



WILMOT
CANCER INSTITUTE

MEDICINE *of* THE HIGHEST ORDER

University of Rochester Medicine
Rochester, New York

SEARCH SPECIFICATIONS

Executive Director of Advancement
Wilmot Cancer Institute

Prepared By
BRYANT GROUP
Building Powerful Teams





University of Rochester Medicine

Executive Director of Advancement Wilmot Cancer Institute

Search Specifications

The Opportunity

The Wilmot Cancer Institute at the University of Rochester is seeking an Executive Director for Advancement. This position will work closely with Wilmot Cancer Institute leadership to identify and articulate philanthropic opportunities and work to optimize grateful patient giving, community giving, planned giving, and stewardship activities.

Wilmot Cancer Institute has retained BRYANT GROUP to manage the search for the Executive Director of Advancement, Wilmot Cancer Institute.



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University of Rochester

University of Rochester in Rochester, New York, is a private research university that grants undergraduate and graduate degrees, including doctoral and professional degrees. The University's motto, Meliora, translated from Latin, means Ever Better. The University's values are:

| | |
|------------------------|---|
| Meliora: | We strive to be ever better, for everyone. |
| Equity: | We commit to diversity, inclusion, and access. |
| Leadership: | We take initiative and share responsibility for exemplifying excellence. |
| Integrity: | We conduct ourselves with honesty, dedication, and fairness. |
| Openness: | We embrace freedom of ideas, inquiry, and expression. |
| Respect: | We value our differences, our environment, and our individual and collective contributions. |
| Accountability: | We are each responsible for making our community ever better, through our actions, our words, and our dealings with others. |



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The University was founded in 1850 and is comprised of five campuses.

The River Campus

This is the main campus and is the residential setting for undergraduates. It also contains the Margaret Warner Graduate School of Education and Human Development and the William E. Simon Graduate School of Business Administration.

The Medical Center

This campus is adjacent to the River Campus and contains the School of Medicine and Dentistry. Strong Memorial Hospital and Golisano Children's Hospital reside on this campus and provide a total of 800 beds. The University's Medical Center, including nearby affiliate Highland Hospital, serves as the principal teaching hospital of the School of Medicine and Dentistry and the School of Nursing. The Medical Center also includes the Eastman Institute for Oral Health and the James P. Wilmot Cancer Institute.

The Mid Campus

This is home to the School of Nursing and the Saunders Research Building as well as the majority of staff parking and a variety of student housing.

The South Campus

This campus is home to Whipple Park, the Laboratory for Laser Energetics, the Center for Optoelectronics and Imaging, the Robert L. Sproull Center for Ultra High Intensity Laser Research, the Larry and Cindy Bloch Alumni and Advancement Center, and the University Facilities and Services Center.

The Eastman School of Music Campus

This campus opened in 1921 as the University's first professional school and presents over 700 concerts a year. The primary concert venues include Kodak Hall where the Rochester Philharmonic Orchestra plays, Kilbourn Hall, Howard Hanson Recital Hall, and Kilian and Caroline Schmitt Organ Recital Hall. Hatch Recital Hall is the newest addition to the Eastman campus, and is located in the Eastman East Wing. The School's Sibley Music Library has holdings of nearly three-quarters of a million items and is recognized as one of the foremost music research libraries in the world.

The University of Rochester is found in many national and international rankings including Best Graduate Schools-Medical Research, National Institutes of Health Funding, Best Value in Private Colleges, Best Value School, World's Most Innovative College, and World Business School.

Current enrollment totals approximately 6,500 undergraduate and 4,800 graduate students. The University is the largest employer in the Greater Rochester area and is one of the top 10 largest employers in New York State.



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Wilmot Cancer Institute

Established in 1974 as the University of Rochester Cancer Center, Wilmot Cancer Institute (WCI) has its roots in an era that encouraged academic medical centers to bring their expertise in fields such as cancer to regional communities. Wilmot Cancer Institute has stayed true to that vision and, through its network of locations, provides patients and families comprehensive cancer care closer to where they live and work.

The Wilmot Cancer Institute is named for James P. Wilmot, a prominent local businessman, philanthropist and leading member of the Rochester community. Wilmot created the Wilmot Foundation, which is dedicated to attracting, training and supporting doctors who are pursuing a career in cancer research. The Foundation provides fellowships to young medical doctors so they can pursue their research goals.

