

VGH & UBC Hospital Foundation is Vancouver Coastal Health's primary philanthropic partner, raising funds for specialized adult health services and research for all British Columbians. We partner with donors to drive innovation and sustainable health care at VGH & UBC Hospital, GF Strong Rehab Centre, Vancouver Coastal Health Research Institute and Vancouver Community Health Services. Further information about the Foundation is available at [www.vghfoundation.ca](http://www.vghfoundation.ca).

## **Department Summary**

The Foundation generates over \$50 million annually in philanthropic revenues. The Major Gifts & Estate Planning department is responsible for raising gifts of \$25,000 or greater and for generating annual revenues of over \$30 million. The Major Gifts & Estate Planning team is also responsible for the successful implementation of key strategic initiatives in the Foundation's Strategic Plan in order to meet organizational objectives.

## **Position Summary**

The Associate Director, Major Gifts, is responsible for developing and managing a portfolio of approximately 100 – 150 active major gift prospects capable of giving \$25,000 or more. An enthusiastic and knowledgeable fundraising professional, the incumbent is experienced in raising major gifts from individuals, corporations, and foundations. The Associate Director also develops and executes donor cultivation and stewardship strategies and tactics to achieve individual and departmental revenue targets and to ensure a strong, positive relationship between each donor and the Foundation.

The successful candidate will have leadership experience in a capital or comprehensive campaign environment. The Foundation boasts a cross-functional work team model and the Associate Director is expected to play a leadership role within our fundraising theme model.

## **Roles and Responsibilities**

### **Key Responsibility Area: Donor Solicitation**

Work with the Vice-President and the Major Gifts team to develop, implement, and enhance strategies to grow revenue across the portfolio of fundraising initiatives, setting annual benchmarks for growth and goal achievement.

- Develop and implement strategies to grow the major gifts portfolio of individual, corporate and foundation donors to increase the number of donors and the size of gift. This encompasses directing the research, identification, cultivation and tracking of major gifts and planned giving prospects.
- Solicit major gifts in one-on-one meetings or phone calls with donors.
- Develop and execute detailed development plans for each prospect.

### **Key Responsibility Area: Donor Relationship Management**

- Develop and maintain meaningful relationships with major and planned gift donors, prospects, volunteers and supporters.
- Maintain an active list of contacts for cultivation and solicitation.
- Regularly communicate with donors and prospects through meetings, phone calls, letters and emails for cultivation, solicitation and stewardship.
- Work with the Vice-President to establish financial goals for major gift prospects/donors and to prioritize key donors.

### Key Responsibility Area: Development Systems & Administration

- Help establish annual and multi-year performance targets, including number of donors by category, dollars raised, number of donor meetings, etc.
- Prepare & deliver regular status reports on projections, proposals pending, and cultivation process.
- Ensure that all relevant information regarding meetings, visits, and donor activities and related data is recorded in the Foundation's information systems in a timely fashion to facilitate open communication and a team based fundraising environment.
- Provide input to the production of marketing materials including newsletters, e-mails, accountability reports, website content, etc. as required.

### Key Responsibility Area: Leadership

- Remain current on fundraising policies and development trends. Maintain up-to-date knowledge of current fundraising industry information, tax issues, and planned giving vehicles to ensure maximum opportunities presented for gift commitments.
- Participate in professional organizations and keeps abreast of current and state of the art trends in fundraising and related operations and assists in the implementation of emerging opportunities.

Perform other related duties as assigned. Such duties do not normally change the level of the job.

### Qualifications:

- 5-7 years' experience in the fundraising field as a major gift fundraiser, successfully securing donations of \$25,000 and more.
- University graduation in a relevant discipline or equivalent education and/or experience.
- Familiarity with the philanthropic community in British Columbia.
- Familiarity with CRA regulations related to giving and knowledge of federal and provincial privacy legislation.
- Experience in business and/or technology sector an asset.

### Skills and Abilities

- Ability to understand the needs and interests of leadership and major gift donors in order to develop relationships between them and the Foundation.
- Highly developed interpersonal and relationship skills and proven ability to exercise a high degree of diplomacy and discretion.
- Superior communication skills; able to write clear and compelling letters and proposals and make concise and engaging presentations.
- Excellent analytical and organizational skills.
- Demonstrated project management and facilitation skills; proven ability to meet deadlines in a fast paced environment with multiple, competing deadlines, and time and resource constraints.
- Familiarity with the advanced features of Microsoft Office suite of products; in-depth knowledge of donor database management system (Raiser's Edge preferred).
- Experience in special event management an asset.

This is a full time permanent position with competitive salary and benefits. Start date: as soon as possible.

### TO APPLY

If you possess the qualifications and experience indicated, please email your resume and cover letter in a single pdf file, with "[Your Name], Associate Director, Major Gifts" in the subject line, to [hr@vghfoundation.ca](mailto:hr@vghfoundation.ca) by 8 am on Monday 10<sup>th</sup> June.