



# Waterloo Regional Health Network Foundation

Fueled by community.  
Focused on care.

## AVP, Campaign

*Executive Brief*





**WRHN**  
**FOUNDATION**

Waterloo Regional  
Health Network

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### APPLICATION PROCESS

KCI Search + Talent has been retained to conduct this search on behalf of Waterloo Regional Health Network Foundation. For more information about this unique and exciting philanthropy leadership opportunity, please contact Tara George at KCI Search + Talent by email at [WRHNF@kcitalent.com](mailto:WRHNF@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 **April 13, 2026**.

The Foundation is committed to fair and equitable employment practices during the recruitment and selection phases of this search. We strongly believe in inclusion and diversity within our organization and welcome all applicants including but not limited to those from racialized communities, all religions and ethnicities, persons with disabilities, LGBTQ2S+ persons, Indigenous people, and all others who may contribute to the further diversification of our Hospital and Foundation communities. *Candidates who require accommodations during the search process are asked to please notify the Search Consultant.*

This new position is currently vacant. Artificial Intelligence will not be utilized during this search process.



# AVP, Campaign

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## THE OPPORTUNITY

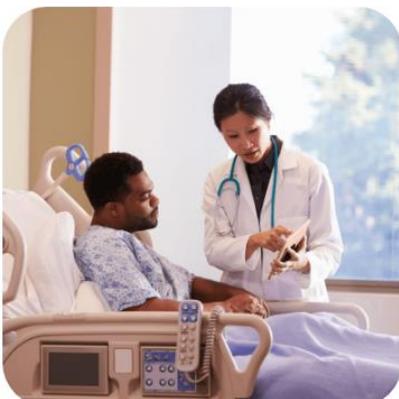
We are seeking an **Assistant Vice President, Campaign** to provide strategic and operational leadership for the Waterloo Regional Health Network Foundation (WRHNF)'s multi-year capital campaign, designed to support major infrastructure, equipment, education, innovation and program investments for Waterloo Regional Health Network (WRHN). This is a rare opportunity to lead a transformational campaign for a new and innovative hospital network Foundation into an era of unprecedented growth and impact. We have several exciting future capital projects on the horizon, including a new acute care hospital, modernization of two existing hospital sites.

Reporting to the Vice President, Development and working closely with the CEO, Foundation Leadership team, WRHN Leadership and campaign cabinet, the Assistant Vice President (AVP) Campaign will be responsible for developing and executing a comprehensive capital campaign plan, leading prospect pipeline management, donor stewardship and recognition, cultivating high-value donor relationships, supporting leadership volunteers, and ensuring successful attainment of campaign revenue goals with the support of WRHNF leadership and colleagues.

The Foundation has campaign planning well underway, with the current focus on prospect pipeline development, development of the Case for Support and Case Statements for the seven regional programs and key community services, and creating policy and process recommendations to support the Campaign. We are also making key investments including Foundation staffing and other resources.

This position is based at the WRHN Foundation office at 235 The Boardwalk, Suite 300, Kitchener, Ontario. We prefer candidates who live locally (or would like to), and are also open to those who would commute at least once per week plus as needed for key meetings with donors and campaign volunteers.

The target hiring range for this role is \$130,000 – \$150,000, and also comprehensive benefits, and participation in the HOOPP pension plan.



## WATERLOO REGIONAL HEALTH NETWORK FOUNDATION

In April 2025, the two hospitals in Waterloo Region, Grand River Hospital and St. Mary's General Hospital, merged to become the Waterloo Regional Health Network (WRHN). The merger formally brought the hospitals together after 90 years of partnership, shared leadership and care delivery. Following in the footsteps of its hospital partner, in May 2025, the respective hospital foundations amalgamated to create the Waterloo Regional Health Network Foundation (WRHN Foundation).

**We're Waterloo Regional Health Network (WRHN, pronounced "wren") Foundation, the charitable partner of Waterloo Regional Health Network (WRHN).**

The amalgamation of the legacy foundations brings together a dynamic team focused on supporting the priority needs of Waterloo Regional Health Network (WRHN), including several exciting future capital projects:

- Building a new acute care hospital at the University of Waterloo site, with Stage 1A (clinical services) opening in 2032 and Stage 1B (acute hospital) in 2035,
- Modernizing the existing Midtown (Kitchener-Waterloo) and Chicopee (Freeport) sites,
- Operating the Queen's Blvd (St. Mary's) site as an acute hospital until the new acute hospital is complete.

