



DIRECTOR, MAJOR & PLANNED GIVING ST. JOHN'S REHAB FOUNDATION

THE OPPORTUNITY

St. John's Rehab Foundation is seeking a **Director, Major & Planned Giving** to join an expanding team of 13 development professionals and support staff. Under the direction of the President & CEO of the Foundation, the Director will be an integral part of our management team, responsible for building and leading a team of professionals dedicated to securing major and planned gifts for the Foundation. The successful candidate, along with their major and planned giving team, will ensure that current and deferred major gift donors are identified, cultivated, solicited and stewarded to support the fundraising priorities of the Hospital.

Our fundraising program has experienced increasing growth having recently completed our first-ever comprehensive capital campaign of \$15 million. This position provides an exciting opportunity to help lead an overall strategy to double the annual fundraising efforts of the Foundation within the next 2-3 years.

ABOUT ST. JOHN'S REHAB HOSPITAL

St. John's Rehab Hospital is Ontario's only hospital solely dedicated to specialized rehabilitation. Home to Canada's only organ transplant rehabilitation program and Ontario's only burn rehabilitation program, St. John's develops individually customized rehabilitation care for people with complex, life-changing illnesses and injuries such as amputations, cancer, cardiovascular surgery, orthopaedic conditions, strokes, neurological conditions, traumatic injuries and complex medical conditions and procedures.

Rehabilitation medicine is a new medical frontier: as medical advances allow people to live longer and survive life-changing illness and injury, rehabilitative care is an increasingly vital part of Ontario's healthcare system. Each year, we receive more than 50,000 outpatient visits and help more than 2,500 inpatients from across the province; our average length of stay for inpatient care is 19 days. We develop customized rehab care tailored to each individual's needs, helping each patient on their personal journey to recovery. With a unique focus on the whole person — body, mind and spirit — St. John's Rehab Hospital is rebuilding people's lives.

Our founders, the Sisterhood of St. John the Divine, opened St. John's nearly 75 years ago as Ontario's first hospital to focus on rehabilitation care, and administered the Hospital until 1996. Today, members of the Sisterhood continue to play a vital role as key volunteers for St. John's.

As an academic organization, St. John's is also moving to the forefront of specialized rehabilitation. We accomplish this with innovative academic research, learning and teaching, and exploring new rehabilitation treatment methods to improve care here in Canada and around the world.

ABOUT ST. JOHN'S REHAB FOUNDATION

St. John's Rehab Foundation is the fundraising arm of St. John's Rehab Hospital, supporting our hospital's expert staff in rebuilding patients' lives. We do this by raising funds to ensure top-notch clinical staff, a modern infrastructure, specialized equipment, redevelopment, education and cutting-edge research. Our Foundation has recently completed a successful \$15 million capital campaign to develop a research fund, purchase leading-edge treatment equipment, fund education programs to advance rehab care and to construct the John C. and Sally Horsfall Eaton Centre for Ambulatory Care. Annually, we raise approximately \$1.1 million net and are looking to increase this to \$2 million annually.

The Foundation is located within the Hospital at 285 Cummer Avenue, in Toronto, located in a beautiful, 27-acre park like setting.

ST. JOHN'S REHAB HOSPITAL & SUNNYBROOK HEALTH SCIENCES CENTRE

In July, 2011, St. John's Rehab Hospital and Sunnybrook Health Sciences Centre announced that they will voluntarily merge to become a comprehensive healthcare provider with a goal of presenting a more integrated approach to patient care, leading to a more rapid and smooth transition from acute care to rehabilitation and recovery. A closer partnership will also allow the two hospitals to leverage their resources and expertise to build stronger and more comprehensive research and education programs. Ultimately, a closer relationship has great potential for improved patient outcomes.

St. John's Rehab's ongoing funding needs will not be diminished by the merger. In fact, Canada's rapidly aging population and a greater awareness of the realities of complex continuing illnesses have made rehabilitative care an increasingly important part of Ontario's healthcare system. Both St. John's Rehab Foundation and Sunnybrook Health Sciences Foundation will continue to support their respective entities through fundraising efforts.

IDEAL CANDIDATE PROFILE

The ideal candidate will be a seasoned professional fundraiser with proven major and planned gift success at the five-figure gift level and above. Using a highly thoughtful and strategic approach to donor engagement, the Director will be committed to the entire lifelong relationship of our donors. Possessing a demonstrated knowledge and proven success with the process of identifying, cultivating, soliciting and stewarding major and planned giving donors, the successful candidate will also be proficient at matching the interests of the donor with the strategic needs of an organization.

Dedicated and passionate about rehabilitation healthcare, the incumbent will recognize that this 'high touch-low tech' atmosphere demands increased creativity in its approach to fundraising. The successful candidate has an interest in working in a focussed healthcare setting, and appreciates the vital and distinct role that St. John's Rehab plays within the province and country. The Director will also appreciate the unique opportunity to work in an inspiring environment surrounded by patients and clinical staff which offers a first-hand perspective of superior rehabilitative care.

