

VGH+



Director, Campaign Operations

Executive Profile Presented By

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VGH & UBC Hospital Foundation is Vancouver Coastal Health's primary philanthropic partner, raising funds for specialized adult health care services and research for all people living in British Columbia.

VGH & UBC Hospital Foundation is the leading charity investing in health care innovation in British Columbia and partners with donors to raise essential funds for Vancouver Coastal Health, supporting; VGH, UBC Hospital, GF Strong Rehab Centre, Vancouver Coastal Health Research Institute, and Community Health Services.

As one of BC's largest fundraising organizations, the Foundation's dedicated staff team of more than 110 people raised over \$132 million last year from close to 12,000 committed supporters.

Approximately 70% of the Foundation's annual revenue is raised through major, transformational, and planned gifts by the Philanthropy & Campaign Division. It is the engine that drives health care innovation at VGH & UBC Hospital Foundation.

Now, VGH & UBC Hospital Foundation is embarking on its most ambitious fundraising campaign in history, and it will be the largest ever health care campaign in BC.

To help enable this incredible project, the Foundation seeks a dedicated **Director, Campaign Operations**, to enable and support a successful campaign.

Reporting to the Senior Vice President, Philanthropy & Campaign, the Director will lead the Campaign Operations Team (currently two staff), serving as the primary resource for Foundation staff on campaign deliverables. The Director will develop, manage, execute, and evaluate all tactical plans, policies, systems, and tools that support the campaign. Working collaboratively with leaders and subject matter experts across the Foundation, the Director will ensure seamless coordination and communication across departments, fostering a unified, one-team campaign approach.

This is a unique opportunity to contribute to a transformative initiative that will shape the future of health care in BC and:

- Play a pivotal leadership role in a historic and transformative campaign;
- Combine big-picture strategic thinking with operational leadership;
- Work at the intersection of campaign fundraising and team operations;
- Work with an established and deeply committed team of fundraising leaders.

Information for Candidates

This search is being led by VGH & UBC Hospital Foundation's search partner, Christoph Clodius at The Discovery Group, at christoph@thediscoverygroup.ca.

If you're interested or curious, or know someone who is, please be in touch.

Application Timing and Selection Process:

All submissions should be received by December 5, 2025. Please apply to Christoph with a cover letter/expression of interest and resume/CV, in a combined single document.

Candidates will be evaluated on an ongoing basis and we encourage early and/or immediate applications and enquiries.

Compensation & Benefits:

The successful Director can expect a starting salary between \$152,645 – 173,460, depending on experience. Salary is reviewed annually for success factors such as skills, experience, and internal equity. Additionally, each year, the Foundation considers its overall performance and awards a bonus Organizational Performance Incentive. Once hired, employees have the opportunity for their salary to increase over time up to the maximum of the pay band, currently \$196,010.

The Foundation's top-notch total rewards package includes enrollment in the Municipal Pension Plan, dental and extended health benefits (with premiums paid by the Foundation), life insurance, subsidized access to the VGH fitness facilities, parking, transit, and cycling centre and a Health Spending Account.

Vacation includes 4 weeks each year and eligibility for the 9-day fortnight program in the summer months. The remote work policy allows individuals to work up to 10 days per year remotely, and a hybrid work model is available (up to 50% of their time at home).

Diversity, Equity & Inclusion & Belonging:

Through every part of the Foundation, we are committed to creating an equitable and inclusive workplace. We have a highly engaged cross-functional team that develops and continuously monitors policies, practices and experiences to support our journey of creating a workplace that continuously strives to improve. Guided by the input of our staff and best practices in the Global Benchmark for DEIB, our Culture Cabinet created (and received executive and Board endorsement for) the Foundation's Diversity, Equity, Inclusion and Belonging Statement:

We believe that inspiring donors and catalyzing health care innovation for healthier communities in British Columbia requires a team that embodies the diversity of the geography we serve. Our journey in diversity, equity and inclusion is ongoing and intentional. It is guided by our commitment to being bold in our forward-thinking approach to breakthrough solutions, demonstrating integrity through transparent, purpose-driven stewardship, and fostering community through meaningful collaboration and partnerships. This journey enables every individual to contribute their unique strengths and perspectives to our philanthropic mission and drive lasting, equitable impact, both within our organization and beyond. Learn more here: vghfoundation.ca/who-we-are/careers/

We welcome applications from Indigenous persons, persons with disabilities, BIPOC and racialize 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.