Coming together as one Foundation also means greater capacity to raise more funds for a 20-year redevelopment plan, essential medical equipment and programs supporting 1.4 Ontarians – 10% of Ontario), along with potential for collaborations with the University of Waterloo and partnerships with the tech sector. As a single hospital Foundation, it is now easier for donors, partners and community members to contribute to broader needs and integrated care programs at our hospital network, leading to even greater health impact in the region.

Last fiscal year, the legacy foundations raised \$30.5M combined toward essential medical equipment and programs across Kitchener-Waterloo. Our goal is to significantly grow this annual revenue over the next decade and launch a significant capital campaign.



## ABOUT OUR HOSPITAL NETWORK

The Waterloo Regional Health Network (WRHN) operates three hospital sites and services, including:

- WRHN @ Midtown
- WRHN @ Queen's Blvd
- WRHN @ Chicopee

WRHN is redefining healthcare in Waterloo Wellington and beyond. By uniting expertise and resources with regional hospitals and local Ontario Health Teams, WRHN is creating a seamless system focused on innovation, accessibility, and compassionate care. WRHN is committed to delivering exceptional support and trusted care for every individual and family in the community.



WRHN serves the Region of Waterloo and surrounding areas, with a combined catchment of 1.4 million people, or 10% of the Province of Ontario. Over the last 5 years the population to be served by WRHN has grown by 10.9%, nearly double the rate of growth of Ontario. Over the next 10 years the population is expected to grow by 18.1%, 70% more than the forecasted growth of the province – 2 million people.

In addition to the services of a large multi-site hospital with multiple community and regional sites, WRHN will provide the current regional programs in cardiac care, lungs, cancer, eyes, breast screening, renal services, and stroke care.



WRHN continues to strengthen its partnerships with universities, community colleges, community partners and innovation partners. WRHN serves as a teaching site for the McMaster University's Waterloo Regional Campus. WRHN hosts an integrated research and ethics committee, which bolsters collaborative research efforts. Existing partnerships provide a robust foundation for further integration, enhancing WRHN's capacity to collaborate with educational institutions and community partners.

## VISION FOR HEALTHCARE IN WATERLOO REGION

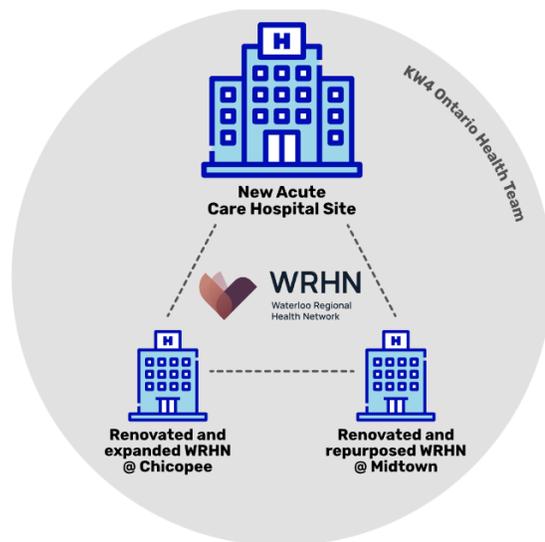
WRHN's vision is a Waterloo Region where everyone has access to the highest quality of care, technology and hospital infrastructure needed to be healthy—now and in the future.

Waterloo Region is one of the fastest-growing urban areas in Canada. To meet the healthcare needs of the community, WRHN plans to significantly renovate and redevelop its hospital infrastructure and build a new acute care hospital.



The construction of the new acute hospital, redevelopment and expansion of the continuing care site and renovations and repurposing of the Kitchener mid-town site in a 2 decade-long initiative. In total this project cost is estimated at over \$10 billion.

Through building a new hospital, WRHN will create opportunities for strengthened research, education, innovation and technology in health. It will design facilities for future generations of health care workers and researchers right here in Kitchener-Waterloo.



