



**BLADDER
CANCER
CANADA**



**CANCER
DE LA VESSIE
CANADA**

EXECUTIVE BRIEF EXECUTIVE DIRECTOR



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FOR MORE INFORMATION

KCI (Ketchum Canada Inc.) has been retained to conduct this search on behalf of Bladder Cancer Canada. For more information about this leadership opportunity, please contact Samantha David, Senior Search Consultant, KCI Search + Talent by email at BCC@kcitalent.com

All inquiries and applications will be held in strict confidence. Interested candidates should send resume and letter of interest to the email address listed above by **March 18, 2021**.

At Bladder Cancer Canada (BCC) we are committed to an equitable and inclusive approach, providing equal opportunity for employment and volunteer opportunities within the organization. As an organization, we see diversity, equity and inclusion as connected to our mission and critical to ensuring the well-being and health of our staff, volunteers, clients, and the community we serve.

Please note that the salary range for this position is \$90,000 to \$100,000 working in a flexible, 100% virtual environment.

Executive Director Bladder Cancer Canada

THE OPPORTUNITY



Bladder Cancer Canada (BCC) is seeking an Executive Director for our national charity. Leading with a passion for BCC's mission and vision that motivates and engages others, the new Executive Director will take our near \$1M charity to the next level by building and diversifying our fundraising revenue, allowing us to expand our vital programs and services.

Bladder Cancer Canada is the first and only Canadian patient advocacy organization dedicated to bladder cancer issues; providing patient support, education and awareness and funding for research. BCC is one of Charity Intelligence's top 10 charities, delivering returns of 6 times for every dollar donated, compared to the average of 1-2 times on the dollar.

Reporting to a highly motivated and progressive Board of Directors, the Executive Director will lead and coach a highly committed staff team of three. This position will work remotely and can be located anywhere in Canada. Since its inception, BCC has been a 100% virtual organization.

ABOUT BLADDER CANCER CANADA

The story of Bladder Cancer Canada (BCC) began with two people—David Guttman and Jack Moon. Their medical teams tended to the disease in their bodies, but they realized nourishment for their inner beings was missing – and was just as critical to their recovery.

They needed other bladder cancer patients to talk to about their fears and uncertainty. Someone to help them find up-to-date information about diagnosis, treatment options and prognosis. At that time, there was no one to turn to. So, in 2009, they formed Bladder Cancer Canada to fill the void.

Although they were ordinary bladder cancer patients, what they accomplished is extraordinary. Today, BCC is a national, registered charity that has helped thousands of bladder cancer patients and their caregivers to cope with this disease. Our founders' vision was to improve patient support – and it remains the cornerstone of BCC's mission.

What Is Our Vision for The Future?

In short: awareness, support and research to create a world where bladder cancer is just a memory.

We're working to achieve this vision through the efforts of volunteers across Canada and with the support of distinguished, leading medical professionals on our Medical Advisory Board and our Research Advisory Board, and in partnership with numerous key stakeholder agencies and private industry. Bladder Cancer Canada's Mission is three-fold:



Patient Support and Education

Our support programming is offered through trained volunteers in a variety of formats. For example, through our online Discussion Forum on our website, our virtual support groups via Zoom, and our 1-1 peer support program by phone/virtual meetings. We are literally just a phone call or a click away for patients and/or caregivers at any time.

We've also created our website as a central information source for bladder cancer patients and their caregivers. Here you will find a wealth of information and education materials about bladder cancer, including Patient Guidebooks written by bladder cancer patients and their caregivers alongside medical experts. There are also excellent webinars and blogs that help to unravel the mysteries of bladder cancer so patients and caregivers can feel more confident and comfortable coping with this disease.

BCC also typically hosts (in a non-COVID environment) several in-person Patient Education Meetings, held several times a year in different cities across Canada. At these meetings patients can meet with each other and hear first-hand stories from other bladder cancer patients and valuable information and insights from medical professionals.

BCC Funded Research

Our Commitment to Research

One of the three pillars of Bladder Cancer Canada's mission is to "fund research which pursues the diagnosis, treatment and elimination of bladder cancer." Although bladder cancer is the 5th most common cancer in Canada, it ranks only 21st in terms of research funding out of the 24 most common cancers. Our research commitments endeavour to minimize that disparity, with the long-term *vision to create a world where bladder cancer is just a memory.*

Our Research Funding

In 2019, Bladder Cancer Canada funded over \$275,000 in bladder cancer research. Since BCC supported its very first \$25,000 grant in 2012, we have funded over \$1.1 million in research, with an additional \$434,500 in matched funds for a total of more than \$1.5 million. By the end of 2020, we expect to have funded nearly \$1.9 million in bladder cancer research. This incredible milestone has been made possible because of BCC's supportive donors and valued research funding partners.

