



# Director of Development

## *Position Brief*



IWK Foundation



# IWK Foundation

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### FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of IWK Foundation (IWKF) For more information about this opportunity, please contact Mia Gardiner, Senior Consultant, KCI Search + Talent by email at [IWK@KCI Talent.com](mailto:IWK@KCI Talent.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 **July 22, 2024**.

The target hiring range for this position is \$95,000- \$110,000 with comprehensive benefits. IWK works on a hybrid model with an expectation of 2-3 days a week in office.

We welcome all applicants who self-identify as Indigenous, Black/African Nova Scotians, Persons of Colour, Immigrants/Newcomers, Persons with Disabilities and 2SLGBTQIA+ to apply and represent the communities that we support.



# IWK Foundation

## Director of Development IWK Foundation

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### THE OPPORTUNITY

The IWK Foundation (IWKF) is seeking an experienced, inspirational fundraising leader to be the new Director of Development. Reporting to the Vice President of Philanthropy & Development, the Director of Development will drive all Annual Giving revenue including planning, implementation, and evaluation of cause marketing, sponsorship, corporate social responsibility, corporate partnership activation, direct response, monthly giving, and third-party events.



As part of the Senior Leadership team at IWK Foundation, the Director will bring a collaborative mindset, critical thinking, and analytical skills to evaluate Annual Giving programs and work with colleagues to integrate Annual Giving initiatives with other streams of revenue, contributing to a donor journey that amplifies impact. The new team leader will champion an integrated model of fundraising across the organization, collaborating with other fundraising teams to build on existing streams of revenue, develop new approaches and support the Foundation's growth strategy.

The Director will lead and coach a team of nine, with two direct reports who are responsible for Annual Giving and Corporate Partnerships. This is an opportunity to build on past success and optimize future performance, while supporting an organizational culture of employee empowerment, engagement, strong performance and development.

The incumbent will be an ambitious leader that thrives in a busy environment committed to growth and evolution. You are an exceptional relationship builder with experience optimising and engaging new partners and sponsorships.

IWK works on a hybrid model with an expectation of 2-3 days a week in office.

## ABOUT IWK HEALTH

IWK Health is dedicated to providing quality care to women, children, youth, and families in the Maritime provinces and beyond. Services are delivered through their Children's Health program, Mental Health and Addictions program, and Women's and Newborn Health. Across all three programs their approach is rooted in a collaborative model that integrates talented people with new technologies, research, training, and clinical excellence. IWK Health is proud to provide the most complex levels of care in our region and are a strong advocate for the health of families, globally leading in research and knowledge sharing.



## HOW IWK HELPS

### Primary Care

This type of care can include diagnosis and treatment; referral to secondary health care services; prevention care; and health promotion and education. Primary health care might involve visiting your family doctor or nurse practitioner, talking to a dietician or a pharmacist, or calling a toll-free health advice line to talk to a health professional.

### Secondary Care

This category includes most Health Centre specialist services and other areas of care for which patients do not have direct access, and for which they must be referred from some other part of the health system.



### Tertiary Care

A form of care that is highly specialized and complex.

### Teaching and Research

The IWK is a respected centre for its world-class research into disorders and diseases affecting children and women. As a teaching institution, the IWK is affiliated with Dalhousie University and serves as a primary clinical resource for pediatric and obstetric teaching of a broad range of health professions including medicine, nursing, other allied health services and child life.

### Reaching Farther

Specialists from the IWK take their expertise to Maritime communities in the form of traveling clinics; through computer-based videoconferencing technology; and a team of nurses and respiratory therapists who travel by air and ground ambulance to outlying Maritime communities to stabilize and transfer critically ill newborns, older children, and mothers with high-risk pregnancy situations.

## ABOUT IWK FOUNDATION

IWK Foundation raises funds to support the urgent priority needs of IWK Health located in Halifax, Nova Scotia, and serving the Maritimes.

The IWK Foundation is the preeminent fundraising movement for children and women’s healthcare in the Maritimes. We are powered by a legacy of best-in-class care, diversity and inclusion, and the personal connections our donors have to the IWK and the region it calls home.

The IWK Foundation’s purpose is to create a far-reaching movement for children and women’s health, fostering a deep, meaningful connection with every donor, employee, and family we impact.

To honour this, the IWK Foundation endeavors to be an agent of change through a fearless commitment to the core values of our Maritime community. We will do all we can to create an environment of compassion and mutual respect through thoughtful and intentional practices to address diversity, inclusion, and equity.