Wilmot Cancer Institute features an 86-bed cancer center with [11 outpatient locations](#) throughout the Rochester and Finger Lakes region. Wilmot, a component of Strong Memorial Hospital, offers patients and their families comprehensive services including one of upstate New York's largest blood and marrow transplant programs and the Rochester area's only American College of Surgeons-accredited breast cancer center.



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Wilmot is home to the region's first survivorship clinic and offers clinical trials of new therapies and options that may not be available anywhere else in upstate New York. In addition, Wilmot includes a team of scientists who investigate many aspects of cancer, with an emphasis on how best to provide precision cancer care.

Mission Statement

To reduce cancer incidence, decrease cancer-related suffering, and provide cancer care of the highest quality to Central and Western New York State and the nation through research, treatment, education, and community engagement.

Goals of the 2016-2021 Strategic Plan

- Be upstate New York's premier cancer research institution
- Be upstate New York's cancer care provider of choice
- Be experts in upstate New York's unique cancer-related needs through community engagement
- Be a pre-eminent educational institution for cancer researchers and clinicians

2020 Foci

- Additional investment in population science research
- Establish a fourth research program: Aging and Cancer
- Expand clinical trial enrollments, increase investigator-initiated trials
- Centralize biorepository and sample processing efforts
- Apply for National Cancer Institute (NCI) designation
- Apply for K12 Paul Calabresi Career Development Award and additional Ruth L. Kirschstein NRSA Institutional Research Training Grants (T32)
- Expand catchment area

Working Towards NCI Designation

The WCI Leadership team has convened an External Advisory Board charged with providing guidance and specific feedback on the Institute's approach to securing National Cancer Institute (NCI) designation. The Wilmot leadership team met with NCI leadership in May 2019 and received specific direction to prepare the submission of the application.

The WCI leadership team has the goal of submitting their application in May, 2021.

Wilmot has had an 85% increase in clinical trials over the past four years. Targeted recruitment is ongoing and more than two dozen new faculty have joined Wilmot since September 2018. Additionally, leadership is expanding the Institute's administrative infrastructure and clinical trial activity.



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The following elements have been identified as key components of the case for designation:

- WCI serves a large rural region not addressed by any other NCI-designated cancer center and provides innovative care options, including clinical trials, for more than 5,000 new cancer patients annually.
- WCI is internationally known for its cancer supportive care research. As one of two academic medical centers with a [National Community Oncology Research Program \(NCORP\)](#) research base, WCI is one of the definitive leaders in establishing standards of care in this area.
- WCI has broad fundamental, translational and clinical expertise in aging and cancer, including the largest clinical geriatric oncology program in the U.S.
- For the past 30 years, research from the Institute has led to changes in oncology standards of care and paradigm-shifting discoveries, while directly impacting their catchment area.

2020 Sprint Campaign

In calendar year 2020, WCI will embark on a “sprint campaign” of \$10-15M. The Executive Director will play a vital role in analyzing the prospect pool and building a gift pyramid that identifies the proper stretch goal for the team.

The sprint campaign will include a strategic and well-orchestrated series of engagement opportunities, including two fundraising events – the annual *Discovery Ball* in May and the *Taste to Your Health Wine Auction* in September. The Wine Auction is University of Rochester Medical Center’s signature event and typically nets between \$1.2M and \$1.5M. It benefits a different program each year; in 2020 the beneficiary is cancer.

Fundraising priorities for the campaign include research support, endowed chairs, and broad-based unrestricted funds that can be used by WCI leadership to support key infrastructure and recruitment needs in support of the NCI designation application. There will also be a special focus on neuro-oncology.

The WCI Advisory Board will be actively engaged in the sprint campaign and in achieving the fundraising and engagement goals. In addition, the WCI Advancement team will partner with Principal Gifts, Regional Giving, and colleagues in URMC Advancement to drive fundraising activity.

Wilmot Cancer Institute Awards

[Allison Magnuson, D.O.](#), was awarded \$1.2M from the [National Institute on Aging](#) to support talented physicians and scientists who are expected to lead the next generation in aging research. Magnuson received the Paul B. Beeson Emerging Leaders Career Development Award in Aging. This is a top honor that highlights investigators with leadership skills who have already received competitive research support at the faculty level. Magnuson plans to use the grant to



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adapt an existing memory-and-attention therapy program for use in older breast cancer patients. The program is a pilot study for its feasibility and impact.

