

## ASSOCIATE DIRECTOR, PHILANTHROPY

VGH & UBC Hospital Foundation raises funds for specialized adult health services and research for all British Columbians, including the largest, most specialized hospital in BC. Donors contribute over \$50 million to the Foundation every year 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.

The Foundation is known for its exceptional staff and volunteers, who connect meaningfully with donors and build exceptional relationships. Now, the Foundation has a rare opening in its Philanthropy Division team for a dedicated major gifts fundraiser.

The Associate Director, Philanthropy will join a professional, collegial, and dedicated team and be the lead relationship manager for many of the Foundation's key donors related to their priority area, as well as initiatives across the Foundation. They will work closely with the President & CEO, Board members, physicians, and leading philanthropists.

This is a rare opportunity in the healthcare philanthropy sector for a fundraising professional to:

- Advance fundraising for a global leader in health care delivery
- Take ownership of one of the Foundation's priority areas and resulting campaigns (see page 3)
- Lead strategies for engaging Board members, the President & CEO, and physician leaders in major gifts activity
- Partner with dedicated, collegial, and supportive colleagues, both within major gifts and across the Foundation
- Grow their leadership and collaboration skills

*The following pages outline the Foundation and role in more detail; see page 7 for application information. Note also that other AD's may be added to the team in the short term.*



## VGH & UBC HOSPITAL FOUNDATION

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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. VGH is one of two accredited Level 1 Trauma Centres in BC. VGH, UBC Hospital, and GF Strong, are the province's main referral centres. Nearly half the patients come from outside Metro Vancouver for advanced treatments that are only available here. As well, GF Strong is the largest and most specialized rehabilitation centre for people in BC and the Yukon who have suffered spinal cord or brain injuries.

The simple truth is, if you are seriously ill or injured, our hospitals are your best chance. There are few illnesses or injuries our medical teams cannot treat, no matter how complex or rare.

Our Vision: Inspiring donors. Transforming health care. Saving lives.

Our Mission: Harnessing the power of philanthropy to significantly improve specialized health care and research for British Columbians.



Our Values: Initiative & Innovation. Integrity & Stewardship. Teamwork & Engagement.

Based at the VGH hospital site, the Foundation's team is made up of more than 70 dedicated fundraising and support professionals, working to connect the passion of philanthropists with the Hospital's greatest needs. The Foundation is led by an accomplished Board of Directors (<https://vghfoundation.ca/about/board-of-directors/>),

which governs VGH & UBC Hospital Foundation, and are ultimately responsible for our strategic direction and overall performance.

### Fundraising Accomplishments

Thanks to our donors, our 2020-21 consolidated revenue including lotteries and investments totalled \$88.7 million. Philanthropic support alone made up more than half of this total.

The Major Gifts team is responsible for generating annual revenues of over \$30 million, from gifts of \$25,000 or greater.

For more information about the Foundation, see <https://vghfoundation.ca>.



## Foundation Accomplishments & Current Priorities

The Foundation's fundraising supports vital services for British Columbians: we are an adult's best hope for restoring and maintaining good health. The Foundation is leading the charge in transforming health care to ensure our system is sustainable for generations to come for all British Columbians who need us.

Our campaign matrix model is organized by the following health care themes, with each Associate Director overseeing a theme area. Examples of specific areas for support include:

