and a violent volcanic past.



Visit Asante's [website](#) for more information on living in southern Oregon, as well as the region's [Chamber of Commerce](#) and the [Medford Visitors Convention Bureau](#).

COMPENSATION & BENEFITS

The compensation package will be competitive and commensurate with the successful candidate's background and experience. Relocation assistance is available for the selected candidate.

Asante maintains its high standards of patient care by investing in its talented team of professionals. Asante's commitment to employee satisfaction is demonstrated by its generous benefits packages for employees and for senior staff.

INQUIRIES & HOW TO APPLY

Asante has retained [Freeman Philanthropic Services, LLC](#) to assist on this executive recruitment. FPS is a national leader in recruitment for the not-for-profit sector 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 Asante@glfreeman.com.

All applications must include (1) an up-to-date resume, and (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. Additional materials and information will be requested during the search and interview process.

Asante is committed to diversity among its employees and encourages qualified candidates from all backgrounds to apply.