The NIA recognized Magnuson as an early-stage investigator who is “well poised to change theory, practice, and health outcomes related to the health of older individuals.” The grant funds five years of research, which is relevant for the fast-growing number of Americans aged 65 and older. The number of “oldest old” — those people who are 85 and older — is expected to triple between 2010 and 2050.

[Karen Mustian, Ph.D., M.S., M.P.H.](#), Dean’s Professor of Surgery was named a Fellow in the 2017-18 class for the Hedwig van Ameringen [Executive Leadership in Academic Medicine® \(ELAM\) Program](#) at Drexel University College of Medicine. This program is a year-long part-time fellowship for women in faculty in schools of medicine, dentistry, public health, and pharmacy. It is dedicated to developing the professional and personal skills required to lead and manage in a complex health environment with special attention to the unique challenges facing women in leadership positions.

Noteworthy Achievements of WCI

Wilmot scientists have been conducting Cancer Control research for more than 40 years. The program is one of the oldest and most highly regarded in the field and has been continuously funded since 1983. In September 2019, WCI received a \$29M grant from NCI to support research into cancer side-effects and symptom management. This is the largest single grant currently funded at the [University of Rochester Medical Center](#).

NCI selected Wilmot’s [Cancer Control and Supportive Care research program](#) as a hub for the [National Community Oncology Research Program \(NCORP\)](#). As such, the Wilmot team is charged with designing and managing clinical studies to be carried out at oncology clinics at more than 1,000 [NCORP affiliates](#) in 44 states, the District of Columbia, Puerto Rico and Guam. Wilmot is one of seven cancer centers chosen as an NCORP research base, and the 2019 awards cover the largest geographic area in NCORP’s history.

A [Wilmot Cancer Institute](#)-led study in *JAMA Oncology* shows that when physicians fully appreciate the concerns of older adults with cancer, such as function and forgetfulness, it elevates patient care and satisfaction. [The study](#) is believed to be the first to assess in a randomized clinical trial whether a tool known as geriatric assessment (GA) can meaningfully influence cancer care for vulnerable older people. The Patient-Center Outcomes Research Institute (PCORI) funded the study, as well as NCI and the National Institute of Aging.

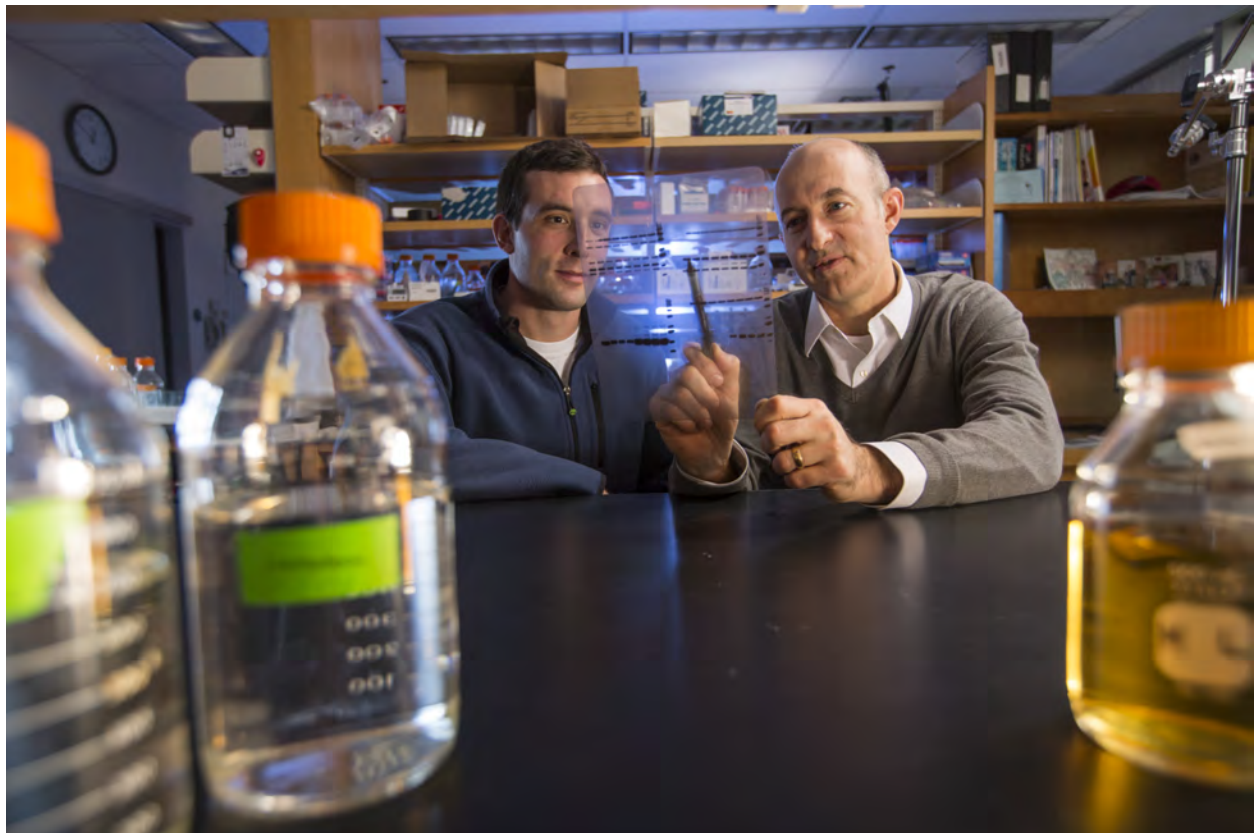
In October 2019, *The New England Journal of Medicine* published landmark findings that could transform care for women diagnosed with ovarian cancer, a leading cause of death worldwide. Richard Moore, MD, Director of Wilmot’s Gynecologic Oncology program, was a co-author of the study. The drug, a daily pill known as niraparib, targets proteins in tumors known as PARP1