About VGH & UBC Hospital Foundation

The Foundation's Vision is:

Healthier lives for healthier communities in BC.

Our Mission:

We create and inspire a community of donors to catalyze health care innovation in BC.

Our Values:

Bold We embrace courage, creativity and forward-thinking, and are catalysts for breakthroughs, positive change and innovation.

Integrity We are steadfast in our commitment to honesty, trust, maximum impact and stewardship, and operate with purpose and transparency.

Community We are committed to people and communities, fostering relationships, collaboration and partnerships.

The Foundation is led by an accomplished Board of Directors, which governs VGH & UBC Hospital Foundation and is ultimately responsible for our strategic direction and overall performance.

History:

Since 1902, VGH has been pioneering medical advancements and providing exceptional patient care. Learn more about the milestones that have shaped our legacy and continue to drive us forward: vghfoundation.ca/who-we-are/timeline/

Our Beneficiaries

Vancouver General Hospital: Leading Comprehensive Health Care

Vancouver General Hospital (VGH) is the largest, most specialized hospital in BC and the number one adult health care referral centre. VGH is one of only two accredited Level 1 adult trauma centres in BC, caring for 60% of adult trauma cases. VGH cares for the most complex patient needs in BC, taking referrals from across the province. Nearly half the patients come from outside Metro Vancouver for advanced treatments that are only available here. The simple truth is, if you are seriously ill or injured, our hospitals are your best chance. There are a few illnesses or injuries our medical teams cannot treat, no matter how complex or rare.

UBC Hospital: Innovative Care and Research Hub

UBC Hospital excels in patient-centered care and advanced research, offering specialized treatment for non-life-threatening emergencies and surgical care. The facility includes urgent care, short-stay day surgery, diagnostic imaging services, extended care, bladder care, brain research, sleep disorders, and a range of neurology clinics.

VCH Research Institute: Driving Medical Research and Innovation

The VCH Research Institute leads in medical research and innovation, advancing health care through studies and collaborations aimed at improving patient outcomes. Comprised of acclaimed doctors, scientists, and researchers, the institute discovers new cures and treatments for many serious conditions and diseases.

GF Strong Rehabilitation Centre: Premier Rehabilitation Services

GF Strong Rehabilitation Centre is BC's largest rehabilitation centre. It provides inpatient, outpatient, outreach and clinical support services to clients and patients. It offers four unique programs: Acquired Brain Injury, Spinal Cord Injury, Arthritis, neuromusculoskeletal and a Transitional Rehabilitation Unit.

Vancouver Community Health Services: Comprehensive Community Health Care

Vancouver Community Health Services offers a wide range of health care programs and support services, ensuring accessible and quality care for all residents. The division emphasizes health promotion, prevention, primary, secondary, rehabilitative, and palliative care for all ages, from newborns to elders.

The Foundation's Key Impact Areas span 23 fields, including Long-Term Care, Dementia, Women's Heart Health, Brain Breakthroughs, Cancer, Mental Health Support and Wellness, Stroke Health and Surgery, to name a few. To learn more about them, see: vghfoundation.ca/impact-areas/

For more information about the Foundation, see: vghfoundation.ca

- 2024 - 2025 Audited Financials: vghfoundation.ca/who-we-are/audited-financial/
- Foundation Leadership: vghfoundation.ca/who-we-are/executive-leadership/

The Role: Director, Campaign Operations

The Philanthropy & Campaign Division encompasses three core teams: Philanthropy, Campaign Operations, and Donor Engagement & Stewardship, each playing a vital role in cultivating enduring relationships with donors and a diverse community of supporters who share our vision for world-class health care.

The Director is responsible for overseeing and providing strategic and functional leadership to the Foundation's campaign design, development, and operations. They will lead the strategy and coordinated implementation to bring the organization through the various phases of the comprehensive campaign, acting as the primary resource to Foundation volunteers and staff on campaign deliverables, while acting as the day-to-day functional and operational lead with the support of an evolving campaign staff team.