- **Cancer:** Treatment and research of the most complex cancers facing British Columbians takes place at VGH and UBC Hospital. Our focus is on world class research, prevention, diagnosis, treatment, and cures of these complex cancers. We aspire to improve the patient journey and outcomes for all those living with cancer through world leading personalized treatment and care.
- **Brain Health:** Your brain is what makes you, you. It defines how you think, how you feel, and how you function. When something goes wrong with your brain, it shatters your sense of being, and ripples out to family and friends. But it doesn't have to be this way. Donors have the opportunity to accelerate our pace of discovery and dramatically change lives with the Brain Breakthroughs campaign.
- **Surgery:** VGH and UBC Hospital are centres of surgical excellence, caring for 60% of all adult trauma cases in BC. With 50% of surgical patients from outside Vancouver, over 30,000 surgeries are completed each year — saving and improving the lives of our loved ones. But operating rooms and other surgical spaces at VGH need upgrades to meet new operating standards and the needs of patients across the province. Our successful \$60 million Future of Surgery campaign raised funds for the goal of reducing wait times for surgical procedures, equipping the hospitals with ground-breaking technology, enhancing surgical spaces, and optimizing recovery for improved patient outcomes.
- **Heart & Lung:** From arrhythmias to asthma, our specialists are leading the world in innovative heart and lung disease treatment and research. Asthma and chronic obstructive pulmonary disease (COPD) are among the main causes of sickness globally, and cardiovascular diseases are the number one cause of death throughout the world. Our world leading specialists want to change that, right here in Vancouver.
- **Innovation:** Solutions to health care's greatest challenges won't come from one idea or person. They will come from a community of innovators and investors, using their time, talent, and financial support to create system-wide change. By connecting the power of philanthropy with the power of innovation we can accelerate health care innovation in this province.
- **Community:** A full range of services outside of the hospital setting needs to be available to ensure all patients, including those who are marginalized, receive the right care at the right time in the right place – whether that be in their home, their neighbourhood, or the hospital.



Additionally, public health is more important than ever, and with the current global pandemic Foundation supporters have led the way in our response. See our news page for the latest information: <https://vghfoundation.ca/latest/>

## ASSOCIATE DIRECTOR MANDATE

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The Associate Director, Philanthropy is responsible for developing and managing a portfolio of approximately 100 – 150 active major gift prospects capable of giving \$25,000 or greater, and for contributing to annual revenues of over \$50 million. Typically, by the time an AD is fully up and running, they will be tasked to achieve individual and departmental revenue targets and raise upwards of \$3 million per year, including many 6- and 7- figure gifts. They help to establish annual and multi-year performance targets, including the number of donors by category, dollars raised, number of donor meetings, etc.

To achieve this, the Associate Director develops and executes donor cultivation and stewardship strategies and tactics to ensure a strong, positive relationship between each donor and the Foundation.

Reporting to the Director, Philanthropy and Campaigns, the Associate Director works with 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.

The Foundation boasts a cross-functional work team model, and the Associate Director will be expected to play a leadership role within our fundraising theme model. They motivate, guide, and support team members to understand long-term direction and contribute fully to the realization of the Foundation's goals and objectives.

The Associate Director will be the theme lead for one of the priority areas, and as such will maintain close working relationships with key physicians and surgeons. The Associate Director will be the lead relationship manager for several of the Foundation's Board members and will participate in donor visits with the President & CEO.

The Associate Director's professional supports will include a shared administrator. They will partner closely with colleagues across the Foundation, including but not limited to peers in projects and proposals, estate planning, donor relations, and research, to name only a few.

An enthusiastic and knowledgeable fundraising professional, the incumbent is experienced in raising major gifts from individuals, corporations, and foundations, and will ideally have leadership experience in capital or comprehensive campaign environment.

The Associate Director's highest priority activities are to:

- Work with the Senior Vice President, Philanthropy 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 gifts. This encompasses directing the research, identification, cultivation, and tracking of major gifts and planned giving prospects.
- Solicit major gifts in one-on-one meetings (in person, virtual, or phone calls) with donors.
- Develop and execute detailed development plans for each prospect.

Other areas of responsibility will include:

#### 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 Director to establish financial goals for major gift prospects/donors and to prioritize key donors.

#### 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.

#### Leadership

- Remain current on fundraising policies and development trends; maintain up-to-date knowledge of current fundraising industry information and tax issues 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.