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and PARP2, that cause DNA damage in cells and promote cancer cell growth. Study results showed that niraparib could extend the lives of some women with advanced ovarian cancer by nearly two years.

Scott Gerber, Ph.D., has launched an innovative new study, combining radiotherapy and immune therapy as a way to attack pancreatic cancer, a disease known for its dismally low survival rate. He received a National Cancer Institute \$2 million grant to investigate this new strategy for locally advanced disease. The project is relevant for most patients, who are typically diagnosed after their pancreatic cancer has already begun to spread, making it harder to treat. One of the main problems lies in the microenvironment immediately surrounding the tumor; it consists of toxic proteins that protect cancer cells from being destroyed by the body's own immune system. The goal of Dr. Gerber's research study is to convert an immune-suppressive tumor microenvironment into one that can fight cancer.



In March 2019, the [University of Rochester Medical Center](#) earned a three-year accreditation from the [National Accreditation Program for Rectal Cancer](#) (NAPRC), a program launched in 2017 and administered by the [American College of Surgeons](#) (ACS). URM is only the sixth institution in the country and the only one in New York and the Northeast to receive this accreditation to date. To earn the voluntary accreditation, URM met 19 standards, including the



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establishment of a rectal cancer multidisciplinary team (RC-MDT) that includes clinical representatives from surgery, pathology, radiology, radiation oncology, and medical oncology.

In October 2017, UR Medicine’s Wilmot Cancer Institute was among the first sites in the world to offer CAR T-cell therapy—a new type of immunotherapy—to adults with aggressive lymphoma. The engineered gene therapy has been described as a revolutionary “living drug” and one of the most powerful cancer treatments to emerge in recent years. [Yescarta](#), by Kite Pharma, is a U.S. Food and Drug Administration approved therapy that works by boosting a patient’s immune system to seek and kill the cancer cells involved in diffuse large B-cell lymphoma, a type of blood cancer for which there is no cure. Wilmot is the only cancer center in upstate New York and between Michigan and Boston approved to provide Yescarta therapy. Wilmot researchers continue to be involved in clinical research to apply CAR T-cell therapy to additional types of lymphoma and leukemia, multiple myeloma, and some solid tumors.

University of Rochester Awards and Recognition

In its history, seven university alumni, four faculty members, and one senior research associate have been awarded Nobel Prizes; 32 faculty members serve in the National Academies of Sciences, Engineering, and Medicine. Twelve alumni and faculty members have won a Pulitzer Prize and 20 faculty members have been awarded a Guggenheim Fellowship.

The doctoral programs for economics and political science are historically ranked among the top five worldwide in career placement and alumni success.

