

Executive Brief

Executive Director of Advancement

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FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of Sunnybrook Foundation. For more information about this Foundation leadership opportunity, please contact Tara George, Partner / Lead, KCI Search + Talent or Ellie Rusonik, Associate Vice President, KCI Search + Talent by email at SunnybrookED@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 **October 29, 2021**.

Sunnybrook Foundation is strongly committed to inclusion and diversity within its community and welcomes all applicants including but not limited to: visible minorities, all religions and ethnicities, persons with disabilities, LGBTQ persons, and all others who may contribute to the further diversification of ideas.

Sunnybrook Foundation is committed to providing accessible employment practices that are in compliance with the Accessibility for Ontarians with Disabilities Act (AODA). If you require accommodation for disability during any stage of the recruitment process, please indicate this in your cover letter.

Please note that the salary range for this position is \$140,000 - \$190,000.

Executive Director of Advancement Sunnybrook Foundation

THE OPPORTUNITY

Sunnybrook Foundation is seeking a strategic, collaborative, and operationally savvy leader as their next Executive Director of Advancement. With oversight for 3-4 key program areas and an annual revenue target of approximately \$20M, the Executive Director will lead the development and execution of the short- and long-term fundraising strategies for world class Hospital Care Programs in partnership and in alignment with Sunnybrook Foundation and Hospital priorities.

Reporting to the Vice President, Advancement, working closely with Foundation CEO, and in partnership with their colleague the Executive Director, Advancement, the Executive Director will play an important role on the Foundation's Senior Management Team. Engaging in setting vision, strategic direction and annual business plans for the Foundation, the Executive Director will be a critical point of contact for donors, community leaders, staff, volunteers, and strategic partners. With a hospital team that embraces philanthropy and the role the Foundation can play; the Executive Director will be a key partner for hospital senior management and executives as it relates fundraising and donor engagement.

This is an exciting time to join Sunnybrook Foundation as we invest in new resources, strategies, and structures that will enhance Foundation-Hospital collaboration and create opportunities for partnership and innovation in order to drive revenue growth to advance the mission and vision of Sunnybrook Health Sciences Centre. The Executive Director will join a Foundation that has unparalleled momentum at a world-renowned health care centre where life-saving innovation happens every day.

Sunnybrook Foundation is currently working within a hybrid model; a combination of in-office and remote work is anticipated post-pandemic.

ABOUT SUNNYBROOK HEALTH SCIENCES CENTRE



Sunnybrook is a world-renowned academic health sciences centre with a reputation for providing the highest quality care and for teaching and research excellence. The Hospital's 13,000 staff, students, physicians, and volunteers provide extraordinary care at critical times in the lives of the more than 1.3 million patients we see each year. *Sunnybrook treats more people with their lives on the line than any other hospital in Ontario with over 80 hospitals referring their patients to Sunnybrook every day.*

Sunnybrook leads by discovery, innovation, teaching, and learning. We have evolved to become one of Canada's largest and most dynamic health science centres. First opened in 1948 as Sunnybrook Veterans Hospital and renamed Sunnybrook Health Sciences Centre in the 1990's, today, Sunnybrook has established itself across three campuses and is home to Canada's largest trauma centre. Sunnybrook is a fully affiliated University of Toronto teaching hospital.

Our vision at Sunnybrook is to ***invent the future of health care*** with a focus on trauma, cardiac, stroke, high-risk pregnancy and newborns, and cancer. Our Primary Care Programs include:

- [DAN Women & Babies Program](#)
- [Holland Bone & Joint Program](#)
- [Hurvitz Brain Sciences Program](#)
- [Integrated Community Program](#)
- [Odette Cancer Program](#)
- [Schulich Heart Program](#)
- [St. John's Rehab Program](#)
- [Tory Trauma Program](#)
- [Veterans Program](#)

Sunnybrook's Strategic Directions

Sunnybrook creates a strategic plan every three years. Each plan builds on the experience of the previous and sets a course for the organization to pursue its mission and vision over not only the next three years but also with a longer view for the next 10 years and beyond. Our relatively short planning horizon allows Sunnybrook to be responsive to the rapidly changing health care system and gives the organization latitude to alter its course as opportunities arise and innovations are generated and adopted.



