

Candidate Brief



Events & Annual Giving Manager

February 2023



Children's Health Foundation of Vancouver Island has invested in the health of Island kids for almost 100 years. Our vision is to ensure all Island kids have access to the health care they need. We believe the best way to give kids, youth, and their families access to care is by funding programs and initiatives in three main areas: Early childhood development, youth mental health, as well as children and youth living with complex needs.

Thanks to the generosity of our donors, we can bring supports closer to home and help transform the lives of children and youth living with physical and mental health challenges.

Now with a key staff retirement, we have an exciting opportunity for a new **Events and Annual Giving Manager** to join our passionate and dedicated team. Reporting to the Director of Development, -the Manager will establish and lead a team of three in building on the Foundation's successes in annual giving and event fundraising.



The Manager's responsibilities are primarily twofold: first, to manage and build on our successful suite of signature and 3rd party events; and secondly, expand our developing annual giving program (ie: direct mail and monthly giving, etc).

A key element of the role is to expand the Foundation's geographic scope, ensuring people across the Island have the awareness and opportunity to support children's health.

This is an exciting opportunity for a fundraiser who is passionate about children's health to:

- Build exceptionally strong relationships with the Foundation's dedicated event partners and supporters;
- Galvanize and inspire support in new communities;
- Cast a critical eye on the Foundation's direct response programs and work to ensure their effectiveness and efficiency;
- Take ownership of, and bring creativity to, their portfolio;
- Build a culture of success with new and established staff alike in a professional and well-run organization;
- Work directly with a passionate and highly regarded CEO;
- Join and be a champion for the only organization dedicated to fundraising for children's health on Vancouver Island.

CHILDREN'S HEALTH FOUNDATION OF VANCOUVER ISLAND



We're here for Island kids

There is no greater gift than our children. And nothing is more vital than their health.

Children's Health Foundation of Vancouver Island has invested in the health of Island kids for almost 100 years. We're here to harness the collective compassion of thousands of donors each year so that together, we can improve the lives of children and youth living with physical and mental health challenges – in every Island community.

Our vision is to ensure all Island kids have access to the health care they need.

We collaborate with medical experts, health care professionals, indigenous communities, school districts, and community partners to identify service gaps and barriers that impact care. Together, we develop solutions – and we're unrelenting in our quest to achieve sustainable, transformative change. Last year, with the help of our generous donors, the Foundation touched the lives of 15,753 kids, youth, and families across Vancouver Island and the surrounding islands.

Our History: Here for Island kids since 1926

Our story dates back to 1922, when a Hornby Island parent fought to bring care for her stepdaughter closer to home. Five years later, her relentless activism and the generosity of hundreds of donors and volunteers led to the opening of a children's hospital, the Queen Alexandra Solarium for Crippled Children, located on the Mill Bay waterfront. It became a centre of excellence for children living with complex physical challenges, bringing help and hope to Island kids and their families. After relocating to its current location in Victoria in 1958 to offer care, treatment, and rehabilitation to even more Island children, the facility changed its name in 1973 to become The Queen Alexandra Hospital for Children (QA), acknowledging that children should not be defined by their illness.

The Queen Alexandra Foundation for Children was established in 1984 as a catalyst for the community to show its support for families whose children receive care at QA. In 2012, the Foundation changed its name to Children's Health Foundation of Vancouver Island to better reflect its Island-wide mandate and evolving areas of focus.

Even though the names and places have changed over the decades, our Foundation will always remain connected to this proud history, and the compassionate volunteers and donors who have made it what it is today.

Most recently, we have solidified our operations around Vancouver Island to be sure we can reach as many children as possible. For instance, Q*alayu House, our home away from home in Campbell River, was opened in 2021 to welcome families from the north Island region and the surrounding islands who need to travel to Campbell River to access maternal and pediatric care.

How do we help?

- Early childhood development: Enabling access to resources, supports, and therapies to ensure children thrive and reach their developmental milestones from prenatal to age six.
- Youth mental health: Supporting services and experts that reach youth any time throughout their mental health journey.
- Children and youth living with complex needs: Helping families access multiple services, therapies, and specialists to address the complex needs of their children from birth into young adulthood.



We do this through:

- Home away from Homes, like Jeneece Place and Q*alayu House;
- Bear Essentials, to help offset health expenses for children (<https://islandkidsfirst.com/bear-essentials/>);
- Targeted Strategic Granting & Program Funding, and Endowed Bursaries;
- And many other funding programs, partnerships, and collaborations.

