

**Position Title:** Director of Philanthropy  
**Compensation:** \$115,000 – \$130,000 DOE/neg.  
**Direct Reports:** 1 (Development Specialist)  
**Location:** San Marcos, CA

#### OUR MISSION:

---

We care deeply about the health of our community, and believe healthcare is a right, not a privilege.

#### OUR STORY:

---

We care deeply about the health of our community, and believe healthcare is a right, not a privilege. Founded in 1971 as a 501(c)3 nonprofit organization, TrueCare has grown to operate 12 health care centers across the region, covering critical service gaps for residents of San Diego’s North County and the city of Perris in Riverside County. TrueCare also takes services directly to patients, operating fully equipped, mobile clinics providing both medical and dental services to communities facing access barriers to healthcare, such as migrant farmworkers, their families and schools in remote areas.

Hosting over 300,000 visits annually, TrueCare is committed to helping patients achieve better health outcomes. Our board-certified doctors and integrated team-based approach deliver some of the highest healthcare quality scores in the region. An incredible 98% of our patients come through referrals/word of mouth, and we maintain a patient satisfaction rate of over 95%. Our world-class facilities do not look or feel like clinics. We incorporate the latest healthcare technology and work hard to create a beautiful and welcoming environment at all our locations. It is extremely important to us that our patients feel valued and cared for, with all our services provided in a bilingual, culturally sensitive manner, by staff who truly understand their medical needs and particular challenges.

Our organizational culture has a strong family feel whereby team members care for and mentor one another, supported by a highly capable leadership team with a very clear vision for the future. We celebrate success as an organization, while recognizing strong individual and team performance. Across our entire organization, we are united by our commitment to making a difference in the health of our community. For more information, please visit: <https://truecare.org/>

#### POSITION SUMMARY

---

Over the past 45 years, North County’s population has grown tremendously. However, many people still go without the health care they need because they have limited access and limited income. TrueCare works diligently to coordinate with other government agencies, for-profit and not-for-profit organizations and schools to ensure medical services are available to everyone, regardless of financial and medical insurance status. Philanthropy is critical in helping us meet the healthcare needs of the diverse communities we serve.

This is an opportunity for an experienced and dynamic philanthropy executive to reimagine and relaunch our programming and lead our efforts to create a culture of giving, both internally and externally. Reporting directly to the VP of Marketing & Development, and working closely with the President & CEO, the Director of Philanthropy will have full responsibility across all development operations. This includes campaigns, individual giving, major gifts, planned giving, special events, foundation grants, annual giving, corporate sponsorships and the President's Circle. The Director will be entrusted and encouraged to think creatively about how TrueCare can reach its development goals with creative new strategies and tactics. What is NOT currently being done in the market and how can we make our events and outreach efforts both immersive and interactive?

**Priority areas for this position include:**

1. Conducting a top-to-bottom review and analysis of our current development function; recommend changes and upgrades as needed.
2. Leveraging our recent rebranding from North County Health Services to TrueCare in order to relaunch our development program.
3. Building awareness in the donor community about our history and impact through effective storytelling.
4. Rekindling and reactivating earlier donor relationships.
5. Supporting our upcoming in-person annual gala on October 2<sup>nd</sup> for 250+ guests.

**DUTIES & RESPONSIBILITIES**

---

*Fundraising Strategies & Execution:*

- Design and implement a comprehensive fundraising plan inclusive of all fundraising areas outside of government grants and contracts.
- Support the integration of the new development plan into TrueCare's new 3-year strategic plan, which is currently under development.
- Partner with the President & CEO to expand our new President's Circle initiative.
- Plan and execute a moves management approach to individual and institutional giving.
- Create innovative strategies for securing new and untapped sources of financial support.
- Working with our grants team, seek, develop and track grant proposals.
- Partner with Communications team for planning, organization and execution of special events.

