

Virginia Health Catalyst

Director of Philanthropy

Glen Allen, Virginia | Full-Time | Reports to CEO

ABOUT VIRGINIA HEALTH CATALYST

Virginia Health Catalyst is a statewide nonprofit advancing whole person health equity across the Commonwealth. We drive policy, systems change, and equity across oral health, maternal and child health, and the social determinants that shape every Virginian's opportunity to be healthy. We are a small, high-impact organization operating at the intersection of policy, advocacy, and direct systems change — and we are building the team to match a moment of significant organizational evolution and growing national visibility.

THE OPPORTUNITY

This is not a grant writing role. We have a strong programs team that handles 90% of grant writing and an operations team that manages development administration. What we need is a relationship builder, door opener, and revenue strategist who brings an existing network and the skills to activate it immediately.

The Director of Philanthropy is responsible for cultivating and closing the philanthropic and corporate relationships that fund Virginia Health Catalyst's mission. You will be the primary face of Catalyst in the philanthropic community — attending convenings, building foundation relationships, owning corporate sponsorships, and developing the individual major gifts program. You work in close partnership with the CEO, who opens doors at the highest levels. Your job is to deepen those relationships, build new ones, and convert them to revenue.

This role has a direct line to impact. The relationships you build and the revenue you generate fund the policy wins, workforce programs, and community health initiatives that change lives across Virginia.

WHAT MAKES THIS ROLE DIFFERENT

What You WON'T Be Doing	What You WILL Be Doing
Writing most grants — the program team does that	Cultivating funder relationships and identifying funding opportunities that make grants possible
Managing grant administration — operations handles that	Owning the revenue strategy and 18-month pipeline
Building systems from scratch — infrastructure exists	Activating your existing network from day one and refining current system
Working in isolation — you have CEO partnership	Opening new funding lanes in foundation, corporation, and major gifts

TIME & EFFORT BREAKDOWN

This role is built for a relationship builder and closer. Time is weighted heavily toward external-facing cultivation and strategy — not internal administration.

Focus Area	% Time	What This Looks Like Day to Day
Funder Relationship Cultivation	35%	Foundation officer meetings, philanthropic convenings, site visits, building and deepening relationships with Virginia and national funders. This person is out of the office as much as they are in it.
Annual Summit & Corporate Sponsorship	25%	Owning the annual summit sponsorship strategy from January through September. Building a year-round corporate partnership pipeline. Developing earned revenue opportunities including consulting contracts with other states.
Development Strategy & Revenue Oversight	20%	Managing the 18-month revenue pipeline, forecasting, briefing the CEO before major funder conversations, and working with the program team on grant priorities and funder alignment.
Major Gifts & Individual Giving	15%	Coaching board members on fundraising conversations, cultivating a portfolio of 15-25 major donor prospects, building the individual giving program infrastructure, and executing the year-end giving campaign.
Grant Process Oversight	5%	Reviewing grant applications the program team writes for strategic alignment and funder relationship context. Not writing — guiding and quality-checking.

Seasonal Note: The Annual Summit is held in October — which means sponsorship cultivation runs January through September, with effort peaking at approximately 40% of time from June through August. January through March is new funder relationship and grant pipeline season — the time to open doors before the summer sponsorship push begins. November and December shift toward year-end giving, post-summit funder stewardship, and building the forward grant calendar for the coming year

CORE RESPONSIBILITIES

Funder Relationship Cultivation

- Own and grow relationships with Virginia Health Catalyst's existing foundation portfolio including CareQuest Institute for Oral Health, the Jeffress Trust, Potomac Health Foundation, Richmond Memorial Health Foundation, Delta Dental of Virginia Foundation, and Williamsburg Health Foundation, among others
- Identify, cultivate, and close relationships with new foundation funders — with immediate priority on maternal and child health (MCH) funders including March of Dimes, W.K. Kellogg Foundation, and Annie E. Casey Foundation
- Attend national and regional philanthropic convenings to build Catalyst's visibility and your own network on behalf of the organization
- Brief the CEO before major funder conversations and execute all follow-up to maintain relationship momentum
- Bring a minimum of 5 existing foundation program officer relationships that can be activated within the first 90 days

Annual Summit & Corporate Sponsorship

- Own the full corporate sponsorship strategy and execution for the Annual Summit with a revenue floor of \$100K and target of \$120K
- Rebuild sponsorship packages annually around the organization's evolving narrative and strategic priorities

- Begin sponsor cultivation no later than January each year — 6 months minimum runway for major commitments
- Develop a year-round corporate partnership pipeline beyond the summit — targeting health systems, dental organizations, and mission-aligned businesses
- Explore and develop earned revenue opportunities including consulting contracts with other state organizations seeking to replicate Catalyst's model