The Foundation raises on average \$3.5 million annually from over 2,500 active donors every year. This support, combined with our \$54 million in assets, means we have a strong and stable foundation from which to grow.

To learn more, see <https://islandkidsfirst.com>.

ANNUAL FUND DEVELOPMENT PROGRAM AT CHFVI

The Annual Fund program consists primarily of our events and annual giving portfolios.

The Manager has responsibility for a diverse revenue portfolio, currently totalling about \$800,000, and an expense budget of about \$384,000.



The portfolio is comprised of the following elements:

Events comprise about 65% of the Manager's time and revenue. These include:

About \$200,000 from ongoing and one-off 3rd party events of all sizes. The Vancouver Island community often designates the Foundation as the charity of choice for their events, which include Tim Horton's Smile Cookie, McHappy Day, and newer events like Higgy's Motorcycle Relay.

An additional \$50,000 is raised through the Foundation's own signature events, which currently include our Radiothon in Campbell River, and our annual "Pancakes and Pajamas" brunch wholly supported by the Hotel Grand Pacific.

Other annual and ongoing giving programs:

With the support of our 3rd party provider, our direct mail renewal, acquisition, and newsletter programs raise \$140,000. Our monthly giving program currently brings in \$40,000 annually from 154 dedicated monthly donors.

Finally, additional unexpected and unsolicited gifts from caring community members round out the Manager's revenue portfolio.

The Manager also has responsibility for responding to gift in kind donors, which usually entails gifts to any of our Houses, and management of the Foundation's volunteer program.

Overall, the aspiration for the new Manager is to leverage the success of these programs and expand their scope, ensuring their strategic value.

MANAGER DUTIES AND RESPONSIBILITIES

Annual Fundraising

- Manage a comprehensive fundraising portfolio that includes multiple annual fundraising appeals and provide strategic insight for all fundraising appeals.
- Grow annual events revenue year over year.
- Develop strategies for new special events – whether signature or third-party - across Vancouver Island and the Gulf Islands; implement and establish new events according to plans.
- Actively respond to and take initiative on third party fundraising opportunities with community donors, ensuring appropriate cultivation and stewardship.
- Manage the Foundation's direct response program, which currently includes direct mail and monthly donor appeals.
- Manage the relationship with the Foundation's direct response 3rd party vendor.
- Develop, maintain, and evaluate an annual engagement and stewardship calendar inclusive of diverse opportunities for varying levels of stakeholders, volunteers, and donors.
- Participate in stewardship and follow-up activities including phone calls and mailings to donors.
- Facilitate donation deliveries/interaction to the office.
- Measure and analyze Annual Giving revenue activities to identify areas for improvement and areas for growth, specifically reporting out on assigned KPI's.
- Maintain the integrity of the database by complying with policies and procedures for data collection and entry systems.
- Work closely with the Fund Development team to develop appropriate recognition and stewardship opportunities that align with funding priorities.

Operational Planning and Budgeting

- In collaboration with Development & Communications colleagues, set annual revenue and stewardship goals, and develop an annual work plan.
- Contribute to developing a fundraising strategy of income-generating activities for the direct response program, drawing on knowledge of fundraising best practices, aiming to meet or surpass revenue goals.
- Develop and set annual budget (both revenue and expense) in consultation with and approval from the Director of Development; monitor budgets and provide ongoing forecasting.
- Develop and report on KPIs to monitor progress and modify as needed.
- Evaluate and provide progress updates to colleagues at regular meetings.
- Consult with Jenece Place and Q*alayu House Managers to facilitate donations and volunteer opportunities.

Event Coordination

- Provide leadership to the Fund Development team to execute all logistic details associated with annual donor engagement, solicitation, or stewardship events. This may include and not be limited to: preparing briefing packages, developing invitations/display materials, designing takeaways, obtaining donor awards or plaques, securing venues and catering, and initiating post-event follow up planning with all Foundation staff.
- Manage all invitation mail outs and RSVP follow up calls for guests invited to Foundation events.
- Consult with the Database staff to ensure all event specific information is recorded in Raiser's Edge.



- Volunteer recruitment and management as required for fundraising events including maintaining a schedule of opportunities, assignment of responsibilities, onboarding and offboarding, timely communication, and recognition.
- Collaborate with the communications and marketing team to ensure promotion of third-party events on appropriate social media and other social media channels.

Staff Leadership

- Provide leadership to three direct reports.
- Ensure team receives formal and informal coaching, feedback, and support.
- Develop professional development plans tailored to each staff member, ensuring growth, challenge, and work satisfaction.