*Internal Management:*

- Serve as a thought partner and strategic advisor on all development-related areas for both the VP of Marketing and the President & CEO.
- Build a culture of philanthropy across the organization, demonstrating how employees can become advocates for TrueCare in the community; launch an employee giving program.
- Serve as liaison to the Board of Directors and its committees in all development-related areas.
- Promote a culture of continuous improvement, ensuring the highest level of internal and external customer service.
- Coach, mentor, develop and manage TrueCare's development team members.
- Create and manage clear success metrics, holding others accountable to achieving those goals.

*Donor Relations & Stewardship:*

- Provide outstanding customer service and support to donors, volunteers, staff and other community contacts.
- Build and cultivate critical relationships with key local organizations and partners.
- Maintain in-depth knowledge of TrueCare’s services and programs to articulate our impact and case for support among donors.
- Oversee the design and production of donor solicitations and stewardship materials.
- Maintain a personal portfolio of approximately 70-100 top donors and prospects to solicit and close major gifts.

*Department Operations:*

- Partner closely with the Marketing & Communications team to ensure the TrueCare brand is leveraged consistently across all mediums.
- Establish policies, systems, and procedures, with a special emphasis on professionalism and ethical standards, for soliciting, acknowledging, tracking, and reporting gifts.
- Ensure donor privacy, data accuracy and timeliness of acknowledgements and reporting.
- Leverage our use of data and Blackbaud’s technology platform across all development strategies and practices.

**ATTRIBUTES & WORK STYLE**

---

- **Passionate:** A committed advocate for access to quality healthcare and service to diverse communities throughout North County San Diego.
- **Engaging:** An expert storyteller who can channel personal connection to TrueCare’s mission.
- **Visionary:** A strategic thinker who can drive the vision for all fundraising efforts.
- **Servant-Leader:** Leads with humility, empathy and awareness; actively contributes to employees’ ability to reach their goals and thrive at TrueCare.
- **Collaborative:** Fosters a respectful, transparent, and collaborative work environment; someone who always seeks to share credit as appropriate.
- **Community-minded:** Skilled at connecting with individuals across all socio-economic, ethnic, cultural, and professional backgrounds in the community.
- **Proactive & Perseverant:** A self-starter who demonstrates strong personal initiative and the ability to drive projects through to completion.
- **Positive:** Charismatic, warm and welcoming; a true “people-person.”
- **Growth Mindset:** Says “yes” to appropriate, new opportunities and ideas.
- **Analytical:** Ability to carefully study issues, identify trends and formulate new ideas.
- **Metrics-Driven:** An innovative thinker, pairing ideas with solutions and measurable outcomes.
- **Adaptive:** Comfortable with multi-tasking; able to work both independently and in teams.
- **Reflective:** Skilled at receiving and giving feedback and performance critiques.
- **Tact & Diplomacy:** Patient, willing and able to have the difficult conversations as required.
- **Communicative:** Strong written and oral communication skills. An effective public speaker and representative of the organization.
- **Flexible:** Ability to work evenings and weekends as required.

## REQUISITE EXPERIENCE

---

- 7+ years of professional experience in nonprofit fundraising.
- Complete end-to-end understanding of fundraising strategies, systems and processes.
- Experienced in constructing, articulating and implementing a strategic development plan.
- Prior direct responsibility for cultivating, soliciting and stewarding gifts of \$10,000 or more.
- Strong leadership skills to mentor and motivate development staff to reach development goals.
- A history of working directly with board members in support of fundraising efforts.
- Strong analytical skills and use of data to drive fundraising, partnership decisions and forecasting.
- Excellent communication skills: using both written and oral skills to influence and engage constituents.
- CRM/donor database experience.
- Proven ability to effectively coach and mentor employees and teams.
- Impressive time management skills: a self-starter, adept at multi-tasking, and able to work both independently and in teams.
- Bilingual English / Spanish helpful.

## FOR MORE INFORMATION OR TO APPLY, PLEASE CONTACT:

---

Tia Anzellotti, Director, Blair Search Partners  
1855 1<sup>st</sup> Ave., Suite 300, San Diego, CA 92101  
[Tia@blairsearchpartners.com](mailto:Tia@blairsearchpartners.com)