



**Preston Human  
Capital Group**

## Position Specification



**Canadian  
Cancer  
Society**

### **Greater Toronto Area, Vice President Development & Planned Giving**

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<b>Organization:</b>	Canadian Cancer Society (CCS)
<b>Title:</b>	<b>Greater Toronto Area, Vice President Development &amp; Planned Giving</b>
<b>Reports to:</b>	Executive Director, Ontario Region
<b>Team Size:</b>	16 FTE with a few vacancies to build the team and support the growth (which is exciting because this role will influence these key hires)
<b>Location:</b>	Yonge & St. Clair

### Is this you?

Would you be excited to join a National organization with an 80 year heritage, huge brand recognition, and whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer?

The Canadian Cancer Society has gone through transformational change the last couple of years by integrating 11 divisions and 1 other organization into one, and from all accounts the future is looking bright! Alongside the newly hired Executive Director of Ontario, are you ready to be part of the new team, new processes and new strategy?

This role has a focus on major gift fundraising (defined as \$10K and above) in the Greater Toronto Area which is fertile ground for CCS given it's not been an area of focus or expertise historically. Do you bring a skill set in individual giving and team leadership that can capture this opportunity? Does the notion of focusing and networking with GTA donors excite you?

Are you potentially someone who is ready for the next level but due to circumstances beyond your control you just can't get there? Do you have a high level of energy and would you bring enthusiasm to this area of opportunity for the organization?

A key part of this role will be around leadership, mentoring and cascading best practices in major gift fundraising and guidance in planned giving. Do team members look to you for advice and coaching in such matters?

If you answered yes to all these questions then please read on...



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### **The Organization**

The seeds for the Canadian Cancer Society were planted back in 1929 when the Saskatchewan Medical Association formed the country's first cancer committee. Cancer committees in other provincial medical associations soon followed and in 1931 the Canadian Medical Association's National Study Committee on Cancer was formed. In 1937 the National Study Committee recommended the formation of the Canadian Society for the Control of Cancer. This new organization was officially launched the following year and then renamed as the Canadian Cancer Society a few years later.

Since 1947 the Canadian Cancer Society has supported thousands of researchers through the administration of more than \$1 billion in cancer research funding that has been made possible because of CCS's longstanding commitment to research. Over the past three-quarters of a century CCS has made incredible progress in the fight for life.

On February 1, 2017, the Canadian Cancer Society and the Canadian Breast Cancer Foundation (CBCF) joined forces to increase operational efficiencies and further the impact on all types of cancer for all Canadians. This unprecedented merger allows the new Canadian Cancer Society to accelerate the impact of donor dollars on cancer research and vital support services for people living with and affected by cancer.

### **Mission**

The Canadian Cancer Society is a national, community-based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer.

### **Vision**

Creating a world where no Canadian fears cancer.

This is a great time to join CCS given the heavy lifting around the transformation is complete and the foundation is in place to build upon. With an intelligent, experienced leadership team, a staff that are fully committed to the cause, over one million donors on the database (providing an incredibly fertile pipeline of new major gift donors), 50,000 volunteers in Ontario alone, huge brand recognition and trust, the opportunities are endless.



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### Position Description

Under the direction of the newly hired Ontario Executive Director, **Jeff Cornett** (formerly the Chief Development Officer at PLAN where he was highly respected for his leadership style and overall intellect), the Greater Toronto Area, Vice President Development & Planned Giving is accountable for ensuring CCS's fundraising and programs meet/exceed objectives and supports her/his peers to achieve their objectives by providing guidance, expertise and cascading best practices in the major gifts arena where required. S/he provides leadership to a staff of 16 (direct and indirect including major gifts, community events, prospect research) and volunteers; identifies, cultivates and secures major gift donations (\$10k and above); builds strong relationships and community fundraising within the GTA and surrounding areas; and provides nationwide guidance and leadership for Major Gifts and Planned Giving. Our successful candidate collaborates with senior leadership to engage volunteers and donors in meaningful ways that ultimately support the Society's mission.