In 2007, two *PS: Political Science & Politics* studies ranked Rochester fourth in both graduate placement and citation of graduate’s research. Only Harvard University and the University of Rochester placed in the top five in both graduate placement and publications.

Outside the Classroom

Students can choose from more than 200 student organizations including club teams, intramurals, performing arts ensembles, academic and pre-professional societies, campus media, and cultural and community awareness groups

Sports

The University of Rochester Yellowjackets play in the Liberty League of NCAA Division III athletics and participate in 21 varsity sports. Since 1974, they have secured 18 National Championships and produced 108 Academic All-Americans in 16 different sports.



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Men’s Sports

- Baseball
- Basketball
- Cross Country
- Football
- Golf
- Soccer
- Squash
- Swimming and diving
- Tennis
- Track and Field

Women’s Sports

- Basketball
- Cross Country
- Field Hockey
- Lacrosse
- Rowing
- Soccer
- Softball
- Swimming and Diving
- Tennis
- Track and Field
- Volleyball

The Office of University Advancement

University Advancement at Rochester is led by Senior Vice President Tom Ferrell '88, '90 (MS) along with one Vice President, one Senior Associate Vice President and six Associate Vice Presidents.

Advancement consists of Principal Gifts, Presidential Advancement, Gift Planning, Unit Specific Development, Parents Programs, Constituent Engagement, Regional Gift Officers including International Advancement, Annual Giving, Prospect Development, Talent Management, Information Technology, Advancement Services, Marketing and Communication, Donor Engagement, Special Events, Foundation Relations, and Alumni Relations.



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In total, University Advancement employs 260 people housed primarily in the Larry and Cindy Bloch Alumni and Advancement Center.

The following chart reflects total philanthropic support of University of Rochester for the past three fiscal years:

| Fiscal Year | Number of Donors | Total Support |
|--------------------|-------------------------|----------------------|
| 2019 | 47,404 | \$130,353,549 |
| 2018 | 46,216 | \$150,073,598 |
| 2017 | 48,172 | \$121,838,816 |

University of Rochester Facts

| | |
|-------------------------|---|
| Founded: | 1850 |
| President: | Sarah C. Mangelsdorf |
| Enrollment Fall 2018: | Total Students: 11,817 Undergraduate: 6,535 Graduate: 4,859 First Professional (MD): 423 |
| Student/Faculty ratio: | 10:1 The University places within the top 10 for staff to student ratio. |
| Campus: | The University consists of 187 buildings with more than 12 million gross square feet and 655 total acres, including University of Rochester Medical Center, Eastman School of Music, Memorial Art Gallery, School of Arts and Sciences and the Hajim School of Engineering & Applied Sciences, School of Medicine and Dentistry, Warner Graduate School of Engineering, Simon Business School and several specialized educational sites on the University of Rochester campus. There are nearly 10,000 students, over 28,000 faculty and staff, and 872 licensed hospital beds. |
| Degrees Awarded (2019): | 1,500 Undergraduate degrees 1,000 Graduate and Doctoral degrees |
| Library Holdings: | 3.5 million physical items 1+ million electronic resources 89,854 journals |



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|--------------------|---|
| | 869,189 eBooks 58,194 media (audio-visual, data sets) |
| Governance: | 49 Board of Trustee Members |
| Endowment: | \$2.5B |
| Alumni: | The University has more than 103,000 living alumni. |
| Faculty and Staff: | The University employs more than 20,000 faculty and staff across the University and the Strong Health System. |
| College Web Site: | https://www.rochester.edu |

Wilmot Cancer Institute Facts

| | |
|---------------------------|--|
| Established: | 1974 |
| Institute Director: | Dr. Jonathan Friedberg |
| Campus: | The clinical hub is based within a 270,000 sq. ft. building featuring five linear accelerators, comprehensive ambulatory space, an infusion center, clinical research space, a translational laboratory floor, and three inpatient floors consisting of 86 inpatient beds. |
| Staff: | WCI employs over 130 physicians and more than 400 nurses and advanced practice providers, providing care to over 17,000 patients annually across 13 locations throughout Central and Western NY. |
| Governance: | 20 member External Advisory Board, focused on advocacy, engagement, and fundraising. |
| Research: | WCI's research team, consists of approximately 150 faculty members occupying over 85,000 sq. ft. of research space across five locations within the URMC and University campuses. |
| Total 2018 Grant Funding: | \$23.7M total direct, peer-reviewed, cancer-related funding (50% growth in NCI funding since 2016) |
| Web Site: | https://www.urmc.rochester.edu/cancer-institute.aspx |