Development Strategy & Revenue Oversight

- Own the 18-month development pipeline and provide monthly revenue forecasting to the CEO
- Work with the program team to align grant priorities with funder relationships — you provide relationship intelligence, they provide the programmatic content
- Identify new grant opportunities to pass along to the programs team
- Review grant applications for strategic alignment and funder relationship context before submission
- Present quarterly development reports to the board finance committee
- Identify and pursue the \$100K TBD revenue line through named funder commitments by June 1st annually

Major Gifts & Individual Giving

- Develop and manage a portfolio of 15-25 major donor prospects at the \$1,000-\$25,000 level
- Coach and support board members in making their own philanthropic asks — you are the strategist behind board fundraising, not the sole fundraiser
- Launch a year-end individual giving campaign using the CEO's narrative and organizational impact story
- Build the individual giving infrastructure including donor segmentation, stewardship cadence, and acknowledgment systems in partnership with operations

Duties and responsibilities may change or new ones may be assigned at any time or without notice.

PERFORMANCE MILESTONES

Timeframe	Revenue Goal	Strategic Priority
Days 1-30	Foundation	Meet every active funder. Audit the pipeline. Map existing relationships. Identify the 3 warmest new prospects. No asks yet — only listening.
Days 31-60	\$50K in pipeline	First new funder conversations initiated. Summit top 10 sponsor list built. Funding renewal conversations supported. Corporate prospect list developed.
Days 61-90	\$100K committed or submitted	Summit early commitments secured. First new foundation relationship meetings completed. \$100K TBD budget line has named funders behind it.
Month 6	\$250K raised or committed	Summit at \$80K+ committed. MCH funder relationships opened with March of Dimes and Kellogg. First individual major gift solicitations made.
Month 12	\$400K-\$500K raised	2027 grant calendar fully built. Individual giving program launched. 5-8 new funder relationships established. Corporate pipeline active.

WHAT WE ARE LOOKING FOR

Non-Negotiables

- 7-10 years of nonprofit development experience with a demonstrated track record of closing five- and six-figure gifts and grants
- An existing network of foundation program officers and philanthropic community relationships — you must be able to name 5 current relationships on day one
- Proven success in major gifts, corporate sponsorship, or earned revenue development — not just grant management
- Experience working in close partnership with a CEO or Executive Director as the development strategist behind their relationship activity
- Deep personal alignment with health equity, racial justice, and whole person health as a mission — this work must mean something to you
- Comfort operating as a senior leader with significant autonomy in a small, high-impact organization

Strongly Preferred

- Existing relationships with Virginia and mid-Atlantic foundation program officers — particularly in health equity, MCH, or oral health spaces
- Experience with corporate sponsorship strategy and execution for signature events
- Familiarity with government grant mechanisms and how to position organizational work for federal and state funding opportunities
- Experience coaching board members and volunteers in fundraising conversations
- CRM proficiency for pipeline management — not administration

The Interview Test

We will ask every finalist to name five foundation program officers they have genuine relationships with right now and describe what those relationships look like. We will ask you to walk us through a funder you cultivated from first contact to closed gift. We will ask how you have worked with a CEO or Executive Director to leverage their relationships into revenue. If you cannot answer these questions specifically and confidently, this is not the right role.

COMPENSATION & BENEFITS

Base Salary	\$85,000 – \$95,000 commensurate with experience and existing network
Performance Bonus	10-15% based on revenue targets
Benefits	Medical, dental, and vision coverage; Life/LTD/AD&D coverage; generous PTO and holidays; SIMPLE and Roth SIMPLE IRA with employer match
Professional Development	Annual budget for conferences, relationship-building travel, and skill development
Flexibility	Hybrid environment with flexibility for the external-facing relationship cultivation this role requires
Visibility	Direct partnership with a CEO who has state-level policy credibility and growing national presence

Mission

Whole person health equity work at a moment of real consequence for Virginia communities

HOW TO APPLY

Submit a résumé and a cover letter that speaks specifically to your existing philanthropic network, your experience closing major gifts or corporate sponsorships, and why this moment at Virginia Health Catalyst matters to you. Do not tell us you are a strong grant writer – tell us about the relationships you will bring on day one.

Send materials to fwotorson@vahealthcatalyst.org with the subject line “Director of Philanthropy” by May 15.

Virginia Health Catalyst is an equal opportunity employer committed to building a team that reflects the communities we serve. First-generation professionals, people of color, and candidates with lived experience in health inequity are strongly encouraged to apply.