

EVERY SICK CHILD HAS  
A STORY

Let's help give them a voice.



WE'RE ALL ABOUT IMPACT.  
JOIN US TO CREATE YOURS.

CANADA'S  
CHILDREN'S  
HOSPITAL  
FOUNDATIONS



BE PART OF THE  
MOVEMENT.

## Director, Corporate Giving & Employee Engagement POSITION BRIEF



# CANADA'S CHILDREN'S HOSPITAL FOUNDATIONS

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### APPLICATION PROCESS & DEADLINE

KCI Search + Talent has been retained to conduct this search on behalf of Canada's Children's Hospital Foundations. For more information about this exciting opportunity, contact Ellie Rusonik, Associate Vice President, KCI Search + Talent by email at [CCHF CG@kcitalent.com](mailto:CCHF CG@kcitalent.com)

All inquiries and applications will be held in strict confidence. To apply, please send a resume and letter of interest to the email address listed above by **April 22, 2021**.

*CCHF is committed to fostering an inclusive, accessible environment, where all employees, stakeholders, and the people we serve feel valued, respected, and supported. We are dedicated to building a workforce that reflects the diversity of our stakeholders and communities in which we live and serve.*

# CANADA'S CHILDREN'S HOSPITAL FOUNDATIONS

## Director, Corporate Giving & Employee Engagement

### THE OPPORTUNITY

Canada's Children's Hospital Foundations (CCHF) is seeking a **Director, Corporate Giving & Employee Engagement**. This is a new role with the goal of diversifying and growing revenue, critical to transforming the future of children's health in Canada. Reporting to the Vice President, Corporate Partnerships and as a contributing member of our collaborative and motivated team, the Director will establish and build the *Extra Life* peer to peer fundraising program in Canada, grow the employee engagement offering, and play a lead relationship management role for some of the organization's most critical corporate-cause partnerships. The Director will lead and mentor a team of two staff members and will be accountable for an annual revenue target of over \$12M.

### ABOUT CANADA'S CHILDREN'S HOSPITAL FOUNDATIONS

We are inspired by our vision *if we change the health of children, we will change the health of Canada* and know that developing larger, more strategic partnerships is key to significantly expanding fundraising and impact for children's health in Canada.

Canada's Children's Hospital Foundations (CCHF), established in 2017, is a not-for-profit organization that raises funds for a national network of hospital foundations as the largest single, non-government funder of children's health in Canada. About to embark on a new 3-year strategic plan, CCHF raises over \$50 million annually and receives generous support through donors of Children's Miracle Network Hospitals campaigns, as well as contributions through additional strategic partnerships with other companies and supporters across the country. Together we represent 13 of Canada's children's hospitals where the greatest challenges are tackled.

CCHF has been collaboratively developed by its 13 member foundations to respond to the increasing demand of donors wishing to establish national partnerships to have a greater impact on children's health across the country. Our partners are corporations and organizations doing incredible work in support of local kids' hospitals. The CCHF team helps increase the impact delivered through these hospitals collectively in a nation-wide story of impact.



CCHF has an annual operating budget of over \$5 million, comprised of membership fees paid by the Children's Hospital Foundations and supplemented by corporate sponsorship and underwriting of CCHF awareness and fundraising properties. Foundation revenues represent current funds raised by CCHF Children's Miracle Network partners, as well as other national partnerships outside of CMN.

## CCHF HOSPITAL PARTNERS WHERE IMPACT IS DELIVERED

CCHF's founding members are Canada's 13 Children's Hospital Foundations:

- Janeway Children's Hospital Foundation, St. John's, NF
- IWK Foundation, Halifax, NS
- CHU Sainte-Justine Foundation, Montreal, QC
- The Montreal Children's Hospital Foundation, Montreal, QC
- CHEO Foundation, Ottawa, ON
- SickKids Foundation, Toronto, ON
- McMaster Children's Hospital Foundation, Hamilton, ON
- Children's Health Foundation, London, ON
- The Children's Hospital Foundation of Manitoba, Winnipeg, MB
- Jim Pattison Children's Hospital Foundation, Saskatoon, SK
- Stollery Children's Hospital Foundation, Edmonton, AB
- Alberta Children's Hospital Foundation, Calgary, AB
- BC Children's Hospital, Vancouver, BC

## ABOUT CHILDREN'S MIRACLE NETWORK HOSPITALS



Children's Miracle Network Hospitals (CMNH) raises funds and awareness for 170 member hospitals across North America, 12 of which are in Canada. All contributions raised by companies and their employees in communities across Canada go back to each member foundation to fund critical treatments and healthcare services, pediatric medical equipment, and research. Its various fundraising partners and programs support the non-profits' mission to do what is right for kids so they will have the healthiest most fulfilling childhood possible.