The Director, Major & Planned Giving will be excited about the opportunity to work with a team to build a creative and impactful major and planned giving program. An accessible, personable, and genuine collaborator and manager, the ideal candidate will enjoy working in a devoted, dedicated team environment. The individual will be positive, enthusiastic and comfortable working within an evolving organization.

Experience managing relationships with donors, internal and external volunteers, colleagues, administrators and program/clinical staff will be expected of the successful candidate. The Director, Major & Planned Giving also has excellent interpersonal, written and verbal communications skills, expert negotiation skills, and can confidently lead, mentor and manage staff and others to achieve success within the Foundation and Hospital environment.

The Director possesses a university degree or equivalent experience, (*the Foundation reserves the discretion to consider candidates with a relevant combination of education and experience*) and CFRE designation is preferred. The position requires travel and thus a driver's license is required. Work on evenings and/or weekends will also be required on an as needed basis. Knowledge of computer software applications for word processing, PowerPoint, database management and spreadsheets is necessary and experience with Raiser's Edge is an asset. Previous experience working as part of a Campaign effort and within a healthcare environment is advantageous.

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

Reporting to the President & CEO of the Foundation and working closely with Hospital leaders and clinical/program staff, the Director, Major & Planned Giving will:

Major Gifts and Planned Giving

- Develop and implement the annual action plans for the Major & Planned Giving programs to meet desired short-term and long-term objectives of the Foundation
- Play the lead role in the identification, cultivation, recruitment, training, support and stewardship of volunteers who are able to give and secure major and planned gifts. Maintain a portfolio of Major & Planned Giving prospects
- Provide leadership, inspiration, guidance and coaching to support volunteer fundraisers, hospital and foundation leaders, board members and Major & Planned Giving team members in achieving progress and results
- Design identification and qualification strategies for new potential sources of major and planned giving donors
- Develop a plan to identify and categorize planned giving prospects

- Serve as a visible and credible ambassador for St. John’s Rehab Foundation. Foster heightened external awareness and internal understanding of the major gifts and planned giving functions by creating opportunities to engage both internal and external partners in these activities
- Create and present appropriate planned giving seminars for allied professionals, donors, prospects and St. John’s staff
- Effectively communicate fundraising priorities to prospective donors to garner their interest, involvement and investment
- Partner with donor prospects and their advisors to cultivate, solicit and close planned gifts
- Direct and establish procedures for ongoing prospect management and donor relationship management through a moves management cycle. Develop tailored action plans and solicitation strategies to generate higher levels of giving from major and planned giving prospective donors
- Create and participate in donor cultivation opportunities to further major gifts and planned giving development
- Design timely and appropriate recognition and stewardship plans for major and planned giving donors
- Refine and administer an estate program at the Foundation, managing the estate process for gifts from estates and trusts
- Set research priorities and ensure canvassers are properly briefed and prepared in advance of any contacts being made
- Prepare written materials including tailored proposals, briefing notes, progress reports and planning documents as appropriate to area of responsibility
- Monitor, review, evaluate and report on major gift and planned giving fundraising progress throughout the year
- Plan, allocate and oversee the communications materials, tools and donor database needed to support the Major Gifts & Planned Giving programs
- Participate on internal committees as Director, Major & Planned Giving, and external committees as a Hospital representative. Maintain professional development through industry seminars, workshops, professional affiliations and Hospital contacts
- Prepare and deliver presentations to service volunteers, business groups, organizations and boards

Strategy and Planning

- Participate fully as a member of the Foundation management team, providing strategic input for areas of responsibility to advance the work of the Foundation
- Partner with Hospital and Foundation leadership to identify, develop and articulate future fundraising priority projects
- Provide guidance to assist in setting fundraising priorities, revenue goals and performance targets for the Major & Planned Giving programs
- Work closely with the Foundation President & CEO, Board of Directors, other senior volunteers and the Hospital community in developing strategic plans for the Major & Planned Giving programs to raise awareness and maximize financial support

Management

- Plan, allocate and is accountable for human, financial and capital resources to support the activities of Major & Planned Giving ensuring effective and efficient use of these resources. Ensure that annual budget and objectives are set for the unit
- Select, support and develop staff within the unit; evaluate individual performance and monitors overall team performance to ensure that program objectives are achieved
- Recruit and hire new major gifts and planned giving staff in the near future. Ensure comprehensive orientation of new staff
- Develop career paths in consultation with the President & CEO

Administrative

- Ensure the annual update of policies, procedures and protocols for accepting major and planned gift donations, as well as rules of ethics and proper policies regarding the management and attribution of funds
- Maintain up-to-date knowledge of current fundraising/industry information, tax issues, legislation and planned giving vehicles to ensure maximum opportunities are presented for gift commitments

FOR MORE INFORMATION

To explore this opportunity with St. John's Rehab Foundation, please contact Julie Wirtanen, Search Consultant, or Tara George, Senior Vice President at KCI (Ketchum Canada Inc.) by email at: StJohns@kciphilanthropy.com. All enquiries will be kept in strict confidence.

St. John's Rehab Foundation welcomes diversity in the workplace and welcomes applications from all qualified candidates.

Candidates who wish to apply for this position should ensure that a resume and letter of interest are sent to the above email address no later than *Tuesday, October 4, 2011*.