Our purpose will be driven by the following approach: *Diversity is a fact; Equity is a choice; Inclusion is an action; Belonging is an outcome.*

## FUNDRAISING AT IWK FOUNDATION



Together with our donors, the IWK Foundation has a vision to become the catalyst to revolutionize health and research for children and women of the Maritimes and beyond. Through the strength of our community, the Foundation has provided over \$ 20 million to IWK Health for its most urgent needs this past year.

In addition to supporting research, equipment, fellowships, and programs through our annual fundraising, significant priorities also include

raising funds to support the redevelopment of the IWK Emergency Department, as well as Integrated Youth Services, a “one-stop shop” for Nova Scotia youth and families to access a range of mental health services, and the Pediatric Learning Health System, that will ensure our Maritime children and youth have timely and equitable access to care regardless of geography or social-economic status.

The IWK Foundation is laser focused on improving women’s health and research, providing multi-year funding for an Accelerated Research Chair, and one-time funding for an Acessa Machine for the minimally invasive and enhanced treatment of fibroids.

At IWK we fundraise in a variety of ways, providing donors with multiple options for supporting our goals and campaigns. Donors can contribute through gifts of securities, gifts in their will, large philanthropic contributions, tribute gifts and through smaller consistent gifts in direct mail campaigns or monthly giving. In addition, there are opportunities for partnership on 3<sup>rd</sup> party events.

Corporations can become partners with us through sponsorship, employee giving, and cause marketing campaigns. At IWK we develop bespoke relationships with each of our corporate partners.

## IWK TELETHON AND RADIOTHON

If you live in the Maritimes, you've likely watched the IWK Telethon for Children on CTV or listened to the IWK Radiothon on Bell Media Radio. These are two long-standing annual traditions that enable the IWK Foundation to truly celebrate the unmatched generosity of individuals, community organizations, and businesses in our region.

Our national partnership with Canadian Children's Hospital Foundation's (CCHF), a collective of 13 children's hospital foundations across Canada, offers us the privilege of working with many loyal Children's Miracle Network (CMN) donors in our region who passionately engage employees and customers in annual fundraising for the IWK Telethon. This model ensures that money raised in our region, stays in our region.

June 2024 marked the 40<sup>th</sup> annual IWK telethon in partnership with CTV, raising the most ever with a total of \$7,582,999.32. In June 2024 an outstanding \$254,015 was raised during the annual IWK Radiothon on 10 Bell Media radio stations across the Maritimes. Your donations during these events support the most urgent priorities of the IWK, including the purchase of specialized medical equipment that ensures our children and families continue to have access to the very best care.



## ADDITIONAL INFORMATION

- [Who We Are](#)
- [Current Campaigns](#)
- [Where Your Money Goes](#)
- [News and Media](#)
- [Financial Statement 2022-2023](#)
- [Annual Report 2022-2023](#)
- [Newsletter to Donors 2024](#)
- [IWK Health](#)

## KEY DUTIES AND RESPONSIBILITIES

### Planning, Strategy, and Leadership

- Participates in the Foundation leadership team and drives the revenue development strategy across revenue streams, promoting integration and a shared credit model.
- Leads planning and budgeting, implementation, and evaluation for Annual, Community & Corporate, and Business & Program Development fundraising streams.
- Works closely with the Vice President Philanthropy & Development, serving as a strategist and an operational leader, acting as a deputy in leading the high-performing development team.
- Collaborates across all fundraising streams for moves management and stewardship strategies that ensure donors are involved appropriately and relationships support the growth of organizational revenue.
- Represents IWK in the community, at events, and with partners in a manner that supports increased awareness and connection.
- Works collaboratively with the Brand team to develop content and materials that support fundraising.
- Develops relationships with Hospital and Foundation staff, to support a culture of philanthropy throughout IWK.
- Ensures and supports recruitment and engagement of volunteers for community-based fundraising.
- Identifies, analyzes, and implements new innovative fundraising opportunities.

### Fundraising and Donor/Partner Relations

- Leads a portfolio of donors/partners and prospects, specifically developing new business with corporate partners for sponsorships, employee engagement, and cause marketing.
- Actively builds knowledge and connections in the corporate social responsibility space in order to strengthen and build mutually beneficial partnerships.
- Maintains knowledge of best practices and trends around corporate social responsibility.
- Works with the philanthropy team to manage integrated cultivation and solicitation strategies.
- Delivers regular, effective donor communications that demonstrate impact, ensure appropriate recognition, and inspire giving.
- Represents IWK in developing partnerships with donors, community partners, event partners and corporate partners.
- Supports the management of partnerships connected to IWK through Canada's Children's Hospital Foundations.