Personalized & Precise
Treatments



Integrated & Sustainable
Models of Care



Improve Quality & Create
a Better Care Experience



High Performing Teams

Sunnybrook's Strategic Plan 2018-2021 was developed through broad consultation with the many communities the hospital serves and with partners in the system. This plan represents an ongoing evolution of the organization as we look to build a health system around the needs of the more than 1.3 million patients who come through our doors each year. This plan responds to what patients have been telling us about their care and how it can be improved. We have four main Strategic Directions that work to ensure our programs and services are providing care for patients that is personalized to their needs, is unsurpassed in quality and the best experience possible, is integrated across the system, and is provided by high performing teams.

Sunnybrook plays a unique and special role in the health care system. It provides a 'safety-net' for the province's most critically ill and injured patients while at the same time it services the hospital needs of its surrounding community. Strategic Plan 2018-21 aims to address the significant challenges Sunnybrook is facing such as significant and increasing demand for patient care that is outpacing available resources. At the same time, the plan is focused on ensuring the organization's commitment to innovation, education, and excellent care remain at the forefront.

With the support of its community, the generosity of its donors, and partnerships with government, the North Toronto Ontario Health Team, University of Toronto and other institutions, and fellow health care providers, Sunnybrook is poised to continue on its journey to realize its vision of inventing the future of health care.

ABOUT SUNNYBROOK FOUNDATION

Sunnybrook Foundation exists to advance the mission and vision of Sunnybrook Health Sciences Centre by raising awareness and financial contributions to *invent the future of health care*. Simply put, philanthropic support allows us to accelerate the pace of research and innovation, purchase the most advanced equipment, and attract the best and brightest minds.

Last year, thanks to the commitment of our dedicated volunteers, donors, and staff, we were able to raise more than \$80 million to support Sunnybrook's vision to delivering the highest level of patient care, research, and education. We are also fortunate to have an endowment fund of more than \$90 million that helps to support Sunnybrook's mission.

Located within Sunnybrook Health Sciences Centre on Bayview Avenue in Toronto, the Foundation consists of more than 65 professionals and support staff who work in close partnership with our Hospital colleagues. With ambitious goals ahead, the Foundation is committed to continuing to grow our results and impact as we help Sunnybrook to raise sights, uncover new possibilities, develop talent, and deliver exceptional care.

OUR VALUES

Excellence

We consistently operate at our best and meet the expectations of our colleagues, Hospital partners, donors, and volunteers.

Collaboration

We embrace partnership and enthusiastically cooperate with others to achieve our mission.

Accountability

We hold ourselves responsible for the commitments we make to our colleagues, Hospital partners, donors, and volunteers.

Respect

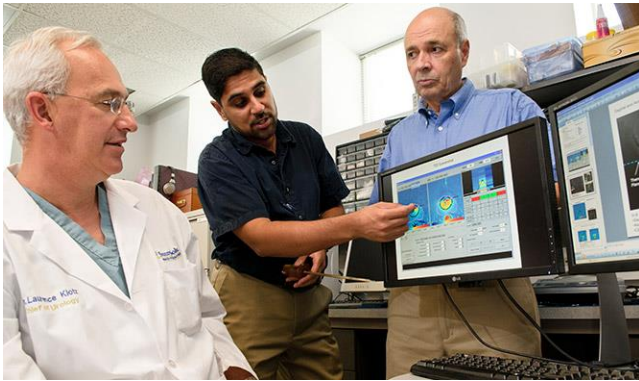
We commit and adhere to our values, principles and use the strength of our differences to embrace each person's uniqueness to help achieve our mission.

Engagement

We engage our colleagues, hospital partners, donors, and volunteers in our work as we all integral to the hospital's success.

ADDITIONAL INFORMATION

- [Sunnybrook Strategic Plan 2018-2021](#)
- [Sunnybrook Hospital](#)
- [Sunnybrook Research Institute](#)
- [Sunnybrook Education](#)
- [Sunnybrook COVID-19 Response](#)
- [Sunnybrook Organization & Medical Structure](#)
- [Sunnybrook Facts & Figures](#)
- [Sunnybrook Magazine Fall 2020](#)
- [2018/19 Report to Donors](#)
- [Your Impact](#)
- [Foundation News & Media](#)
- [Sunnybrook Foundation Financial Summary 2021](#)



THE IDEAL CANDIDATE

The ideal candidate will be a confident, collaborative, and creative leader with experience navigating complex organizations and the ability to rally people together towards common goals. Possessing an in depth understanding of fundraising structures, operations and processes, the Executive Director of Advancement will build success and encourage cohesion with leadership, staff, and volunteers in an integrated manner.

