Vice President, Philanthropy
Heart and Stroke Foundation, Alberta

THE OPPORTUNITY

The Heart and Stroke Foundation, Alberta is seeking a Vice President, Philanthropy to provide strategic leadership and management for an exciting new stage in major gift fundraising in Alberta. After having recently unified our provincial Foundations into one national organization, we have identified this exceptional opportunity to build the province’s major gifts foundation, while leveraging our national strength and brand.

In this newly created role, the Vice President will oversee fund development functions relating to individual and corporate major gifts across Alberta, NWT and Nunavut, including planned giving. Reporting to Donna Hastings, Chief Executive Officer, Heart and Stroke Foundation, Alberta, and working closely with Shannon von Kaldenberg, Chief Philanthropy Officer for Canada, the Vice President will direct the efforts of a small team of dedicated and skilled professionals to achieve the highest priority needs of the Foundation, while managing a portfolio of prospects and donors at various stages of identification, cultivation, solicitation, and stewardship.

ABOUT THE HEART AND STROKE FOUNDATION, ALBERTA

Heart disease and stroke take one in three Canadians before their time and is the number one killer of women—taking more women's lives than all forms of cancer combined. That’s why for more than 50 years, the Heart and Stroke Foundation, Alberta has been leading the way in eliminating heart disease and stroke and reducing their impact through the advancement of research and its application, the promotion of healthy living, and advocacy.

The Foundation conducts a variety of education and awareness programs each year, turning knowledge gained in the laboratory into practical healthcare initiatives that benefit all Canadians. We have earned an international reputation for exceptional heart and stroke research and gold-standard treatment procedures and facilities. From its humble beginnings in 1957, the Heart and Stroke Foundation of Alberta, NWT & Nunavut has played a significant role in nurturing the province’s research communities, allowing them to grow and thrive. In the past five years, the Foundation has invested over $25 million for research. Foundation-funded researchers are the visionaries and true pioneers who rank among the giants of heart and stroke research, and include Dr. Alastair Buchan, who discovered that tissue plasminogen (tPA) could be effective for treatment of ischemic stroke in 1995, and Dr. John Callaghan, who performed Canada’s first successful open-heart surgery in 1956.

A committed and powerful health advocate, the Heart and Stroke Foundation has a long and successful history of working with government, health care professionals, other voluntary organizations, and industry to bring about public policy change to improve the health of Canadians. Our advocacy leadership and ongoing public awareness initiatives have helped pave the way towards remarkable achievements in key areas such as tobacco control and smoke-free spaces, blood pressure awareness and reduction, obesity awareness, a healthier food supply, and improved resuscitation education, standards and access. Here in Alberta, we are committed to strengthening tobacco control legislation and regulations. As an active participant in the Campaign for a Smoke-
Free Alberta, we join with our coalition partners in celebrating the success of passing Bill 203, the Tobacco Reduction (Protection of Children in Vehicles) Amendment Act, which prohibits smoking in vehicles with anyone under 18 present.

We are grateful for the financial support we receive from generous patrons in our fight against heart disease and stroke, as well as the myriad volunteers - over 40,000 in Alberta alone - across our programs.

**Ideal Candidate Profile**

With broad-based fundraising experience, the new Vice President will be a natural and ambitious builder, thriving in an innovative and creative environment. The successful candidate will have credible experience and success in major gifts fundraising, both in closing gifts personally and in growing overall major gift programs and revenues. Strong and confident, the Vice President will fully participate in fundraising activities, rolling up their sleeves and carrying out all aspects of the major gifts program and ensuring its full integration into the Foundation’s activities provincially and nationally.

Goal focused and ambitious, the Vice President will possess fundraising experience from working within a complex environment, ideally in a multi-level health charity. The Vice President will be a gifted and articulate strategist, with the keen ability to communicate effectively in myriad ways, engaging others creatively and proactively in building the program. Tactful and diplomatic, the new Vice President will be an outstanding relationship builder with staff, volunteers, donors and prospects, and partner institutions alike.

Adaptable to changing needs and evolving circumstances, the successful candidate will possess exceptional judgement and perseverance. The new Vice President will thrive in an environment of risk taking and innovation, encouraging creative thinking, lending support and counsel generously, and continually striving for the highest standards and best practices of themselves and their team.

Living and breathing the values of respect and collaboration, the new Vice President will be a proactive and genuine collaborator. The successful candidate will possess excellent emotional intelligence, with strong self-awareness, a desire to grow and improve and keen listening skills.

A considerate and motivating leader, the new Vice President will possess outstanding teaching and mentoring abilities and the desire to engage in learning and teaching relationships across the Foundation. With experience hiring, managing and supporting other major gifts professionals, the new Vice President will be adept at identifying and nurturing potential. Personable, with enjoyment of laughter and collegiality, the new Vice President will also be professional and results orientated.