Where Does BCC Get Its Funding?



Our funding comes from our annual Bladder Cancer Awareness Walk which is hosted in 20 cities across Canada (virtually last year). We also receive funding through sponsorships and donations from individuals, businesses and community groups along with other donations such as planned gifts and securities.

As a charity, we are keenly aware of the need to keep our expenses low so that we can focus our financial resources on our mission-related activities. We are truly thankful to our generous donors for their support making a difference in the lives of people living with Bladder Cancer.

ADDITIONAL INFORMATION

[2019 Financial Statement](#)

[2018 – 2023 Strategic Plan](#)

[2019 Annual Review Impact Report](#)

[Awareness Activities & Events](#)

[BCC Research Grants](#)

[Sponsors & Partners](#)

[BCC News & Stories](#)

[Canadian Bladder Cancer Information System](#)

[Canadian Patient Guidebooks](#)

[BCC Research Partner Grants](#)

KEY DUTIES AND RESPONSIBILITIES - EXECUTIVE DIRECTOR

Leadership and Operational Management

- Lead national operations and prioritize activities in a manner that ensures an ongoing focus on organization mission, vision and values.
- Work with the Board to create the strategic plan and monitor on an ongoing basis.
- Collaborate with staff, volunteers and other key stakeholders to develop operational goals and plans that deliver on BCC's strategic priorities including patient education and support, awareness, research and advocacy.
- Develop annual budgets in conjunction with Audit, Finance and Risk Committee and oversee financial performance to ensure organization is meeting its revenue and expense targets on a short- and long-term basis.
- Manage human resources through the development and implementation of HR best practices and policies.

- Create and support an environment of accountability that facilitates staff understanding of roles and responsibilities through ownership of team and individual goals, and metrics.
- Collaborate with the Board, staff and other volunteers to foster a positive culture that supports organizational learning, growth and innovation.
- Oversee and enhance BCC's organizational infrastructure and programming (the latter in collaboration with the Programs & Volunteers Committee) to ensure sustainable operations within a 100% virtual work environment.

Fund Development

- Lead the development and implementation of an annual fundraising plan in collaboration with the Fund Development Committee that includes existing revenue streams (corporate, individual, foundation gifts, signature and third-party events) and the development of new revenue streams.
- Monitor fundraising activities to ensure ongoing improvements and to manage risk.
- Develop creative, relevant and consistent donor cultivation and stewardship activities according to level of gift.
- Foster and build a culture of philanthropy across the organization to support greater fundraising success.
- Identify, improve, and build fundraising infrastructure and processes e.g., data management, metrics, etc.
- Maintain knowledge on trends in fundraising and use learnings to enhance program development.
- Work collaboratively with staff, volunteers and other key stakeholders to identify, cultivate and solicit existing and new donors.

Community, Stakeholder and Public Relations

- Develop and maintain relationships with key external stakeholders and broader communities as part of BCC's fundraising, awareness and advocacy efforts i.e. Pharma, government, cancer agencies, etc.
- Foster and grow community and relevant agency partnerships to advance BCC's strategic objectives and programming.
- Work with communications staff, the Awareness & Communications Committee and national television and media partners to increase BCC's profile locally, provincially and nationally.
- Work with communications staff to deepen and refine all aspects of communications—from web presence to external relations with the goal of creating a stronger brand.
- Participate in national and/or international committees, forums and initiatives that are identified as having high relevance and a positive impact on the profile of BCC.
- Act as a spokesperson for the organization as required.

Governance and Board Relations

- Work with the Board to ensure that BCC complies with all relevant government rules and regulations.
- Identify and evaluate risks to the organization's people, assets, finances and image and work collaboratively with the Board and staff to implement measures to address and/or mitigate.
- Develop and report on key results and performance indicators to the Board and Committees as part of ongoing and annual reporting.
- Participate and provide administrative support to the Board and its three standing committees including Executive, Governance and Nominating and Finance, Audit and Risk Management.

Research

- Work in partnership with the Board, government and other stakeholders to advocate for the advancement of the best research, treatment and care in the area of bladder cancer.
- Build a productive relationship with the BCC Medical Advisory and Research Boards to support key activities and results.
- Oversee the administration of the BCC Research Grant Program.

QUALIFICATIONS & COMPETENCIES

- Progressive senior leadership experience within the nonprofit sector.
- Generalist fundraising experience with demonstrated success increasing revenue.
- Excellent relationship building skills with a proven ability to build communities of support.
- Experience managing and leading successful teams.
- Proven ability to create and manage operational plans.
- Excellent team player with the ability to coach staff and build strong relationships with colleagues and other stakeholders.
- Solid administrative skills with the ability to easily navigate MS Office and Zoom.
- Ability to nurture a culture of respect, growth and innovation.
- Excellent verbal and written communication and presentation skills.
- Ability to organize effectively and solve problems in a thoughtful and efficient manner.
- Familiarity with nonprofit governance and working with a Board of Directors.
- A degree in a health and or a business-related field or the equivalent combination of training, skills, and experience.
- Fluency in both official languages would be an asset.