With exceptional leadership skills and a passion and excitement for building and leading teams, the successful candidate will be a team and people leader first and foremost and will develop the strong talent within the Foundation in order to build and sustain a culture of excellence, alongside the accomplished and well-regarded leadership team. An accessible coach, mentor, and partner to the high performing and capable staff, the new incumbent will be a leader who gets the best out of people, understanding the unique needs of the respective programs and the Directors who drive fundraising in each program area.

In alignment with the Foundation's vision and goals, the ideal candidate will design strategy and process that translates to outcomes, and drive and implement processes that are effective, efficient, and evolve as needed. Operationally competent, process and data driven, with the ability and desire to strengthen and shape the technical and operational strength of their team and the Foundation, the Executive Director will bring a strong understanding of fundraising pipeline development and will play a leadership role in building and systematically managing the pipeline and other systems using rigor and discipline to help develop capacity within the Foundation team

A leader who builds confidence in their team, the Executive Director will value and demonstrate clear, regular communication and will promote an environment of respect and transparency supporting the team's understanding of where they fit into the overall vision and goals of the Hospital, and the important role the Foundation plays to help meet these goals.

The ideal candidate will thrive in a collaborative, non-competitive environment and will have a successful track record of navigating significant and complex gifts and donor relationships. Skilled at designing and articulating strategies for donors for the short and long term, the Executive Director will personally manage a portfolio of high-net-worth donors and prospects while partnering with staff to build relationships with donors at all levels.

With an interest and knowledge of health trends and how they impact philanthropy, the Executive Director will have an appreciation for the nuanced relationship between the Hospital and Foundation and bring demonstrated experience navigating such relationships and expectations. An understanding of hospital ecosystems and experience in healthcare philanthropy would be an asset in this role.

KEY DUTIES & RESPONSIBILITIES

The Executive Director of Advancement will formulate and lead the execution of the long-term strategies for 3-4 fundraising programs with significant strategic and financial impact, ensuring alignment with Sunnybrook Foundation priorities. This role is accountable for an overall annual fundraising target of \$20+ million.

Strategic Leadership and Planning

- Engage in setting vision, strategic direction, and annual business planning for the Foundation, as a member of the Foundation's Senior Management Team.
- Accountable for overall performance for designated programs including maintaining positive public relations and protecting the Foundation and Hospital's reputation.
- Lead the Development and implementation of strategies for several programs; ensures strategies are concretely linked to the department's as well as SBF's vision, values, and strategic plan.
- In partnership with leaders across the Foundation, develops systems and measures that appropriately assess performance and progress to ensure achievement of SBF's targets; is accountable for the results.
- Oversee the implementation of processes, policies, and practices that maximize operational efficiencies and competitive advantage.
- Prioritize development of key change management initiatives; assesses readiness to engage in change efforts and facilitates the design and execution of the change effort including mitigating risks.
- Act as a project sponsor for key initiatives; model SBF values and set the cultural tone within department.
- Adhere to and ensure compliance with Foundation processes, policies, systems, and practices.

Major and Planned Giving

- Responsible for the successful completion of major gifts with specific responsibility for the oversight of gifts at the \$1 million plus level within the programs they oversee.

- Responsible for a limited number of complex major gift prospects/donors and/or supporting the CEO and VP with a focused number of principal gift prospects/donors.
- Develop and execute major gift strategies with key donors for the most complex donations.
- Provide fundraising advice and strategy to senior Hospital administration and health care professionals.
- Engage and support senior volunteers, leveraging relationships for the Foundation.
- Contribute to the SBF's objective to maximize private sector support for the Hospital.
- Develop cases for support and proposals for key fundraising initiatives and priority projects as appropriate.

Team Leadership

- Lead and manage the team responsible for executing the fundraising strategy within designated programs.
- Measure, monitor, and manage overall performance of the program and direct reports against set performance targets.
- Coach and motivate staff and volunteers to achieve program objectives.

