

WOMEN

In Business

PRESENTING SPONSOR:



Kimberly Ward

HOW LONG HAVE YOU BEEN IN YOUR LINE OF WORK AND WHAT GOT *you* STARTED?

"This is my 20th year working in philanthropy. Every good fundraiser will tell you that you need to have a compelling story when you meet with donors, and they ask you how you got into the field. But most fundraisers will say that they just "fell into it" and that really was the case for me back in 2004. I was looking at job postings in the Oregonian and saw two listings for the same organization that appeared to be identical. One position was titled Relationship Manager with a contact number in Portland and the other one said Community Relationship Manager with a contact number in Tacoma, WA. I was intrigued by the word Community and called the number in Tacoma. The woman who answered the phone told me that the organization had just gone through a reorganization, and they had acquired territory in the southwest corner of Washington and the north coast of Oregon. I started laughing and said that I happen to live in Clatsop County. We talked for about 15 minutes, and after we hung up the phone she went in and told the vice president of the organization that she just found his new staff person. It was very serendipitous! I would say that joining Providence was truly a calling for me. In my former position I traveled around the 12 Western states. I was negotiating a contract for a resource center in Anchorage, Alaska where Providence was building a new cancer center. The project manager gave me a tour of the space which included an art therapy room. I remember walking in to see the Northern Lights depicted on the ceiling and having this incredible sensory experience. I was impressed by the beauty of my surroundings, the thoughtful detail put into the plans and the amazing services Providence was offering to their patients! When I learned that 100% of the project was funded by philanthropy, I said very clearly, any person, any organization that can do this, I want to be a part of."

Kimberly and her sons, David & Nathanael



WHAT IS ONE THING YOU WOULD TELL OTHER women GOING INTO YOUR LINE OF WORK?

“One of the biggest misconceptions people have about fundraising is that our work is all event related. Don't get me wrong, our Festival of Trees event is what we are known for, and I wouldn't have it any other way! However, it's only about a third of our total fundraising annually. There are many avenues of fundraising that we focus on such as annual giving, grants, major gifts, planned giving, etc. I also manage a board of directors and a donor portfolio. So, I would tell anyone going into this field, especially in a rural area like Seaside, that you need to understand who your donors are and what inspires them to give. You need to diversify your fundraising strategy to create multiple opportunities for meaningful contributions.”



*Kimberly with Foundation Board Members,
Tamara Roberts & Gretchen Darnell*

HOW DID YOU MANAGE POWER STRUCTURES & IMPOSTER SYNDROME EARLY IN YOUR CAREER VS. LATER IN *your* CAREER?

"You know, there is a big difference working in the not-for-profit versus for-profit sector. I have a bachelor's degree in speech communications and early in my career, I worked in banking, and then sales and marketing. Both industries were extremely competitive. I can count at least four times where I was passed over for a promotion or a new position in favor of a male, even with more experience or better education. Plus, the salary disparity was ridiculous! It was shortly after the last time I was passed over for a promotion, that I decided I needed to advocate for myself. I had a mentor who I really admired. She worked in the health care field and would often talk to me about what it would take to be a fundraiser or work in program development. I felt it was something I could be good at, so I started researching a new career opportunity. Women represent about 70% of the workforce in not-for-profit organizations. Out of the 8 Providence Foundations in Oregon 6 of the leaders are female. I really don't have to navigate power structures like I did when working in the for-profit sector. As for imposter syndrome, I didn't experience anything like that until I started in this role 9 years

ago. Part of the reason is, I work for a very large healthcare system which collectively raises over \$300 million a year. Providence Seaside Hospital Foundation is very small compared to my partnering foundations. I work with people who are raising \$15+ million a year and that can be intimidating. I also sit on the administrative team here at the hospital. It was a huge learning curve for someone who didn't have experience working in a clinical setting. It took a while for me to feel comfortable in my role, being a contributor in a room full of people who are a lot smarter than me. I would say what I've learned over the years is that you have embrace your strengths and know what you bring to the table. It's important to be your authentic self. You must be able and willing to say when you don't have the answer. Do not be afraid to ask for help. Also, I try to look at every intimidating experience as a learning opportunity."



Kimberly with PSH Chief Executive, Rebecca Coplin

TELL US A PROJECT OR ACCOMPLISHMENT IN YOUR CAREER *you* ARE MOST PROUD OF?

