



# Director of Philanthropy

## *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. 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 **February 18, 2025**.

The target hiring range for this position is \$110,500 - 135,000 with comprehensive benefits.

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 Philanthropy IWK Foundation

### THE OPPORTUNITY

The IWK Foundation is growing its team and has created a new Director of Philanthropy position to provide collaborative leadership for the major and legacy giving, and donor engagement programs. Reporting to and working closely with the Vice President of Philanthropy & Development, the new Director will inspire and empower the team to reach new heights through leveraging existing strengths and stimulating innovation.

As a contributing member of the Senior Leadership team at IWK Foundation, the Director will bring a spirit of partnership and cooperation, working closely with colleagues to champion an integrated model of fundraising in support of the Foundation's growth strategy.



The successful candidate will be an exceptional relationship builder with proven experience in developing and managing donor strategies, processes and experiences. With a strong track record of success in securing principal and transformational gifts, pipeline development, campaign management, and working with senior-level volunteers, the Director will be a critical thinker, a capable problem solver, and will demonstrate exceptional communication skills.

This position requires an ambitious and inclusive leader who will leverage the knowledge and experience of existing team members and is committed to their professional growth and evolution. Demonstrating the values of servant leadership, the Director will be accountable for a team of six, working closely with the Senior Manager of Major Gifts, the Manager of Personal and Legacy Giving, and the Manager of Donor Engagement to understand and build on past successes and establish priorities, goals, and metrics that support achieving strategic outcomes. This is an opportunity to optimize future performance while supporting an organizational culture of empowerment, engagement, strong performance and development.

This is a hybrid position with an expectation of 2-3 days per week in the office in Halifax.



## 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.

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.



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.

Myron and Berna Garron have been at the forefront of unprecedented change at the IWK, and the opening of the Garron Centre for Child & Adolescent Mental Health (Garron Centre) 10 years ago is just one example demonstrating the power and impact of their philanthropy.



On September 9th, 2024, Myron and Berna Garron announced a monumental \$25 million donation to the IWK — the single largest individual donation to health care in Atlantic Canada. This provides a unique opportunity to create a truly unified mental health and addictions system of care, flowing from the communities where youth live to the IWK for specialized services including intensive services. Regardless of which door patients walk through, the spaces and places will reflect the IWK's dedication to excellence in care.

In addition to Major Gift Philanthropy and Legacy giving the IWK Foundation utilizes multiple fundraising streams to successfully fund enhancements to the important work of the hospital.

Two long-standing annual traditions that enable the IWK Foundation to truly celebrate the unmatched generosity of individuals, community organizations, and businesses are the IWK Telethon for Children on CTV and the IWK Radiothon on Bell Media Radio.

## ADDITIONAL INFORMATION

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



## KEY DUTIES AND RESPONSIBILITIES

### Planning, Strategy and Leadership

- Accountable for leading and supporting the revenue development strategy for Major, Principal, and Transformational Giving, and Legacy Giving programs and team; including planning and evaluation of goals and tactics and developing and monitoring the annual budget.
- Work with Executive Leadership Team on the development, implementation, management, and evaluation of a multi-prong campaign strategy across various channels in support of IWK Health funding priorities.
- In collaboration with the Vice President, enhance and build the Principal and Transformational Giving Programs to maintain and increase giving at the six and seven-figure level and above, for current and future funding priorities.
- Develop fundraising streams and cases that move organizational priorities for fundraising forward.
- In consultation with the Director of Development, ensure the timely and successful execution of an integrated fundraising strategy, including supporting Managers in tactical and operational implementation.
- In collaboration with other Foundation Directors, work with key IWK hospital representatives to support the development of fundraising priorities ensuring staff and volunteers are set up for success to drive fundraising goals and objectives.
- Translate strategy discussions into concrete plans and provide strategic oversight of their execution, in collaboration with the Managers responsible for execution.
- Develop processes and administrative support structures that enable success, ensuring alignment with other Foundation programs and activities.
- Work cross-functionally with internal teams including Operations, Marketing and Communications, and Finance to develop fundraising initiatives and report, monitor, and track against goals and key performance indicators.
- Collaborate and plan with Marketing and Communications to ensure consistent messaging and to optimize the use of communications vehicles to promote campaign and funding priorities.
- Ensure compliance with all regulations, policies, and ethical standards.

### Fundraising and Donor/ Partner Relations

- Collaborate with the Philanthropy Leadership Team to drive strategy, build structures and strengthen culture that supports the execution of a rigorous moves management process to advance, track and monitor donor development performance indicators.
- In collaboration with the Vice President and Senior Manager Major Gifts, support the identification, cultivation, solicitation, and stewardship of donors connected to fundraising priorities.
- Lead and manage a personal portfolio of principal and transformational prospects/donors, working closely with the Vice President and President & CEO.
- Collaborate with the Manager, Personal and Legacy Giving to build and enhance the Legacy Giving Portfolio.
- Provide strategic guidance on donor cultivation, recognition and stewardship events and activities to Manager, Donor Engagement.
- Collaborate with Manager, Donor Engagement to develop campaign-specific donor acknowledgment, recognition and stewardship processes and products, and provide strategic oversight of stewardship plans for top donors.
- In conjunction with the Vice President, develop a volunteer structure to drive fundraising goals; identify, recruit, train, and support key leadership volunteers.
- Work with other Foundation Directors to develop an impact and accountability strategy.



## Team Leadership

- Accountable for a current team of six with three direct reports; providing direction in setting and achieving goals and managing program accountabilities.
- Provide leadership, direction, coaching, and encouragement to a capable team of fundraising professionals, to raise sights, and support them in reaching Foundation and personal goals.
- Support and champion change management as required, holding team accountable for deliverables and following new processes.
- Provide guidance, training, and support to colleagues and volunteers who serve as partners in major gift fundraising activities.
- Recruit, hire, manage, and train additional Foundation staff as required.
- Leads by example and promotes collaborative organizational culture throughout the whole organization – fostering connectivity as one team across all functions.

## QUALIFICATIONS AND COMPETENCIES

- Progressive senior-level fundraising experience and a proven extensive track record of responsibility for legacy and major gift development.
- Solid understanding of best practices for donor engagement to enhance donor retention and migration.
- Seasoned, collaborative and supportive leader, espousing the values of servant leadership to maximize the potential of team members.
- Previous engagement in planning and executing comprehensive fundraising campaigns.
- The ability to demonstrate success in strategy, pipeline management and meeting targets.
- Strong donor relationship manager with a track record of closing six figure gifts and above.
- Ability to manage vertically and horizontally and to lead through influence.
- Demonstrated ability to build relationships with internal staff, donors, volunteers, hospital representatives and other key stakeholders, and contribute to an inclusive work environment.
- Experience leading, educating, and supporting senior volunteers in a campaign environment.
- The ability to think strategically and work proactively, managing competing priorities with excellent project management skills and capacity and an attention to detail.
- Well-developed business acumen along with advanced analytical skills.
- Proven ability to support staff colleagues and manage volunteer and hospital partners.
- Strong critical thinking skills and the confidence and judgement to make decisions within areas of responsibility.
- Exceptional communication, writing and interpersonal skills, in addition to well-developed presentation abilities.
- Resilient, with the ability to solve problems, thrive under pressure in a fast-paced environment, effectively working collaboratively with and through others in the complexities of a not-for-profit organization.
- Ability to maintain confidentiality, a personal reputation for integrity and the highest ethical standards.
- University degree or comparable professional training and experience.
- Demonstrated passion for healthcare philanthropy and 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- PHILANTHROPY & DEVELOPMENT TEAM