QUALIFICATIONS & COMPETENCIES

- Progressive leadership in senior fundraising roles with proven experience developing and successfully executing a major gift fundraising program of significant complexity, preferably in a health care or academic environment.
- An outstanding record of professional accomplishment in fundraising, including the solicitation of major gifts at the 6 and 7 figure level and above.
- Significant experience with pipeline development and management best practices, data, and reporting, and a keen understanding of metrics and key performance indicators.
- Demonstrated ability leading and developing professional and management level employees with diverse skills and experience.
- Experience guiding and motivating staff with the ability to develop and mentor individuals and teams towards fundraising success.
- Experience recruiting, onboarding, engaging, and supporting volunteers directly involved in major and principal gift cultivations, solicitations, and stewardship.
- Experience liaising and building relationships with senior managers and strategic partners (internal and external).
- Demonstrated knowledge of and interest in promoting a culture of diversity, equity, inclusion, and accessibility; previous experience and understanding of working with staff, volunteers, and donors from diverse cultural, socio-economic, and ethnic backgrounds.
- Demonstrated success in developing relationships, engaging, and working with senior volunteers, physicians, and hospital administration (or equivalent) to advance the mission of the organization.
- A strong understanding of donor stewardship and its importance in strengthening and deepening donor relationships.
- Ability to work independently with discretion relating to donor negotiations, policy administration and interpretation, and administrative responsibilities.
- Excellent oral and written communication skills with the ability to influence, inspire, and engage key stakeholders internally and externally.
- Understand and successfully navigate the philanthropic industry, keeping abreast of best practices locally, regionally, and globally.

LEADERSHIP VOLUNTEERS

Foundation Board Members

Cliff Rand, Chair
Partner, Aird & Berlis LLP

Chris Clark, Treasurer
Former CEO, PricewaterhouseCoopers LLP

Lisa Borsook
Executive Partner, WeirFoulds LLP

Phillip Crawley
Publisher & CEO, The Globe and Mail

Carey Diamond
Managing Partner, Whitecap Venture Partners

William T. Holland
Chairman, CI Financial Corp.

Gord Love
Executive Vice President, Wellington-Altus
Private Wealth

Rosemary McLeese
Vice-President, Administration, Access Capital Corporation

Terry O'Sullivan
Founding Partner, Lax O'Sullivan Lisus Gottlieb

Dr. Eileen Rakovitch
Head of Breast program and Medical Director,
Louise Temerty Breast Cancer Centre,
Sunnybrook Health Sciences Centre

Stephen Tile
Founder & Partner, Ignite Lab Inc.

Carol Wilding
President & CEO, Chartered Professional Accountants of Ontario

Anne Odette Kaye, Vice-Chair
Co-President, E. & G. Odette Foundation

Perry Dellelce, Secretary
Founder & Managing Partner, Wildeboer Dellelce LLP

William Cheng
President, Premier Candle Corporation

Rags Davloor
Board Chair, Tridel Group Operating Companies

Michael Faralla
Head of Global Mining, TD Securities

Mike Lord
President, Temerty Group

Janet MacPhail

Stacey Murphy
Co-Chair, The Murphy Family Foundation

Sheldon Pollack
CEO, OV2 Capital

Andy Smith, MD, MSc, FRCSC, FACS
President & CEO
Sunnybrook Health Sciences Centre

Jennifer Tory

Sunnybrook Hospital Board Members

Mr. Thomas Flynn – Chair

Ms. Carol Annett

Mr. Rags Davloor

Ms. Sharon Domb

Ms. Donna Duncan

Mr. Donald G. Lang

Mr. Colin Lynch

Ms. Linda Mantia

Mr. Maneesh Mehta

Dr. Avery Nathens

Sister Anne Norman

Ms. Anne Odette Kaye

Mr. David Ossip

Dr. Giuseppe Papia

Dr. Andy Smith

Mr. Kevin Strain

Ms. Ru Taggar

Ms. Martha Tory

Ms. Iliana Oris Valiente

Mr. Galen G. Weston

Dr. Trevor Young

LEADERSHIP BIOGRAPHIES – SUNNYBROOK FOUNDATION

Kelly Cole - President & CEO



Kelly joined the Sunnybrook Foundation upon the successful completion of a five-year term at Western University, as Vice-President, University Advancement, where she helped lead the “Be Extraordinary” campaign and surpass its goal, raising more than \$805 million. In her 15 years at Western, Kelly fostered the growth of its collaborative fundraising programs and alumni engagement initiatives.

Kelly has a proven track record of transformational leadership and commitment to developing strong, collaborative teams. With decades-long advancement experience, both in academia and health care, Kelly has demonstrated time and again her ability to create and engage teams in a successful culture of philanthropy.

