

# Naomi Sterling

## Director of Philanthropy

Director of Philanthropy with 12 years in hospital and health philanthropy, leading major gifts, principal gifts and planned giving for a foundation that raises \$32M a year. Builds donor stewardship around patient care priorities, works closely with physicians and the board, and led a \$75M capital campaign. Known for interpersonal skills with families and executives.



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### Experience

#### Director of Philanthropy

09/2020 - Present

Golden Gate Children's Health Foundation

San Francisco, CA

Foundation of a 250-bed children's hospital with \$32M in annual giving.

- Lead 5 gift officers who raised \$32M in FY2025, up from \$21M in FY2020.
- Direct a \$75M capital campaign for a new cancer center, now at \$68M with 18 gifts of \$1M or more.
- Manage 35 principal gifts prospects and partner with 20 physician leaders on donor meetings.
- Grow planned giving commitments from 110 to 240 through a legacy society and estate planning seminars.

#### Senior Major Gifts Officer

07/2014 - 08/2020

Bay Area Heart Institute

Oakland, CA

Cardiac care and research nonprofit.

- Raised \$3M a year from a portfolio of 130 major donors, grateful patients and family foundations.
- Closed 2 gifts of \$5M each to endow cardiac research chairs after 3 years of cultivation.
- Built donor stewardship reports for 200 endowed fund holders with Excel and Salesforce data.
- Trained 4 new gift officers on discovery visits, proposal writing and board relations etiquette.



### Certificates

#### Certified Fund Raising Executive (CFRE)

03/2018

CFRE International

#### Fellow, Association for Healthcare Philanthropy (FAHP)

06/2022

Association for Healthcare Philanthropy



### Skills

Major Gifts

Principal Gifts

Planned Giving

Capital Campaigns

Donor Stewardship

Board Relations

Salesforce

Excel

Interpersonal Skills

Integrity



### Education

#### Master of Public Health

05/2014

University of California, Berkeley

Berkeley, CA

Health Policy and Management