**Key Accountabilities**

**Strategic Planning**

- In alignment with the Major Gifts Strategic Plan, continue to build a culture of philanthropy and the Major Gifts function in Alberta as a key Foundation priority.
- Develop annual and multi-year plans and budgets for Alberta’s major gift goals and objectives, reviewing financial results and projections on a regular basis using reports, tools and process.
- Deliver on a discrete development portfolio with annual and multi-year goals and objectives.
- Provide leadership and expertise to establish philanthropy as a core competency of the Foundation.
Relationship Management
- Using networks, research, staff and volunteer referrals, enhance the existing pipeline of interested parties, partners and philanthropists.
- Using data, research and referral networks, establish new development relationships.
- Deepen relationships with existing supporters, potential donors and family foundation representatives for excellent stewardship and engagement.
- Lead stewardship and communication planning, with tailored and meaningful plans for our top major donors and prospects.
- Continue to genuinely engage with senior volunteers to create enthusiasm for exercising their influence in their own communities.
- Collaborate closely with the Health and Research team and Marketing and Communications team to deliver high quality and customized vehicles for proposals and solicitations.
- Oversee, personally cultivate, solicit, recognize, and steward relationships for key accounts, working in partnership with the Provincial CEO, Provincial Board and Chief Philanthropy Officer of Canada.

People Leadership
- Recruit, develop and provide regular coaching and performance management for the Alberta Major Gifts team to effectively deliver on the plan.
- Act as staff support for formal or ad hoc volunteer groups formed to support campaigns or Major Gifts.
- Provide personal and customized coaching to senior staff and volunteers engaged in donor relations.
- Deliver excellent briefing and coordination in all leadership gift “asks”.
- Lead the culture of philanthropy and major gifts in Alberta by providing coaching and direction to major gifts staff and functions across the province.
- Provide subject matter expertise, coaching and advice to Provincial CEO and their Provincial Board and effectively coach Major Gifts team.

Donor Communications
- Provide an annual stewardship and communication plan identifying key communication vehicles and events for existing and potential leadership donors.
- Provide regular briefings to the Provincial Board as required on progress of the Alberta Major Gifts team.
- Ensure strong and effective communication with Direct Marketing in order to create appropriate and compelling documents and proposals for prospects.
- Collaborate actively with Health and Research team to ensure appropriate representation of staff, scientists, clinicians, etc. at meetings or events and to ensure Major Gifts staff are appropriately versed in HSF strategic research and programs.

**KEY COMPETENCIES**

Organizational Strategy
- Anticipates and plans for future events, trends, problems, and opportunities and exercises sound judgment.
- Evaluates reasonable risk-taking opportunities and develops creative solutions, stimulating new ways of thinking and solving problems.
- Demonstrates ability to think in a long-term and creative way to anticipate unique interests and motivations of donors.
- Develops non-formulaic and meaningful approaches to create a meaningful philanthropic investment over time to positively impact the donor and HSF.

Organizational Execution
- Drives for results, while maintaining and building effective relationships.
- Persists in advancing initiatives despite adversity, creating and negotiating alternate solutions as appropriate.
• Demonstrates significant experience in identifying, cultivating and closing gifts at the $100K level and above, with experience of success in using a highly defined process for identification, cultivation, closing, and stewardship.
• Able to work on own functional initiatives with colleagues from other functions in a highly constructive, positive way.

**Talent Development**
• Develops effective motivated individuals and teams to achieve common goals.
• Encourages individuals to develop strengths and supports opportunities to foster professional growth.
• Willingly shares personal experience and knowledge and provides feedback to improve individual and team performance.
• Highly credible with staff and a leader by example; offers developmental opportunities, while holding staff accountable for personal portfolios and revenue targets.
• Able to collaboratively share ideas and practices with colleagues across functions and identifies and develops skills from diverse individuals in the organization.
• A team player who recognizes when to lead and when to support in both management scenarios and donor meetings.

**Personal Effectiveness**
• Acts with integrity by promoting consistency among principles, values and behaviours.
• Adapts communication style as appropriate.
• Self-aware, committed to professional and personal growth.
• Confident, yet collaborative, in recognizing when to lead and when to support prospect engagement.
• Working closely with the CEO, has ability to ensure the Vice President is the lead development ambassador of the Foundation.
• Demonstrated passion for the cause and confidence in making calls and asking for support.
• A highly effective and emotionally sophisticated communicator.

**Requirements**
• A track record of soliciting and closing major gifts, including experience at the $100,000 and above level.
• Experience leading a major gift campaign and participating in an integrated Central Moves Management program and Prospect Clearance process.
• Exposure to activities of a large complex organization.
• Experience in successfully recruiting, training and managing a team of fundraising professionals.
• Strong analytical skills and ability to work with multiple databases.
• Superb written and verbal communication skills.
• Experience in major gift proposal writing (individual, corporate and foundation).
• Ability and desire to see the big picture and to work at the detailed level with a high degree of accuracy and quality.
• Appreciation and understanding of AFP, CAGP, APRA Code of Ethics, Policies and Procedures.

**FOR MORE INFORMATION**

For more information about this exciting opportunity, please contact Christoph Clodius, Senior Search Consultant, at KCI (Ketchum Canada Inc.) by email at HeartandStroke@kciphilanthropy.com or 778-373-4867. All enquiries will be kept in strict confidence.

Candidates from diverse groups are encouraged to apply.

Please note that the deadline for submission to the above email address is **September 24, 2012.**