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The following reflects total philanthropic support of the Wilmot Cancer Institute for the past three fiscal years:

| Fiscal Year | Total Support |
|--------------------|----------------------|
| 2019 | \$8,458,382 |
| 2018 | \$7,132,111 |
| 2017 | \$5,227,530 |

The following reflects the number of new patients treated at WCI for the past three calendar years for which full data is available:

| Calendar Year | Number of patients treated |
|----------------------|-----------------------------------|
| 2017 | 5,609 |
| 2016 | 5,841 |
| 2015 | 6,160 |

Position Description

Executive Director of Advancement

Wilmot Cancer Institute seeks a full-time Executive Director of Advancement. The Executive Director is responsible for planning and implementing a comprehensive fundraising and relationship-building program for WCI.

The Executive Director will lead a high performing team focused on securing a minimum of \$7M annually in philanthropic support for strategic capital, program, and endowment priorities as identified by the Director of the Wilmot Cancer Institute. The Executive Director will work closely with WCI leadership to identify and articulate philanthropic opportunities and will work to optimize grateful patient and community giving, planned giving, and stewardship activities.

Organizational Relationship

Reporting to the Vice President for Advancement for the University of Rochester Medical Center, the Executive Director will be a strategic and highly self-motivated individual with team building skills.

The Executive Director will have a portfolio of approximately 75 high end major gift prospects and will serve as a role model through his/her activity level. Significant local and some national travel is required to engage prospective and current donors. This position supervises the following positions; Director of Advancement, Associate Director of Advancement, Associate Director of Advancement and Community Events, Program Manager, and Program Assistant.

The Executive Director will serve as the main communication liaison with Cancer Institute leadership, physicians and volunteers, including the WCI Advisory Board, effectively articulating and advancing the vision of the Wilmot Cancer Institute to both internal and external



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constituents. They will be responsible for working with the Board chair to effectively guide board activities.

Under general direction from the Vice President, and with broad latitude for independent action, the Executive Director will focus on:

Major Gift Fundraising

- Work closely with Wilmot Cancer Institute leadership to identify fundraising priorities and articulate compelling cases for support.
- Identify, qualify, cultivate, solicit and steward a portfolio of 75 prospective donors capable of \$100,000+ gifts. Close gifts as outlined in annual performance metrics contract.
- Effectively utilize Cancer Institute/Medical Center leadership, faculty and key volunteers to advance relationships with major gift prospects.
- Tap internal Advancement resources to develop and execute planned giving, principal gifts, and annual fund strategies for Wilmot Cancer Institute prospects and donors.
- Maintain frequent and open internal communication across all areas of Advancement to enhance collaboration.

Leadership and Management

- Provide leadership and vision to optimize philanthropic support for Wilmot Cancer Institute priorities. Develop comprehensive annual operation plans for his/her unit, setting clear goals for the team, and aligning unit goals with URMC Advancement goals.
- Provide regular oversight and guidance as needed for unit's program prospect management, major gift activity, and programmatic activities, including community fundraising events.
- Model best-practice fundraising skills and mentor staff members.
- Recruit, train, manage and motivate the Wilmot Cancer Institute advancement team.
- Develop individual performance goals, conduct performance reviews, and address any performance issues that may arise.

Advisory Board Management/Volunteer Engagement

- Actively manage working relationships with members of the Wilmot Cancer Institute Advisory Board and other volunteers.
- Serve as lead fundraiser in securing philanthropic support from board members.
- Effectively engage board members and other volunteers as partners in raising funds from the broader Rochester area community.



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- Implement best practices in volunteer management ensuring a highly engaged Advisory Board.
- Work closely with the Wilmot Cancer Institute and its Advisory Board leadership to develop meeting goals, agendas, and presentations. Optimize the volunteer experience.