LEADERSHIP VOLUNTEERS / BOARD OF DIRECTORS

Board of Directors

Ferg Devins (Chair)

Ken Bagshaw

Dorothy Barrett

Dale Boidman

Tony Cornacchia

Kate Everett

Valerie Macleod

Robert Purves (Vice-Chair & Treasurer)

Elliott Rivkin

Randy Smith

**Michele Zielinski (Managing Director,
Secretary)**

David Guttman (Co-Founder; emeritus)

Jack Moon (Co-Founder; emeritus)

Medical Advisory & Research Board

Dr. Peter Black (Chair)

Medical Advisory and Research Boards

Dr. Wassim Kassouf (Past Chair)

Medical Advisory and Research Boards

Dr. Srikala (Kala) Sridhar

Vice Chair, Medical Advisory Board

Dr. Girish Kulkarni

Vice Chair, Medical Research Board

Dr. Bobby Shayegan

Medical Advisory and Research Board

Dr. Nimira Alimohamed

Medical Advisory Board

Dr. David Berman

Medical Research Board

Dr. Fadi Brimo

Medical Research Board

Dr. Fabio Cury

Medical Advisory and Research Boards

Dr. Bernie Eigl

Medical Advisory and Research Board

Dr. Adrian Fairey

Medical Research Board

Dr. Chris French

Medical Advisory Board

Dr. Geoffrey Gotto

Medical Advisory and Research Boards

Dr. Paul Hartman

Medical Advisory Board

Dr. Jonathan Izawa

Medical Research Board

Dr. Claudio Jeldres

Medical Advisory Board

Dr. Aly-Khan A. Lalani

Medical Advisory and Research Boards

Dr. Jean-Baptiste Lattouf

Medical Research Board

Dr. Michele Lodde

Medical Research Board

Himanshu (Himu) Lukka

Medical Advisory and Research Board

Dr. Ross Mason

Medical Research Board

Dr. Ron Moore

Medical Advisory Board

Dr. Chris Morash

Medical Advisory and Research Board

Dr. Jasmir G. Nayak

Medical Advisory Board

Dr. Nick Power

Medical Advisory Board

Dr. Robert Siemens

Medical Advisory and Research Board

Dr. Alan So

Medical Research Board

Dr. Lori Anne Wood

Medical Advisory Board

Dr. Alexandre Zlotta

Medical Research Board

BIOGRAPHIES

Ferg Devins – Chair, Bladder Cancer Canada



Ferg Devins is a corporate affairs and communications professional who retired from Molson Coors Canada, after 30 years in the beer business in 2013.

Ferg created The Devins Network Inc. where he continues to focus on exciting projects and areas of opportunity in the broader community as a communications strategist dedicated to connecting his clients better with their community. With decades of experience in sales, sales leadership, marketing, brand promotions, event marketing, public relations, government relations, employee communications, crisis management, media relations, social media, corporate responsibility and broad stakeholder relations; Devins is now focused on designing strategic solutions to help others with their complex

communications challenges and needs. He is proud of his continued commitment to the broader community. He has served on not-for-profit boards in the not for profit sector and several tourism bodies. He is a past president of the Queen's University Alumni Association, current board member of Greenwood College School and a co-founder of the Coney Island "Maybe Annual" Music Festival in Kenora Ontario. Ferg also received a Queen's Diamond Jubilee Medal for his efforts on the True Patriot Love committee, supporting the families of our fallen military. Ferg and his wife, Kathy, live in Toronto and summer in Kenora on Lake of the Woods. Their two adult children are pursuing careers of their own.

Robert Purves – Vice-Chair & Treasurer



Now semi-retired, Robert has spent much of his career in the insurance industry; with specialization in transportation, surety environmental and waste management. He holds a B.A. in Economics from the University of Toronto, (Scarborough, 1971) as well as several certificates in the field of property casualty insurance. Currently, Robert has served as a Director and Board Member with several companies in the insurance sector. He is Currently Chairman of Purves Redmond Limited and immediate past Chairman of Echelon Financial Holdings Inc.. As a respected business leader, Robert is dedicated to many community enhancement events and stewardship developments in his personal life. In July of 2007 Robert was diagnosed with Non-

Invasive Bladder Cancer (Ta- G 3) and subsequently had two TURBTs. The last one was combined with Mitomycin C therapy and four rounds of BCG therapy – and he has been cancer free since 2008. Robert volunteered his time with Bladder Cancer Canada when he discovered our website and is now the Vice-Chair and Treasurer with our board.