

Janice Bailey

Consulting Partner



Education: Drury University, B.A.

Residence: St. Louis, Missouri

Experience

Janice joined Marts&Lundy in 2022, bringing more than 30 years of advancement and communication experience in academic medical centers and private, independent schools. As Chief Development Officer for City Academy in St. Louis, Janice leads the fundraising and communication strategy for the only independent school in Missouri that provides scholarship support to 100 percent of its families. Fundraising and endowment support provides 84 percent of the school's annual budget.

Prior to City Academy, Janice served as the Assistant Head of School for Mission Advancement at Saint Louis Priory School with responsibility for advancement, alumni relations, communications and enrollment management. During her tenure the annual fund increased 40 percent, alumni giving increased from 9 percent to 22 percent and parent participation more than doubled from 25 percent to 52 percent. Her team also developed and led the school's first digital marketing effort for brand awareness and enrollment management.

The majority of Janice's career was spent at St. Louis Children's Hospital (SLCH) where she served in a multitude of roles culminating as the Vice President and Chief Development Officer. During her 25-year career at SLCH, the endowment grew from \$40 million to more than \$380 million and annual fundraising increased from \$5 million \$20 million. She has extensive experience in all facets of development including annual fund, special events, corporate and foundation grants, major and principal gift strategy, budgeting, investments, data management, resource allocation, stewardship, campaigns, volunteer and board management and strategic planning.

Janice has been a guest lecturer for fundraising conferences as well as the MBA/MHA program at Saint Louis University. She also received the St. Louis Business Journal "40 under 40" Award. In her free time, she enjoys baking and spending time with her amazing family and cheering on the St. Louis Cardinals and St. Louis Blues.