Other Duties

- Perform other duties as assigned by the Vice President for Medical Center Advancement and participate in Advancement-wide projects and programs

Qualifications:

- Bachelor’s degree
- A minimum of 7 years of advancement experience
- 5+ years of successful major gift work
- Proven managerial skills
- Highly developed communication skills, including an ability to comprehend and discuss medical research
- Political savviness, a high energy level, commitment to the mission of the Wilmot Cancer Institute
- Intellectual curiosity and the desire to work as part of a team in a goal-oriented and dynamic environment
- Commitment to a donor-centric fundraising approach

Preferred Qualifications:

- Master's degree preferred
- Experience in a medical setting

Biographical Profile

Sarah C. Mangelsdorf
 President
 University of Rochester



Sarah C. Mangelsdorf became president of the University of Rochester on July 1, 2019. An experienced academic leader, Mangelsdorf served as provost at the University of Wisconsin–Madison before coming to Rochester. She is a professor of psychology who is internationally known for her research on the social and emotional development of infants and young children.



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Mangelsdorf is known for her work on issues of academic quality, educational access, and diversity and inclusion at some of the nation's leading public and private institutions. She has earned wide recognition for developing important strategic initiatives tailored to the goals of each institution and for taking a leading role in building both financial and institutional support for those goals.

Mangelsdorf served as chief operating officer at Wisconsin, where her responsibilities included oversight of all academic programs and budget planning for 12 schools and colleges, including Education, Business, Engineering, and Graduate Studies, as well as the Schools of Medicine and Public Health and of Nursing, which are affiliated with UW Health, the integrated health system of the University of Wisconsin–Madison.

She served as dean of the Weinberg College of Arts and Sciences at Northwestern University before becoming provost at Wisconsin in 2014. She began her academic career at the University of Michigan and in 1991 moved to the University of Illinois at Urbana-Champaign, where she later was dean of the College of Liberal Arts and Sciences.

Biographical Profile

Dr. Jonathan Friedberg

Director

James P. Wilmot Cancer Institute

Jonathan W. Friedberg, M.D., is the Samuel Durand Professor of Medicine at the University of Rochester, and Director of the James P. Wilmot Cancer Institute.

Dr. Friedberg received his medical degree from Harvard Medical School. His postgraduate training included an internship and residency at Massachusetts General Hospital. He also completed a medical oncology and hematology fellowship at Dana-Farber/Partners Cancer Care in Boston. Dr. Friedberg also has an M.M.Sc. degree from Harvard Medical School in clinical investigation.

His research interests focus on development of novel therapies for patients with lymphoma. He is chair of the lymphoma committee in the SWOG National Clinical Trials Network (NCTN) group, and serves as associate editor for hematological malignancies at *Journal of Clinical Oncology*. He was awarded the Scholar in Clinical Research award from the Leukemia & Lymphoma Society, and has chaired the education program of the American Society of Hematology annual meeting.



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Biographical Profile

Kellie Anderson

Vice President for Advancement
University of Rochester Medical Center



Kellie S. Anderson is the Vice President for Advancement, University of Rochester Medical Center. In this role, she is responsible for developing and implementing a robust fundraising and relationship-building program for the medical center, the School of Medicine and Dentistry, the School of Nursing, and the Eastman Institute for Oral Health.

Anderson has over 25 years of experience in higher education and medical center advancement work. Prior to joining the University of Rochester in 2017, she spent 18 years at the University of Pittsburgh and UPMC where she most recently led all aspects of fundraising for the academic medical enterprise, raising over \$100M annually. She has focused her personal fundraising efforts on developing strategic partnerships and identifying, cultivating, and soliciting national foundations and corporations for major gifts, resulting in a diverse funding portfolio. She has held leadership positions in corporate and foundation relations with the University of Pittsburgh, the University of Pittsburgh Cancer Institute, and the West Penn Hospital Foundation.

Anderson has served as a Consulting Vice President with Grenzebach Glier and Associates, a global philanthropy management company, since 2009, working with top-tier academic programs across the U.S.

A native of western New York, she holds a bachelor's degree from Allegheny College and a master's degree in public health from the University of Pittsburgh.

Rochester, NY

Rochester is located on the southern shore of Lake Ontario in western New York. Rochester is the seat of Monroe County and the third most populous city in New York State, after Buffalo and New York City. The metropolitan area has a population of approximately 1.5 million people.



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Rochester has a rich history of industry and innovation. It is the birthplace of Kodak, Western Union, French's, Bausch and Lomb, and Xerox. Due to the fertile Genesee River, it was home to many flour mills in the 1800's and came to be known as The Flour City. Today, with an international reputation for horticultural excellence, it is called The Flower City.