Each day, over 4,900 children will receive medical treatment for various diseases, sickness, and injuries at member hospitals across Canada. These children's hospitals depend on financial support so that critical priorities, vital programs, equipment, and research devoted to children's health continue to thrive.

## ADDITIONAL INFORMATION

- [CCHF – Canada's Children's Hospital Foundations](#)
- [Children's Miracle Network – Canada](#)
- [Children's Miracle Network Hospitals - USA](#)
- [Canadian Association of Paediatric Health Centres](#)
- [About Extra Life](#)



## KEY RESPONSIBILITIES

### As a CCHF Leader you will:

- Act as a positive contributor to the CCHF Vision, Mission, Manifesto, Values and Culture.
- Work collaboratively with CCHF staff, Member Foundations, CMNH, corporate partners, suppliers, and other stakeholders in order to gain buy-in in an environment of competing priorities.
- Demonstrate an entrepreneurial spirit and growth mindset to contribute to strategic partnerships which deliver revenue growth.
- Act as a skilled problem solver within a fast-paced environment, managing priorities and responding to partners and stakeholders.
- Collect evidence and data to support significant program decisions.
- Innovate to meet partner and donor needs.

### Fundraising Revenue Generation & Budget Management

- Consistently meet or exceed annual peer to peer and corporate fundraising targets.
- Accurately develop budgets and maintain quarterly forecasts to achieve revenue targets.
- Analyze existing fundraising trends to identify opportunities for incremental revenue.
- Constantly innovate to deliver incremental fundraising growth.
- Develop course correction to mitigate risks and address revenue shortfalls.
- Elevate CCHF business standards to accelerate revenue growth.
- Maintain regular analysis and reporting results to organizational leadership and to the Corporate Partnership team.
- Collect timely partner payment and data to support accurate disbursement to member foundations.

### Strategy, Annual Partner Planning & Execution

- Develop annual partnership strategy to achieve partner business objectives.
- Develop and implement a fundraising strategy to diversify revenue and achieve revenue growth; ensure it's scope is inclusive to the Corporate team.
- Develop and implement new and innovative employee engagement strategies to cultivate deeper relationships with corporate partners.
- In collaboration with CCHF marketing and corporate partnership teams, develop outreach strategies that leverage partner assets to communicate the partner impact story.
- Develop Extra Life team recruitment strategy, in collaboration with Member Foundations (eg. corporate employees, fraternities, schools, clubs, etc.).
- Maintain and utilize CCHF handbook to deliver timely communication, analysis, and execution of partners strategy, marketing, communication, activations, employee engagement, and stewardship.

### Partnership Growth & Management

- Exhibit standard-setting professional relationships with corporate partners and member foundations which earns respect, collaboration, and trust.
- Lead annual cross-functional partnership meetings to understand partners evolving business priorities, gain alignment, and co-create fundraising, marketing, and communication strategies to achieve revenue growth.
- Evolve partner relationships through collaboration across departments including; marketing, in-store marketing, PR, human resources, store operations, and community investment.
- Develop activation plans to participate in partner events, corporate meetings, conferences, and events in collaboration with partner marketing, in-store marketing (ISM), and human resources teams to maximize the exposure and engagement of all partner employees.
- Maintain regular communication with corporate partners to grow engagement in the cause.
- Facilitate top-to-top relationship and meeting opportunities between senior leaders of partners and CCHF.

- Collaborate with marketing, constituent experience, and finance to meet the commitments to corporate partners.
- Deliver CCHF stewardship standards that align to partner fundraising volumes.
- Deliver ongoing and timely partner communication to member foundations to enable fundraising.
- Collaborate with member foundations by seeking input and gaining alignment of partnership and fundraising strategies.

### **Corporate Partnership Team Leadership, Progress Monitoring & Management**

- Provide direction, guidance, and coaching to the Peer-to-Peer fundraising team to achieve annual progress management targets and priorities.
- Execute the reporting requirements and monitoring cycle for the team's targets and growth.
- Build a team culture of data-driven fundraising, exceptional donor service and business standards.

## **CANDIDATE REQUIREMENTS**

Our successful candidate will be able to demonstrate the following knowledge, skills, and qualifications:

- Extensive experience in cause marketing, sponsorship, corporate social responsibility, sales, event management, marketing and fundraising with senior level application of peer-to-peer, employee engagement and cause marketing principles and practices.
- Ability to build rapport and establish trust with key stakeholders including partners, member hospitals, CMNH and CCHF staff.
- Demonstrated experience working with large corporate partners with capacity to give \$1m+ annually.
- Innovative and strategic thinker who brings a creative approach to challenges and opportunities.
- Proven experience building new programs that deliver revenue.
- Professional and/or personal experience in gaming and streaming platforms – including Twitch and Discord – is considered an asset.
- Exceptional ability to discover non-obvious solutions to complex problems.
- Manage and coach team members to achieve personal performance and organizational goals.
- Donor engagement and event management experience.
- Relevant knowledge and strategic application of ESG and corporate social responsibility performance outcomes.
- Experience and understanding of the retail, consumer packaged goods, or franchise environment. Direct experience with a partner organization would be an asset.
- Exceptional communication skills.
- Collaborative and persuasive team member that encourages and drives team results.
- Willingness to be vulnerable.
- Post secondary degree or diploma or the equivalent combination of education and experience is required for this position.
- CFRE is considered an asset.