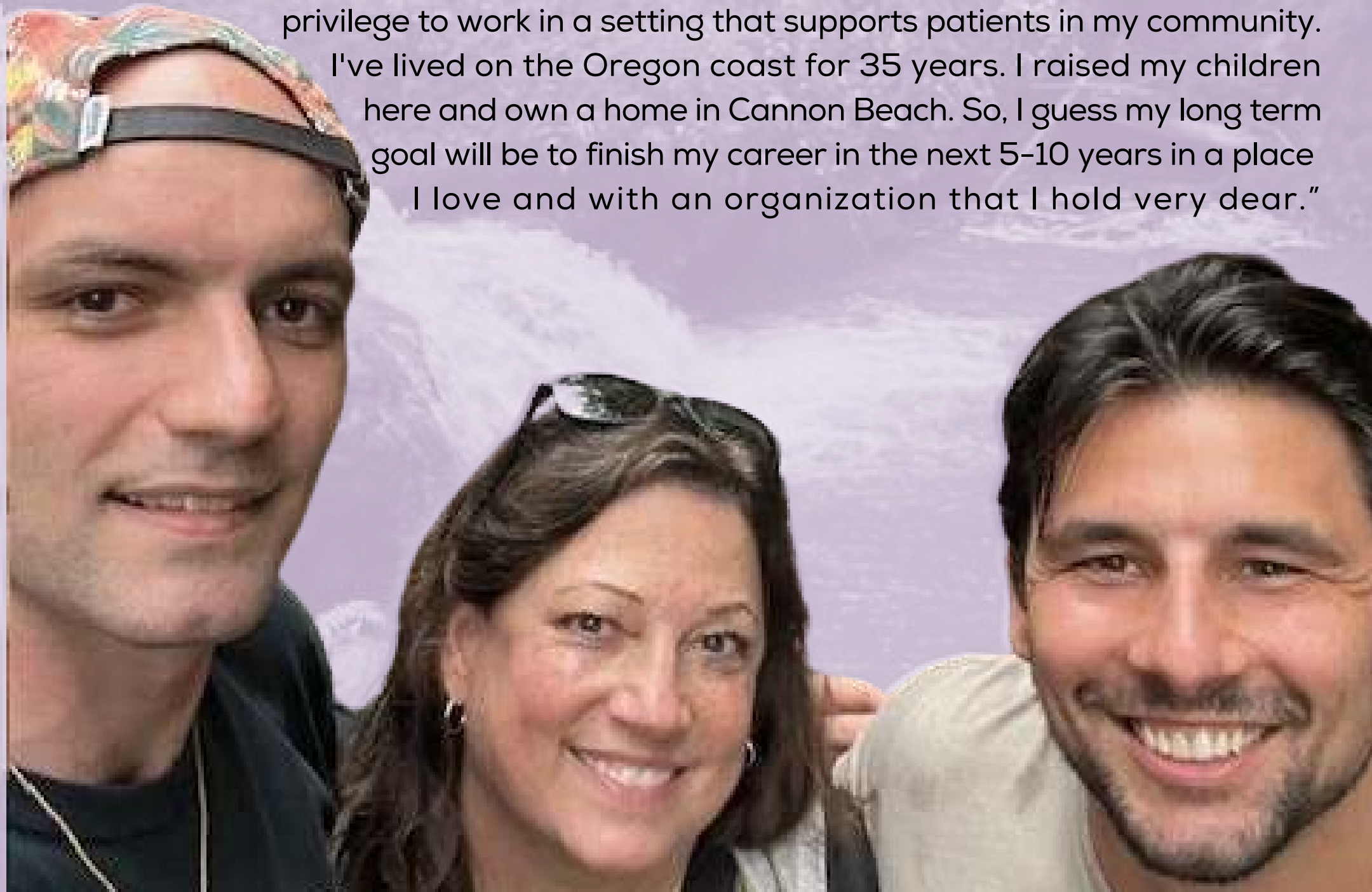
“Oh wow, there are so many things at Providence that I’m proud to be part of. But I would have to say my greatest achievement was the completion of the Beyond 911 Campaign to Expand Emergency Care at Providence Seaside Hospital in 2018. It was the first capital campaign for the hospital and my first as well. I was tasked to raise \$1.5 million in one year for a \$5.7 million project, which was above and beyond our annual fundraising goal. It was the hardest and the most exciting year for me professionally and the support we had from our community was amazing!”



WHAT DO *you* WANT TO ACHEIVE NEXT?

"Oh, that's a very good question. Short term goal - The foundation board recently approved funding a very exciting project that will take me back to my earlier days of raising money for cancer. More to come soon. I'm often asked if I would be willing to relocate so I can grow in my career, and my answer has always been no. Frankly, I find that question a bit insulting as there is so much worthy work to be done right here. I'm challenged every day and consider it a privilege to work in a setting that supports patients in my community.

I've lived on the Oregon coast for 35 years. I raised my children here and own a home in Cannon Beach. So, I guess my long term goal will be to finish my career in the next 5-10 years in a place I love and with an organization that I hold very dear."



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PRESENTING SPONSOR:



LUM'S
AUTO CENTER

"Advice for women? Go for it. Do your thing. Don't hold back" - Lori Lum

"Be strong, yet willing to take chances" - Julie Lum