## CANDIDATE PROFILE

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The leaders, colleagues, and team members of the Foundation believe that the new AD should be:

Donor-driven. An authentic and engaging relationship builder. Proactive and defaults to action in managing prospects and encouraging dialogue. Experienced with sophisticated donors, and a strong customer service focus. Loves major gifts fundraising and models best practices.

Ambitious and enthusiastic. A motivated self-starter. Strong desire to elevate the program and achieve results. Assertive, resilient, and adaptable. Goal-driven. Works independently to meet goals.

Collaborative. Thrives in a professional and high-functioning environment. Able to work harmoniously within a team. A willing partner to like-minded teammates. Appreciates and leverages the expertise of others in a trusting manner.

Nimble. Flexible and adaptable in both thinking and action. Curious and open to learning new things, while sharing their knowledge with others.

Culturally Aligned. Committed to the Foundation's mission and vision. Embraces learning and growth in themselves and others. Selfless and humble. Promotes diversity and inclusion, with strong cultural sensitivity.

### Ideal Position Skills and Competencies

- Significant experience as a major gift fundraiser in the not-for-profit sector, ideally securing donations of \$25,000 and more.
- Experience in a campaign and/or health context would be helpful.
- Ability to understand the needs and interests of leadership and major gift donors to develop relationships between them and the Foundation.
- Highly developed interpersonal and relationship skills; proven ability to exercise a high degree of good judgment, diplomacy, and discretion.
- Superior communication skills, including ability to write clear and compelling letters and proposals, as well as 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, while considering time and resource constraints.
- Familiarity with the philanthropic community in British Columbia.
- Familiarity with the advanced features of Microsoft Office suite and in-depth knowledge of (a) donor database management system(s) (Salesforce preferred).
- Familiarity with CRA regulations related to giving and knowledge of federal and provincial privacy legislation.
- A degree in a relevant field or equivalent education and experience.

- The AD will need to be based in the Lower Mainland of BC, and have access to travel for donor meetings.

## APPLICATION AND SELECTION PROCESS

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The Discovery Group, a leading Vancouver-based recruitment consultancy firm, has been engaged to support the Foundation's recruitment efforts for this important role.

Enquiries, expressions of interest, and confidential nominations are welcome.

To learn more or to apply, please contact Christoph Clodius, Vice President of The Discovery Group, at 604-836-1972, or [christoph@thediscoverygroup.ca](mailto:christoph@thediscoverygroup.ca).

All submissions should be received by January 21, 2021.

The successful AD can expect a competitive salary between \$88,305 and \$113,535, depending on experience. Additional variable pay, benefits, pension, flexible working arrangements, investment in professional development, and subsidized access to fitness, cycling, and parking facilities all contribute to a top-notch total rewards package.

We welcome applications from Indigenous persons, persons with disabilities, BIPOC and racialized individuals, persons of minority sexual orientation or gender identity, and others who may contribute to the Foundation's organizational diversity and who share the Foundation's values.

As part of VGH & UBC Hospital Foundation's commitment to the health and safety of our community, including our healthcare partners and donors, the Foundation requires all employees of the Foundation to be fully vaccinated against COVID-19.

## Appendix 1: Leadership biographies

### Simone Le Blanc, Director of Philanthropy



Simone Le Blanc has been working in fund development for over 20 years in both health care and academic settings. She is passionate about building purposeful relationships with philanthropic partners that help change lives and create positive social impact.

During her five years at Simon Fraser University, Simone established the university's first faculty-based, integrated advancement and alumni engagement team at the Beedie School of Business. She also established the university's first donor funded, pan-university institute, and was integral in securing the university's largest gift, \$34.1M to support a full ride scholarship annually for 40 students.

At VGH & UBC Hospital Foundation, Simone oversees the major gifts team, a dedicated group of professionals who partner with donors to secure philanthropic investment in excess of \$35M annually. She is also responsible for setting strategic direction and developing the framework for a network of campaigns valued in excess of \$75 million across five medical departments.