Buffalo, Niagara Falls and the Canadian border (to the west) and Syracuse (to the east) can be reached in approximately 90 minutes. In just over one hour, you can find yourself relaxing in the beautiful Finger Lakes. In 2012, *Kiplinger* rated Rochester as the fifth-best city in the United States for families, citing low cost of living, top public schools, and a low jobless rate. In 2007, *Places Rated Almanac* rated Rochester as the "most livable city" among 379 U.S. metropolitan areas.

Rochester and the surrounding areas provide endless activities for people with varied interests. If you enjoy the arts, The Eastman School of Music puts on over 700 performances per year. The Memorial Art Gallery is recognized as one of the nation's finest regional art museums and has a collection that spans 5,000 years.

You can hit the links at over 60 public golf courses as well as Oak Hill Country Club which has hosted three PGA Championships, the Ryder Cup, three United States Opens, two United States Amateurs, the United States Senior Open, and the 2019 KitchenAid Senior PGA Championship. It is also the future site of the 2023 PGA Championship.



Outdoor activities abound in all seasons. Enjoy Letchworth State Park, the “Grand Canyon of the East” and acclaimed as the “#1 Best New York Attraction” by *USA Today*, Lakeside Beach State Park with a panoramic view of Lake Ontario, Darien Lakes State Park featuring a sandy beach and PDGA Disc Golf course, or Hamlin Beach State Park. If camping is your passion, these four locations combine to offer 856 sites! You will also find numerous places for hiking, fishing, skiing (snow and water), as well as hunting.

There is always something to do with over 140 Festivals and Events annually including five film festivals. Families will enjoy over 12,000 acres of parkland and 100+ family-friendly attractions. The local parks system was developed by Frederick Law Olmsted, the father of landscape architecture and the designer of Manhattan's Central Park. The area also boasts of over 100



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wineries, breweries, and distilleries. The 2019 official visitors guide contains 98 pages highlighting all there is to do in the area.



Greater Rochester International Airport (ROC) is located just minutes from the city and provides 30,327 seats per week to 19 non-stop destinations. The airport features convenience, affordable self-parking with rewards, valet parking, smartphone waiting lot with free wifi and free EV Charging station, comfortable terminal seating, and TSA PreCheck.

Education is highly valued in Rochester. It is home to 11 colleges or universities, three seminaries, and many primary and secondary schools--some of whom are ranked best in the state.

With a wide array of international cuisine, your taste buds will never be bored. From the Far East to Ethiopian to Middle Eastern/Mediterranean to Caribbean to Barbecue to Vegetarian, you will find hundreds of restaurants to choose from. After your meal, support the bakers with special needs at Special Touch Bakery, stop by Stever's Candies to learn why they have been a local favorite since 1946, or indulge in Hedonist Artisan Chocolates and see if you agree with the *New York Times* assessment that they are "one of the best in the nation"!

If you like to cook using local ingredients, visit The City of Rochester Public Market which, since 1905, has been providing fresh produce, specialty and ethnic foods, fresh meat and fish, artisan breads and cheeses, as well as fresh flowers and plants.

Rochester has a rich history of being a progressive city and remains so to this day. Susan B. Anthony was a national champion of suffrage, abolition, temperance, and equal rights for women and spent much of her life in Rochester. Her home and grave draw many visitors each year. Former slave, Frederick Douglas became a famous abolitionist, author, US Ambassador, and founded *The North Star* newspaper in Rochester. Presently, the Mayor of Rochester has launched



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the Mayor's Office of Community Wealth Building to ensure that all residents benefit from the rising economy of the city.

Rochester also has a low cost of living. According to the National Association of Realtors, the Median home price is \$146,600 and Zillow lists it as a "Very Hot" market.



This is a 4br/2.5ba, 2,016s/f home on 1/3 acre lot with in-ground swimming pool is currently listed for \$150,000

More information about the Rochester area is available at <http://www.visitrochester.com>

Application Procedure

To be considered for the Executive Director of Advancement for the Wilmot Cancer Institute at the University of Rochester, please submit your resume and cover letter in confidence to:

John Toolan
Vice President
BRYANT GROUP
jtoolan@bryantgrp.com

BRYANT GROUP is the industry leader in executive search for philanthropy. For over 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 talent development and leadership consulting services to help our clients build powerful advancement teams.

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Executive Director of Advancement
Wilmot Cancer Institute at the University of Rochester