### New Hospital Process

In the 2025 Provincial Budget, WRHN was awarded an additional \$10 million planning grant from the Ministry of Health to continue advancing the new hospital development and modernization of care in Waterloo Region. This funding builds on the initial \$5 million grant provided in 2022 and reflects the growing provincial recognition of the region’s urgent healthcare needs. WRHN completed and submitted in 2025 its Stage 1.3 Functional Program to the Ministry, a major planning milestone supported by letters of endorsement from all seven municipalities and the Region of Waterloo – demonstrating the strong and unified community support for this transformative project.



### WRHN Foundation Commitment to New Hospital Project

In June 2025, the WRHN Foundation board committed to support the new hospital build. This is an exciting time for the Kitchener-Waterloo community and for the WRHN Foundation to support generations of healthcare to come.

### ADDITIONAL INFORMATION

- [Waterloo Regional Health Network Foundation](#)
- [WRHN Foundation Impact 2025/2025](#)
- [Waterloo Regional Health Network](#)
- [Building the Future of Care Together](#)
- [Future of Care Functional Programming Guidebook](#)
- [Future of Care News](#)



# AVP, Campaign

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## KEY DUTIES & RESPONSIBILITIES

### Campaign Strategy & Leadership

- Lead the design, planning, and implementation of a multi-year capital campaign(s), including goal setting, timelines, budgets, and performance metrics.
- Work closely with Foundation leadership, senior hospital administrators and medical leadership, and Board members to align campaign priorities with organizational needs.
- Translate campaign strategy discussions into concrete plans with timelines and key campaign deliverables. Maintain a comprehensive campaign calendar and ensure key activities are aligned with the plan, including cultivation events, cabinet meetings, committee meetings, etc.
- Develop and maintain a comprehensive, detailed campaign plan to raise significant funds for WRHN priorities (new hospital building, renovations, equipment, support for clinical and medical education), detailing goals, timelines and key milestones, donor journeys and recognition systems to build capacity beyond normal annual giving to support transformational projects to improve local health care.
- Leverage a compelling case for support to meet multi-million-dollar goals, and work with Foundation leadership and communication team to support its execution throughout the fundraising cycle.
- Provide campaign education sessions for foundation and hospital staff and volunteers.

### Team Leadership & Operational Management

- Provide strategic direction, leadership, mentoring and support to direct reports (stewardship and advancement research).
- Work collaboratively with colleagues fostering a high-performance and a collaborative culture.
- Develop dashboards and key performance indicators for the major gift program and track their implementation supporting the VP Development and Director, Major Gifts.
- Manage the campaign budget in partnership with the VP Development and the VP Finance & Operations.
- Provide regular campaign progress reports to the VP Development, to the CEO, the Campaign Cabinet and the WRHN / WRHNF Boards.
- In conjunction with the Foundation CEO & VPs, Director of Marketing and Campaigns, develop a holistic campaign communication plan for multiple audiences Include top 100 prospects and campaign prospect pipeline, and key stakeholders, including Campaign committees, and stewardship of campaign donors.
- Collaborate with communications, events, and data teams to ensure integrated campaign messaging and accurate database tracking.
- Ensure all fundraising activities adhere to Canada Revenue Agency (CRA) guidelines, Imagine Canada Standards, and ethical fundraising principles.
- Maintain accurate donor records, research profiles, and tracking in the Foundation's Blackbaud CRM system (e.g., Raiser's Edge NXT).



### Volunteer & Campaign Cabinet Management

- Support the recruitment, training, and supporting a Campaign Cabinet, honorary chairs, ambassadors and other volunteer and hospital leaders.
- Provide volunteers with the tools, briefing materials, and coaching needed to successfully engage with prospects.
- Coordinate regular Cabinet meetings, track volunteer activity, and maintain strong relationships with committee members.

### Major Gifts & Donor Relations

- Manage a personal portfolio of major gift prospects and donors.
- Conduct face-to-face meetings, prepare customized proposals, and coordinate donor engagement opportunities with hospital leadership, physicians, and volunteers.
- Ensure timely and meaningful stewardship, recognition, and reporting to donors.

### Prospect Research & Enablement

- Work with and support the Manager, Advancement Research and their team in the prospect research with the following objectives and activities:
  - Oversee prospect research and development of prospect pipelines using donor database software.
  - Develop and manage the campaign pipeline of up to 3000 prospects to support a significant capital campaign.
  - Support the major gift team and campaign volunteers with the pipeline and their individual prospects.
  - Manage the prospect management and clearance process.