Simone is mother to Leyla and partner to Ilker, a professor of biomedical engineering at UBC's Faculty of Medicine. When not at work, Simone likes to keep active and can be found on the squash court. She holds a Master of Arts in Philanthropy and Development from Saint Mary's University of Minnesota as well as a CFRE designation.

### Angela Chapman, President & CEO



Angela has a 30-year track record of success in development, alumni relations, communications and marketing for universities and healthcare across three continents.

On January 1, 2020 Angela assumed the position of President & CEO, VGH & UBC Hospital Foundation, the primary philanthropic partner of Vancouver Coastal Health and one of Canada's largest healthcare charities. Angela joined the Foundation in 2013 as the Senior Vice-President, Philanthropy, and became the Chief Development Officer in 2018. Angela helped create and implement changes that resulted in a doubling of philanthropic revenues.

Prior to returning to her native Vancouver, Angela served as the Director, Advancement & Campaign, at the National University of Singapore, developing and executing Asia's first billion-dollar fundraising campaign.

Angela has also lead development, alumni, and external relations activities for the University of New South Wales Asia (Singapore), the Australian Graduate School of Management in Sydney, the Richard Ivey School of Business, and the McGill Faculty of Law.

Angela serves on the Board of Directors of the Association of Fundraising Professionals (Canada), as well as the Audit & Finance Committee of GNW (Great Northern Way) Trust. She holds a BA in History & Russian from McGill University and an MBA from Université Laval.



**OUR STRATEGIC IMPERATIVE**

We are the leading charity investing in health care innovation in BC and we will continue to grow to meet the health care challenges of today and tomorrow.

- We are at a unique time of social and technological change; we have a vital opportunity to change the outcomes of disease, save lives and improve quality of life.
- Our changing community requires us to inspire and engage a new generation of donors that reflect our diverse communities.
- We are committed to innovation in health care through strategic grants in areas that matter to the community. As well, we will be agile in responding to emerging needs and opportunities.

# VGH & UBC HOSPITAL FOUNDATION STRATEGIC PLAN: ROADMAP TO SUCCESS 2021-2025

Vision	Inspiring donors	Transforming health care	Saving and improving lives
Mission	Harnessing the power of philanthropy to drive health care innovation for all British Columbians.		
Values	Initiative & Innovation	Integrity & Stewardship	Teamwork & Engagement

**OUR THREE STRATEGIC PILLARS**



**We will:**

- With our primary partner, VCH, develop strategic projects that matter to our community
- Expand awareness of our mission to engage new donors and inspire and retain our existing funders
- Develop our network of volunteers, community influencers, physicians, VCH staff and leadership
- Convene the next generation of community and philanthropic leadership
- Evaluate the potential for partnerships with other organizations of common cause in improving health care
- Explore diversification of our revenue streams through innovation and social impact strategies

**We will:**

- Secure transformational gifts that are gamechangers for health care
- Build the base of major donors who drive our strategic projects
- Grow our community of annual leadership donors who have collective impact on the mission
- Demonstrate the value of unrestricted gifts for the funding of key initiatives and urgent needs
- Promote our program of bequests for legacy donors
- Enhance our partnership with clinical leaders to embrace our grateful patients
- Evaluate all fundraising initiatives to ascertain potential & realized return on investment

**We will:**

- Be a diverse and inclusive organization that is connected to our communities
- Invest in the recruitment and development of our great team of people
- Leverage systems, processes and analytics that support fundraising, donor relations and operational efficiency
- Demonstrate the impact of the financial assets entrusted to us by donors
- Commit, as a learning organization, to empower people to identify and solve problems

**OUR WORK IS TRANSFORMING HEALTH CARE AND WILL RESULT IN:**

- Innovations in services, programs and technology to improve accessibility and quality
- World leading research in our centres of excellence
- Bringing leading medical and scientific people to British Columbia
- Providing state of the art clinical space and equipment
- Strengthening community and public health programs