Working collaboratively and cross-functionally across the Foundation, the Director will help to keep the Campaign on schedule and develop processes with a high level of visibility and momentum that engenders a sense of excitement, optimism, and confidence in achieving the campaign goals.

In summary, the Director:

- Works closely with the SVP to lead the strategic and operational execution of the Foundation's comprehensive fundraising campaign;
- Is accountable for the development and delivery of campaign infrastructure, including tactical plans, prospect management, reporting systems, fundraising priorities, policies, and tools that support coordinated execution;
- Ensures campaign activities are aligned across all Foundation teams, promoting a unified and collaborative approach;
- Develops and monitors multi-year campaign budgets, identifying risks and recommending mitigation strategies to ensure financial accountability.

More specifically, the Director's functional areas of responsibilities include:

Business Solutions

- Provides leadership in the development and resourcing of innovative and integrated solutions and plans that help meet revenue goals, foster efficiency, and consistency.
- Operationalizes resources in support of major and transformational gift fundraising efforts, including leading prospect strategy meetings and developing reports
- Works across multiple Foundation teams to grow the list of key donor prospects and ensure a robust pipeline, with key collaborations with the Research Team, AVP, Philanthropy and the Director, Community Giving.
- Working closely with key Foundation teams, drives the creation of the campaign case for support and fundraising priorities that inspire supporters and enable clinical partners, staff, and volunteers to articulate the transformational impact of the campaign.
- Makes strategic decisions independently, balancing operational needs with long-term campaign objectives.
- Identifies and mitigates risks that may impact campaign success, organizational reputation, or revenue outcomes.

Relationship Management

- Builds and maintains strong working relationships with Foundation leadership, department heads, and campaign contributors.
- Engages with clinical leaders, donors, senior volunteers (including Board and campaign cabinet members), and external partners to advance campaign priorities.
- Facilitates complex collaborations across internal and external groups, ensuring shared understanding and coordinated action.
- Communicates effectively across all levels of the organization and with external contacts, often in sensitive or high-impact contexts.
- Ensures consistent messaging and alignment with the Foundation's mission, values, and campaign goals.

People Leadership

- Leads the Campaign Operations Team of two staff, providing full-scope people management including recruitment, coaching, performance development, and accountability.
- Offers functional guidance and strategic support to fundraisers and teams involved in campaign activities.
- Delivers education programs for volunteers, clinical partners, and staff so that they understand the campaign vision, key priorities, plans and their specific roles and responsibilities in support of the campaign.
- Supports the integration of existing fundraising initiatives into the comprehensive campaign framework.
- Aligns team efforts with the Foundation's strategic direction and campaign priorities.