### Stewardship & Recognition

- Work with and support the Director of Stewardship & Recognition and their team in the following objectives and activities:
  - Develop and oversee for the Foundation as a whole, a strategic, documented approach to thank, acknowledge, and show appreciation to supporters for their donations including stewardship events and donation recognition systems.
  - Implement appropriate and consistent donor journeys and ensure all gift agreement deliverables are executed.
  - Develop the donor recognition program and its implementation across all WRHN sites and in the new acute hospital.

### External Relations & Community Engagement

- Represent the Foundation at community events, meetings, and partnership activities within the Waterloo region.
- Support the development of campaign marketing materials, case for support documents, digital content, media engagement, and public announcements.
- Strengthen relationships with community leaders, corporations, service clubs, and other key stakeholders.



## QUALIFICATIONS & COMPETENCIES

The AVP Campaign role requires a seasoned fundraising professional with experience in major gifts, campaign strategy and operations, stakeholder engagement, and volunteer management within the nonprofit or healthcare sector.

### Required

- Strong understanding of best practices in campaign management, including previous experience leading or supporting the planning and implementation a major institutional campaign.
- Strong proficiency with donor CRM's (ideally Raisers Edge), with an exceptional understanding of CRM use for prospect management oversight and reporting.
- Significant progressive experience in major gift fundraising with a proven track record in cultivation and solicitation of high-net-worth individuals up to 7-figure philanthropic gifts.
- Excellent interpersonal skills and ability to work effectively with and through others.
- Previous experience managing staff, and a strong ability to motivate others and support excellence and success.
- Experience collaborating with and supporting senior volunteers and volunteer committees, cabinets, or boards in a wide range of capacities.
- Excellent written and verbal communication skills, and ability to communicate in a compelling manner with audiences of all sizes.
- Strong ability to analyse and interpret data, to synthesize and distill findings, and to help others understand these findings and resulting recommendations.
- Ability to initiate, analyze, monitor, evaluate and alter strategic fundraising and stewardship plans.
- Comfort working with ambiguity and proposing practical and actionable solutions that marry knowledge of best practices with the reality of a 'start-up/merger' environment.
- Exemplary attention to detail with excellent planning, organizational and time management skills.
- Ability to work independently, manage multiple projects, and exercise sound judgment and discretion.
- Enjoys working in a fast paced, dynamic organization with the ability to relate to a variety of personality and communication styles.
- Knowledge of Canadian charitable compliance and ethical fundraising standards.
- A University degree or a combination of comparable skills and experience.

### Assets

- Experience fundraising for capital projects.
- Experience in hospital or health care foundation fundraising.
- Understanding of healthcare delivery system in Ontario.
- Familiarity with the Kitchener-Waterloo philanthropic community.
- CFRE designation or progress toward CFRE certification.

### Key Competencies

- Strategic and analytical thinker.
- Relationship-builder with strong emotional intelligence.
- Persuasive communicator and storyteller.
- Volunteer leadership and coaching skills.
- Results-oriented with a high degree of accountability.
- High ethical standards and donor-centered philosophy.



## Additional Requirements

- Commitment to working in office a minimum of one day per week, plus additional days as needed to fulfill the requirements of the job.
- Willingness to work flexible hours, including occasional evenings/weekends for donor meetings, board/cabinet meetings, and events.
- Valid driver's license and access to reliable transportation for local donor visits.
- Police background check required.
- Commitment to the mission, vision, and values of the WRHN Foundation and dedication to improving local healthcare.

## RELEVANT LEADERSHIP BIOGRAPHIES



### **Doug Earle - Chief Executive Officer**

Doug Earle is the inaugural Chief Executive Officer (CEO) of the Waterloo Regional Health Network (WRHN) Foundation, bringing more than 30 years of experience leading charitable organizations and advancing healthcare philanthropy across Canada.

Before joining WRHN Foundation, Doug served as CEO of the West Park Healthcare Centre Foundation, which recently merged with the University Health Network Foundation in Toronto. His previous roles include CEO of Fighting Blindness Canada, senior vice-president at the CAMH Foundation, campaign director for the Brain Campaign at the Toronto General & Western Hospital Foundation (now UHN Foundation), and executive director of development at Brock University.