Candidate Profile

- Dedication (mission-driven/passion for the Foundation and its work/selfless)
- Communication (Clear verbal & written communication/Effective listening).
- Interpersonal skills (Social sensitivity/Approachability/Building and maintaining relationships/fun and personable.
- Teamwork (Sharing information freely/Asking for help/Flexibility to pitch in/Collaborative)
- Open-mindedness (Open to others' ways of approaching situations/Works with shared agendas).
- Accountability (Follows through on responsibilities and commitments/Reliable and dependent/exceptional decision-making and judgement/strong work ethic/proactive and anticipates).

- Confidentiality (Maintains details appropriately/Shares sensitive information with appropriate parties).
- Creative Thinking (Balance attention to detail with seeing big picture and strategy/Sees opportunities for new ways of working/Brings a fresh perspective and identifies unorthodox approaches to situations).
- Daring (Comfortable taking risks and trying new things/Being a self-starter and initiating activities/Challenges the status quo).



QUALIFICATIONS, SKILLS, EDUCATION, AND EXPERIENCE

DESIRED SKILLS & EXPERIENCE

- A passion for contributing to a team, previous management experience and a demonstrated ability to lead staff to achieve goals.
- Superior project management and event and volunteer management skills.
- Experience with event production from initial planning through execution and strategic post- event follow up.
- Demonstrated experience in successful annual campaign development and execution.
- Basic understanding of various components of a comprehensive fund development program, including interrelationships between annual, major, planned and e-giving programs.
- A high level of organizational ability, attention to detail, and ability to manage tight timelines.
- A donor- and customer- service orientation demonstrated by the ability to anticipate, understand, and respond to the needs and expectation of donors.
- Strong knowledge of Microsoft Office programs.
- Experience with Raiser's Edge data system an asset.

QUALIFICATIONS AND EDUCATION

- University degree in a relevant area, or equivalent experience.
- Certified Fund-Raising Executive (CFRE) designation or in progress an asset.
- Involvement in the Association of Healthcare Philanthropy, Association of Donor Relations Professionals (ADRP), Association of Fundraising Professionals (AFP) or Canadian Association of Gift Planners (CAGP) or a similar professional organization an asset.

WORKING CONDITIONS

- 7.5 hr workday / 37.5 hr work week.
- Evening and weekend work required at times for special events and presentations.
- Valid Class 5 Driver's licence and access to a vehicle required to travel to occasional meetings, events, and presentations.

APPLICATION AND SELECTION PROCESS

To apply or learn more, please contact the Children's Health Foundation of Vancouver Island (CHFVI)'s search partner, Christoph Clodius at The Discovery Group, at christoph@thediscoverygroup.ca or at 604-836-1972.

Deadline: All submissions should be received by March 24, 2023.

Compensation, Perquisites and Flexible Hours: CHFVI's benefits plans are designed with the continuing health and wellbeing of our staff, and their families in mind. Examples of CHFVI staff benefits include a generous vacation package, extended health and dental coverage, health spending account, a hybrid work model, and enrolment in the Municipal Pension Plan. The Manager's compensation range is between \$74,800 and \$112,200, with a midpoint hiring limit of \$93,500.

Equity: The Foundation welcomes applications from all qualified individuals, including, but not limited to persons with disabilities; racialized persons; First Nations, Inuit, and Métis; and persons of any gender identity and sexual orientation. The Foundation is committed to providing an inclusive and barrier-free recruitment process and work environment.

All qualified candidates are encouraged to apply; however, Canadians and Permanent Residents will be given priority.

Confirmation of full vaccination against COVID-19 is required for all new employees.

BIO: Veronica Carroll, CEO



Veronica Carroll is the CEO of the Children's Health Foundation. With both an MBA in Management Consulting and over two decades as a Certified Fundraising Executive, Ms. Carroll has a proven track record of philanthropic success and is a highly respected leader in Canada's philanthropic community.

Ms. Carroll has over 30 years' experience raising funds for pan-Canadian, provincial, regional and community health-related charities, environmental causes, and social service agencies. In her most recent leadership positions in healthcare philanthropy, Veronica has successfully raised capital campaign funds for medical equipment and new acute healthcare buildings and improvements supporting three

health authorities in British Columbia.

As CEO of the Children's Health Foundation, over the past five years Veronica has championed a total deployment of \$22 million in donor dollar grants to the three impact areas supporting access to healthcare services and programs across Vancouver Island and the Gulf Islands. In addition, during the onset of covid restrictions, Veronica and her team launched a \$7 million-dollar capital campaign to build and operate Q*alayu House, a Home Away From Home in Campbell River, which opened to the first family in late August 2021.