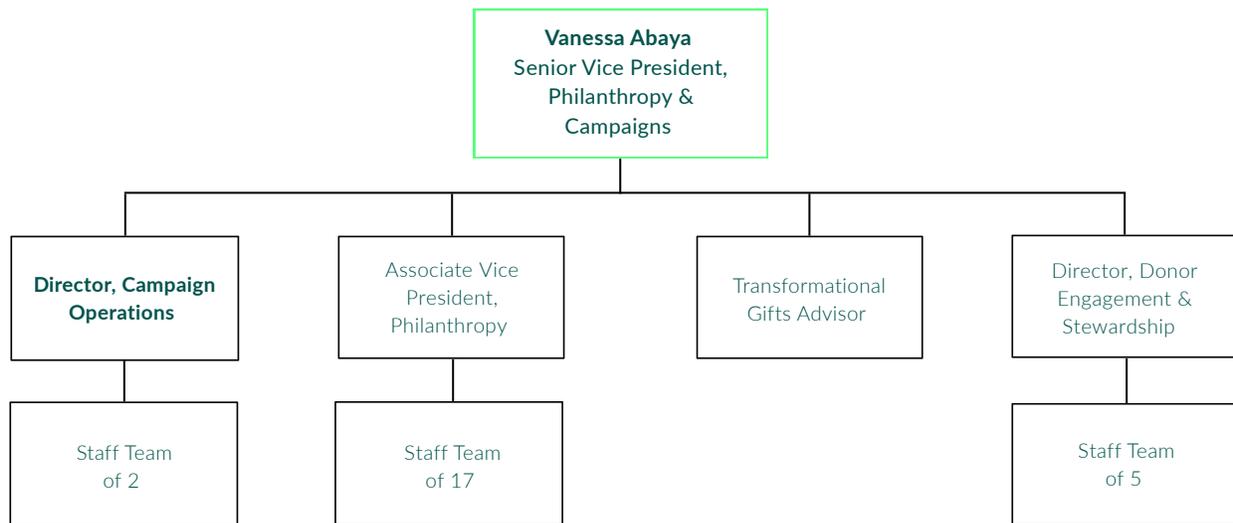
Role Competencies & Background

The ideal candidate is a seasoned fundraising professional with a proven track record in leading and managing large-scale, multi-year campaigns and projects. They will bring strategic acumen, operational excellence, and a collaborative spirit to drive campaign momentum and achieve ambitious fundraising goals.

The ideal candidate will ideally possess:

- Deep expertise in campaign strategy and execution, including planning and delivering large-scale, multi-year initiatives.
- Advanced knowledge of fundraising strategy with a preference for health care philanthropy experience or similar complex organizations.
- Experience in major gift fundraising, with experience managing donor relationships.
- Demonstrated leadership experience managing high-performing teams and complex projects.
- Strong project management skills, with the ability to prioritize competing demands and meet deadlines in a fast-paced environment.
- Strategic expertise in campaign planning, budgeting, reporting, and operational execution.
- Exceptional communication and interpersonal skills, with the ability to influence, collaborate, and build trust across diverse groups.
- Excellent business writing, editing, and presentation skills to support internal and external communications.
- High levels of discretion, diplomacy, and professionalism in managing sensitive information and relationships.
- Strategic thinking skills with a solutions-oriented mindset and the ability to make data-informed decisions.
- Ability to translate complex organizational needs into actionable strategies, systems, and tools that support campaign success.
- CRM systems and data analytics knowledge to inform decisions and optimize campaign performance; background and experience working with Salesforce will be particularly valuable.
- Ability to navigate complex organizational dynamics and drive alignment across functional areas.
- Up-to-date knowledge of CRA regulations, privacy legislation, and ethical fundraising standards.
- Consistently models the Foundation's core values of being Bold, acting with Integrity, and embracing Community in all aspects of leadership and collaboration.
- A university degree or comparable professional training and experience.

Organizational Chart - Philanthropy & Campaigns



Leadership Bio



Vanessa Abaya
Senior Vice President, Philanthropy & Campaign

Vanessa is a respected leader in philanthropy with more than 30 years of experience across the charitable sector. Her career has been defined by a commitment to building high-performing teams, designing innovative fundraising strategies, securing transformational gifts, and fostering meaningful relationships with donors, volunteers, and partners.

Vanessa has contributed to several groundbreaking campaigns at leading institutions, including the University of Toronto, Mount Sinai Hospital Foundation, ROM Foundation, and BC Children's Hospital Foundation—each advancing bold visions for research, care, and community impact.

As Senior Vice President, Philanthropy & Campaign at VGH & UBC Hospital Foundation, Vanessa is a member of the executive leadership team, helping shape the strategic direction of the organization. She leads a talented group of fundraising professionals dedicated to advancing health care innovation and improving outcomes for everyone living in British Columbia through the power of philanthropy.

Vanessa is also deeply committed to community service. She volunteers with her local parish, AFP's Vancouver Chapter, and Dress for Success. A passionate advocate for the fundraising profession, she regularly speaks on topics such as campaign strategy, volunteer engagement, and major gift fundraising.



Navigating complex challenges for social profits

The Discovery Group is an international consulting firm dedicated to the social profit sector. We believe that social profit organizations can change the world. Since 2017 it has been our mission to help social profits across the globe achieve their vision and elevate community impact. We work side-by-side with our clients to help them envision change, determine how to make it happen, and put the necessary tools and skills in place for success.

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