Throughout his career, he has led several record-breaking fundraising campaigns and has personally secured transformational gifts exceeding \$100 million. Doug's leadership is defined by his strategic vision, strong community partnerships, and donor-centred approach.

A proud Wilfrid Laurier University graduate with degrees in political science and communication studies, Doug has longstanding ties to Waterloo Region, where he has led community engagement and fundraising initiatives throughout his career. Doug holds the Certified Fund Raising Executive (CFRE) designation and is a frequent national conference speaker on philanthropy, major gifts, and the integration of mental and physical health in patient care.



### **Jaime Wilson - Vice President, Development**

As vice president, development at Waterloo Regional Health Network Foundation, Jaime is responsible for total revenue from all lines of business. Jaime is a results-driven fundraising professional with a passion for the environment, wellness, mental health, and coaching.

Her previous experience includes roles at Childhood Cancer Canada, where she led the amalgamation of two organizations to form the leading voice of childhood cancer in the country, and Right To Play, where she founded the Right To Play Champions Program. She has also held roles at True Patriot Love Foundation and SickKids Foundation.

As a proclaimed lifelong learner, Jaime received an undergraduate degree in English literature from York University. She also competed in the Champions for Charity boxing event in 2025 raising over \$700,000 for kids in the greater KW region. She is an Ashtanga yoga instructor and in her free time, Jaime enjoys spending time with her 11-year-old son, Henry.



## FOUNDATION BOARD OF DIRECTORS

- **Chair:** Tobi Day-Hamilton, Managing Director and Principal, Streetwise Consulting
- **Vice Chair:** Darren Johnston, Vice President, TD Business Banking
- **Treasurer:** Neil Duffy, Advisor, Scribble Data
- **Secretary:** Jonathan Dunlop, General Counsel, C&R Software
- Dr. Shereen El Feki, Associate Fellow, Chatham House, Author
- Amber French, Co-Founder, Catalyst Commons
- Sarah King Brohman, Vice President, HR Operations, Definity Insurance
- Dr. Neil Naik, Family Physician, Boardwalk Medical Centre
- John Tyrrell, Sales Manager, TD Commercial Banking
- Meredith Weldon, Director, Group Life and Disability, Equitable Life of Canada
- Krystal Darling, CEO, Tri-Mach
- Ron Gagnon, President & CEO, Grand River Hospital (Ex-Officio)

## LIVING IN THE KITCHENER-WATERLOO REGION

Nestled in the heart of Ontario, the Kitchener-Waterloo area is a vibrant community that seamlessly blends urban sophistication with small-town charm. Renowned for its innovation, diversity, and strong community spirit, Kitchener-Waterloo offers a welcoming environment for families and individuals alike.

The area boasts world-class post-secondary institutions like the University of Waterloo, Wilfrid Laurier University, and Conestoga College. Residents enjoy year-round outdoor activities, from hiking and cycling along the Grand River trails to skating in winter or exploring lush green spaces like Victoria Park and Waterloo Park. Community events, farmers' markets, and festivals like Oktoberfest and the Multicultural Festival foster connections and celebrate the region's diversity. The region also pulses with artistic energy, offering galleries, live music venues, and theatres like the Centre in the Square and the Registry Theatre. Annual events such as the Open Ears Festival of Music and Sound and the Kitchener-Waterloo Art Gallery's exhibitions ensure there's always something inspiring to experience.



The KW region has a long history of technological innovation. The region is now home to many tech companies, including some of the largest in Canada and the world. The invention of the BlackBerry, a Waterloo start-up, paved the way for the region's emergence as a global tech hub. Today, over 1000 tech start-ups are in the Waterloo area, approximately one-third are developing health care solutions. The Perimeter Institute for Theoretical Physics located in Waterloo was established by BlackBerry founder Mike Lazaridis to provide an environment for physicists to pursue research without commercial pressures.

Kitchener-Waterloo's central location makes it easy to explore nearby communities like Cambridge, Guelph, and Elora, each offering their own unique charm and attractions. With housing options, excellent amenities, and a strong sense of community, Kitchener-Waterloo is more than just a place to live—it's a place to thrive. Whether you're raising a family, pursuing education, or building a career, these cities offer a lifestyle that balances opportunity, culture, and connection.

