

# EUGENIA M. STEWART, MBA, CFRE

## SUMMARY

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Dynamic, collaborative, results-driven philanthropy leader with 20 years of experience in fast-paced, complex not-for-profit organizations. Entrepreneurial strategic thinker and team builder with proven track record of leading successful fundraising efforts and achieving or exceeding revenue goals. Highly adept at cultivating lasting donor relationships and facilitating diverse collaborative efforts while engaging, motivating and encouraging others through change.

## EXPERIENCE

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### **St. Jude Medical Center '**

*Director, Philanthropic Initiatives*

**Fullerton, CA**

*August 2013 – Present*

Member of the Memorial Foundation leadership team responsible for long-term strategic vision, planning and deployment of all major gift activities and the first comprehensive programmatic campaign in the history of the organization. Lead the transition the of Foundation team, board members and hospital leadership to adopt and deploy major gift focused fundraising strategies.

- Led final phase of a \$20 million equipment and technology initiative; surpassed goal by 10% raising \$5.3 million in 11 months.
- Cultivated and secured irrevocable bequest of \$2 million toward unrestricted endowment.
- Cultivated and secured \$750,000 toward Palliative Care program endowment.
- Led completion of a campaign planning study to assess organizational and community ) readiness for launching \$80 million comprehensive programmatic campaign. )
- Developed and deployed strategic plan for special initiatives campaign in collaboration with the foundation leadership team; \$18 million raised since January 2017.
- Provides leadership to Campaign Steering Committee and Physician Philanthropy Council.
- Developed dynamic prospect management system, protocols and metrics.
- Hired, mentored and led a team of 5 professional and support staff.
- Serves as leader on hospital's Senior Leadership team and shares responsibility for being a role model in fostering a culture of excellence.

### **California State University, Long Beach '**

*Director of Development, College of Engineering*

**Long Beach, CA**

*April 2008 – August 2013*

Provided strategic direction, planning and implementation of the development program for the College of Engineering as part of the \$250 million University comprehensive campaign.

- Increased fundraising revenue from \$600,000 a year to \$2 million.
- Cultivated and secured \$1 million to establish endowed Professor of Practice position.
- Secured \$400,000 irrevocable bequest to establish Honors Program scholarship fund.
- Created bi-annual Engineering Distinguished Lecture Series.
- Restructured the scope and involvement of the Dean's Advisory Council, in collaboration with the Dean, recruited 26 new senior industry executives, community leaders and distinguished alumni to join the council.

- Established first electronic newsletter and weekly social media presence.
- Mentored and supervised development coordinator and two student assistants.

### **St. Jude Medical Center '**

**Fullerton, CA**

*Director of Individual Gifts )*

*November 2005 – March 2008*

Managed all operational aspects of the annual giving program including budgeting, prospect management and database systems, donor giving clubs, direct mail, fundraising events, donor stewardship and recognition activities, support groups, and volunteer committees.

- Developed and implemented comprehensive annual fundraising plan. Maintained 90% retention rate for the President's Cabinet and increased membership from 75 to 175 members.
- Increased total revenue of the annual giving program from \$480,000 to \$1.2 million.
- Hired, mentored and supervised a team of 8 professional and support staff.

*Director of Annual Giving )*

*January 2002 – October 2005*

- Restructured sponsorship levels of the four major fundraising events (fashion show, gala, golf tournament, and formal dinner) and increased net revenue from \$265,000 to \$600,000 annually.
- Successfully launched a Corporate Circle program to increase corporate sponsorships and raise awareness of the hospital in the community.
- Hired, mentored and supervised a team of 4 professional and support staff.

## **PRIOR WORK EXPERIENCE (1998 – 2001)**

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**Orange County High School of the Arts, Santa Ana, CA, Director of Annual Giving**

**Pacific Symphony Association, Santa Ana, CA, Various Positions**

## **EDUCATION & TRAINING**

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**Masters of Business Administration, Concentration: Organizational Leadership**

*Brandman University – Chapman University System, Irvine CA*

**Certificates in Annual Giving, Capital Campaigns, Major Gifts**

*University of Wisconsin, AHP Fund Raising Institute, Madison WI*

**Certificate of Fund Raising**

*University of California Riverside, Riverside CA*

**Bachelor of Music Education and Music Performance**

*University of Redlands, Redlands CA*

## **PROFESSIONAL & COMMUNITY AFFILIATIONS/ACTIVITIES**

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- Member, Association for Healthcare Philanthropy (AHP)
- Member, The Advisory Board
- 2017 Western Regional Planned Giving Conference; Advisory Board Philanthropy Council
- Member and volunteer, Long Beach Rowing Association
- Member and volunteer, Redlands University Alumni Association
- Board Member/Treasurer, Bermuda Street Condo HOA, Long Beach