### **Working Conditions**

- We have secured new office space in downtown Toronto. Post-pandemic we envision a combination of office and home-based work.
- Diversity, equity, and inclusion is a priority at CCHF.
- Occasional evening and weekend work is necessary.
- Candidates must have willingness and ability travel within Canada and USA, following the pandemic.
- High focus on health and safety – we are firmly committed to the well-being of our staff.

# CCHF BOARD OF DIRECTORS

<b>Ted Garrard</b> , <i>Director “emeritus”</i>	CEO, Sick Kids Foundation
<b>Jennifer Gillivan</b> , <i>Chair</i>	President and CEO, IWK Health Centre Foundation
<b>Maud Cohen</b> , <i>Secretary</i>	President and CEO, CHU Sainte-Justine Foundation, Montreal
<b>Mike House</b> , <i>Director</i>	President and CEO, Stollery Children's Hospital Foundation
<b>Teri Nicholas</b> , <i>Director</i>	President and CEO, BC Children’s Hospital Foundation
<b>Pearl Veenema</b> , <i>Director</i>	President and CEO, Hamilton Health Sciences Foundation
<b>Teri Nestel</b>	President and CEO, Children’s Miracle Network Hospitals
<b>Mike Elgie</b> , <i>Director</i>	Saltwire Networks
<b>Bill Kennedy</b> , <i>Director</i>	Mississauga, ON
<b>Mark Hierlihy</b> , <i>President &amp; CEO</i>	Canada’s Children’s Hospital Foundations

## LEADERSHIP BIOGRAPHIES

### Mark Hierlihy, CFRE President & CEO Canada's Children's Hospital Foundations

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Mark Hierlihy found his calling in causes and philanthropy over 20 years ago at a new hospital foundation in PEI. He has always been passionate about helping others and says his personal mission is *"to be a constant positive influence on everyone I meet."* This has guided him in building collaborative and winning team cultures wherever he has had the opportunity to lead.

Mark is the inaugural President & CEO of Canada's Children's Hospital Foundations, a collaboration of the 13 children's hospitals in Canada - incorporating the mission of Children's Miracle Network and expanding the impact of fundraising campaigns for children's health in Canada. Throughout his career he has driven change and integration in hospitals, national health, sports, the arts, mental health, and other causes.

Mark has held several leadership positions throughout his career, including Interim CEO & Executive Director of the Canadian Cancer Society, Ontario where he led a major restructure in the Ontario Division and played a role in the Society's merger with Canadian Breast Cancer Foundation where he had previously been Senior Director, then Vice-President, National Development. He previously served as Director, National Gifts for Special Olympics Canada Foundation; Senior Director, Development at the National Arts Centre, and the first ever Managing Director of Prince County Hospital Foundation in Summerside, PEI.

Mark has also served in various senior volunteer roles at the Association of Fundraising Professionals, and co-founded AFP D3: Debate. Debunk. Delight, a forum for charity executives from across Canada. He is a frequent speaker at corporate and charity conferences. Mark will share insights he has developed from his deep expertise in developing transformational corporate and cause partnerships from more than two decades of practice.

**Tracy Culleton**  
**Vice President, Corporate Partnerships**  
**Canada's Children's Hospital Foundations**

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Tracy brings 20 years of transformational retail leadership having led several corporate initiatives for national retail organizations. With an insatiable curiosity and desire to impact change, Tracy discovered an opportunity to apply her skills to developing cause partnerships to achieve the business objectives and contribute to the goals of charitable partners.

By recognizing the importance of the purpose economy Tracy established a business model at Sears Canada that supported the launch of one of Plan Canada's first corporate partnerships. This partnership delivered consistent year over year growth to the business and contributed \$1.5M to the cause. Further to this success, Tracy leveraged this experience to introduce Mattel

Canada's first cause marketing partnership with Rethink Breast Cancer.

These experiences were pivotal in igniting Tracy's passion for the not for profit sector in Canada. Tracy spent 2 years developing a Cause and Public Sector practice for TACK10 Strategy where she supported the development of partnership strategy, stewardship and execution for charities and corporate clients. Her extensive knowledge of the retail and wholesale landscape has allowed her to successfully lead the development of strategic initiatives to deliver incremental revenue to national charitable organizations she served.

Tracy joined CCHF in May 2019 as Vice President of Corporate Partnerships. With the support of the CCHF staff, member foundations and committed partners Tracy has found her calling as a leader of transformational change in fundraising for children's health in Canada.