### Team Leadership

- Leads, coaches, and manages a high performing team of nine, promoting a shared credit fundraising model.
- With a growth mindset, sets account plans, monitors success, and provides performance feedback, ensuring the successful implementation of Direct Response, Monthly Giving, Corporate Social Responsibility, Third Party Events, Cause Marketing, Employee Engagement, Sponsorship, and Partnership Activation.
- Reports on key performance indicators and outcomes regularly, identifying challenges and developing solutions.

## QUALIFICATIONS AND COMPETENCIES

- Progressive experience in fundraising leadership with demonstrated success in leading corporate and annual giving strategies.
- Experience leading a fundraising team to successfully achieve stretch goals and increase revenue year over year.
- Track record of success in developing and managing partnerships within communities, with corporate representatives, and vendors.
- Excellent relationship-building skills and ability to develop and sustain positive relationships both internally and externally.
- Proven experience in developing Direct Response campaigns and appeals, and strategically delivering segmented communications.
- Experience in managing annual giving initiatives and events.
- Demonstrated success in developing written communications and materials for a variety of audiences with the ability to inform and edit according to the audience.
- Strong collaborator who will champion a shared credit model for integrated approaches to donor management.
- Experience leading the development and implementation of annual plans and corresponding operational and revenue budgets for fundraising.
- Proficiency working with fundraising data systems.
- Public speaking skills and experience presenting to different audiences.
- Demonstrated passion for healthcare philanthropy.
- Experience working in a healthcare environment is considered an asset.





## BIOGRAPHIES



### **Jennifer Gillivan, PRESIDENT & CEO**

Jennifer Gillivan is President and CEO of the IWK Foundation as well as a seasoned executive leader and passionate motivational speaker and contributor to her community and country.

Jennifer is the Past Chair of the Board of Directors CCHF; a Trustee of the Frank H Sobey Awards for Excellence in Business Studies, Trustee; Co-Chair of the Sobey mental health partnership with CCHF and Sobey Family Foundation and Corporation across Canada.

Most recently in November of 2023, Jennifer was awarded Canada's Most Admired CEO™ in the Non-Profit and Broader Public Sector category. Shortly after, she was also named one of Atlantic Business Magazine's 25 Most Powerful Women.

Jennifer was awarded Atlantic Business Magazine Top 50 CEO Award for 2014, 2015, 2017 & 2018, 2019 and was inducted into the 2019 Atlantic Business Magazine Hall of Fame. Jennifer was awarded the RBC Top 25 Canadian Immigrant award for 2017 and awarded the Top 25 Maritime Immigrant award for 2017. The Halifax Chamber of Commerce also awarded Jennifer with The Halifax Businessperson of the Year 2017. Jennifer was awarded nationally by RBC Women of Influence Entrepreneur Award 2014 and was featured in "Canada 150 Women" published in November 2017. Jennifer received the National Professional of the Year award by Women of Distinction in 2016.



### **Trena Crewe, VICE-PRESIDENT, PHILANTHROPY & DEVELOPMENT**

With over 25 years of experience in fundraising, Trena has dedicated her career to advancing

philanthropic efforts and making a substantial impact in the community. Trena started her fundraising career at the Canadian Diabetes Association and joined the IWK Foundation in 2006. For the past 18 years, she has been a cornerstone of the IWK Foundation, contributing to various facets of the organization and demonstrating a well-rounded expertise in all areas of fundraising.

Throughout her tenure, Trena has excelled in community engagement, donor relations, and securing major gifts. She has also witnessed the power of communities coming together to make a difference and raising significant undesignated funds to ensure world class care and address the urgent priority needs of the IWK. Her comprehensive understanding of the diverse aspects of fundraising and the connectivity between all revenue streams underscores her versatility and dedication to the field.

A firm believer in the transformative power of philanthropy, Trena is passionate about leveraging charitable contributions to drive significant, positive changes. She is particularly devoted to improving the health of women, children and youth. Her commitment to these causes is reflected in some of the many transformations in health care at the IWK including the one hundred percent donor funded Garron Centre for Child & Adolescent Mental Health, Pediatric and Neonatal Intensive Care Units, and the current critical funding priorities such as IWK Emergency Department Redevelopment, Mental Health & Addiction Eco System as well as Women's Health Research.

In addition to her professional achievements, Trena is known for her unwavering dedication, compassionate approach, and a deep-seated belief in the impact of the IWK Foundation's work. She continues to inspire others through her leadership and steadfast commitment to making a difference in the lives of women, children and their families.

# ORGANIZATIONAL CHART