### Principal Responsibilities

- Develops and owns annual revenue targets of approximately \$18M directly which includes \$6M GTA (MG, Events and Relay) + \$12M in Planned Giving. Indirectly there's an additional annual revenue target of \$3M for "Run for the Cure"
- Plans and reviews resources needed to support fundraising and ensures that events (3<sup>rd</sup> party community) operate in a cost-effective manner while adhering to CCS guidelines and other regulatory requirements in order to maximize return on investment
- Plans, monitors and reviews campaigns, programs and operations aligned with national and provincial operating plans
- Manages a portfolio of major gift prospects and directly conducts cultivation visits, solicitation calls and stewardship activities that sets the example for the team
- Ensures appropriate donor recognition, stewardship plans and strategies are identified, negotiated and implemented effectively and consistently
- Ensures a strong volunteer engagement program is in place to support fundraising, program and service delivery needs



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- Tracks fundraising initiatives to enhance effectiveness and productivity against benchmarks and revenue targets
- Maximizes the fundraising capacity by equipping front-line fundraisers (staff and volunteers) with appropriate tools and messaging to maximize donor engagement levels
- Works closely with the various departments (finance, HR, IT, Corporate Development, Regional Peers, Regional Directors) in order to foster cooperation and maximize revenue
- Attends various functions both internally and externally as representative of the Society as well as networking opportunities (and enjoys this aspect of the job!)

### Provincial and National Leadership & Staff Management

- Integral member of the Ontario Senior leadership team (five Regional direct reports: two mission, one VP Signature events, one Ontario-wide Volunteer Engagement lead and one Ontario-wide special projects)) which provides over-all strategic and operation direction to enable growth within both Ontario and the National organization
- Provides thought-leadership and serves as the primary point of contact on all matters pertaining to major gift fundraising within the Ontario region and represents Ontario on National major gift strategies
- Leads and collaborates with the Ontario major gift staff team outside of the GTA in supporting their efforts in major gift solicitation and networking opportunities
- Leads the Ontario planned giving portfolio and provides guidance to the other provinces
- Recruits qualified staff to meet regional human resources needs
- Establishes annual goals and objectives and conducts performance reviews. Manages staff performance in relation to those goals established for the department and for individual achievement. Meet regularly with staff to review progress
- Coaches, guides and problem solves with staff to support them in achieving their commitments. Develop performance improvement plans as necessary and identify and initiate required training. Ensure support and resources are in place to optimize all aspects of staff performance



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### Fiscal Management Responsibilities

- Manages GTA regional budget. Confirms fundraising targets and program growth objectives
- Monitors Region adherence to financial policies and controls. Ensures an adequate audit trail is in place to meet CCS requirements. Determines revenue and expense projections as part of the budgeting process
- Authorizes expenditures within approved guidelines. Monitors expenditures against plan and initiates appropriate remedial activity as required

### **Our Ideal Candidate**

S/he will possess:

- Major gift fundraising experience, ideally at the \$10k - \$100k level, as well as the desire and ability to lead a team in this area of fundraising
- Demonstrated leadership skills and experience inspiring a high performance team
- Understanding of planned giving in Canada
- Experience in a GTA-focused charity in a major gift fundraising position with similar accountability
- Exceptional relationship-building expertise with the ability to comfortably interact with all levels of stakeholders. Presents well, is professional with a high standard of ethics, integrity and respectfulness
- Manages relationships well in areas such as Major Gifts, Planned Giving and all levels of volunteer engagement
- Ability to exercise good judgment in a variety of situations; looks for solutions
- Strong written and verbal communication skills
- Demonstrates a passion for philanthropy, a high degree of energy and enthusiasm towards fundraising and networking opportunities
- Results oriented, self-motivated, accountable for individual goals, ability to work independently and in a team environment



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## Position Specification

- Strong ability to problem-solve; creative thinking in situations where known/clear paths to a solution may not be available – is able to develop new ways of approaching issues
- Ability to take complex ideas and translate them into practical and workable solutions that can be used by others
- Proficient in Microsoft Office (MS Word, Excel, PowerPoint, Outlook) and online experience
- CFRE designation, AFP/CAGP membership, certificate in volunteer management and Raiser's Edge experience are assets

Please include a cover letter and updated CV emailed to [Cathy Preston](#). Please note only qualified candidates will be contacted for an interview.

Application Deadline: March 16, 2018