At the Sunnybrook Foundation, Kelly will build upon the remarkable groundwork of philanthropic support for hospital priorities including several large-scale capital projects, world-first research initiatives and innovative technological advances.

Ana-Maria Hobrough – Vice-President, Advancement

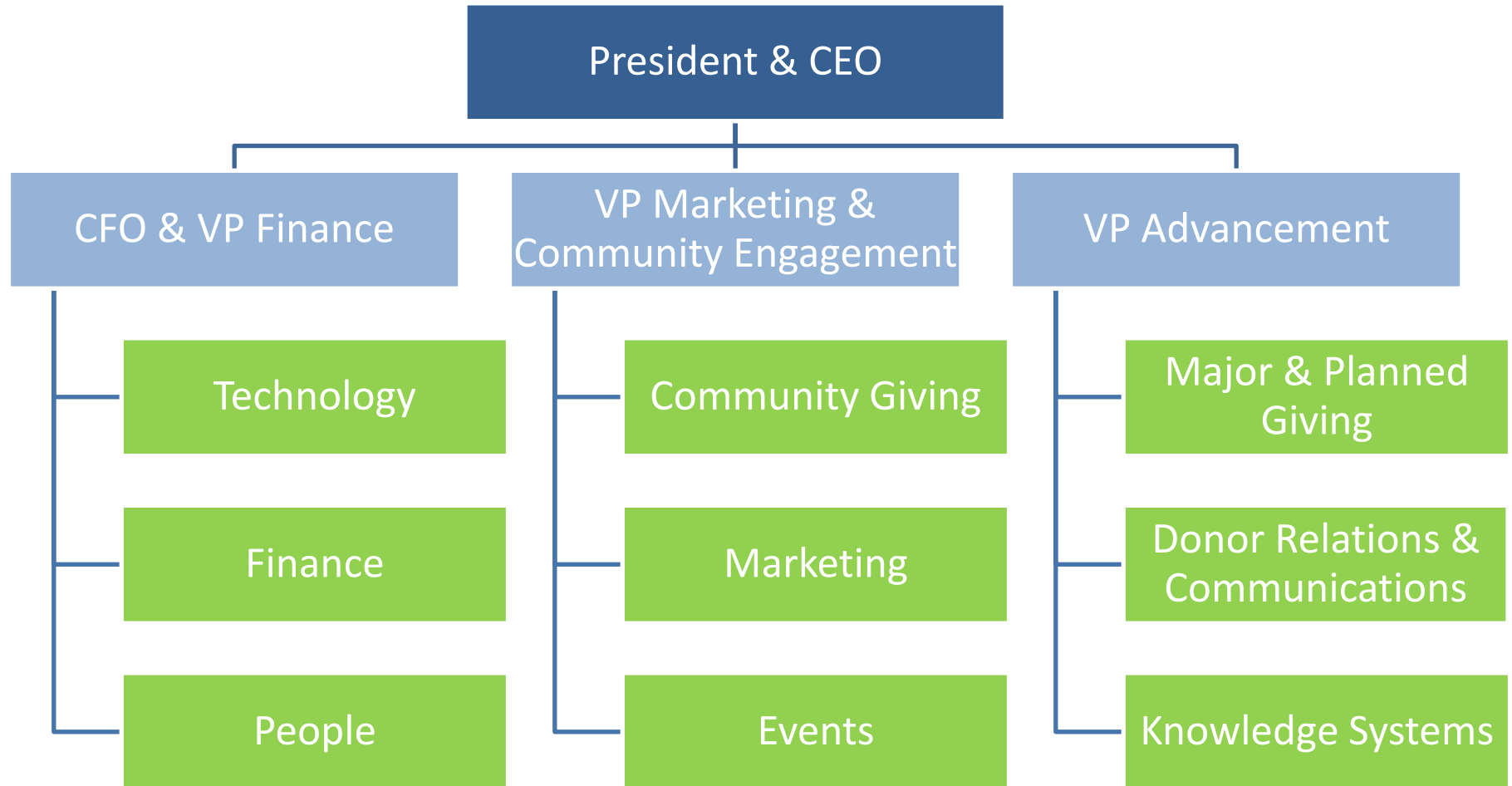


As Vice-President, Advancement, Ana-Maria champions an integrated approach to encourage philanthropic investment, deepen our base of leadership support and grow donor impact over the long-term for Sunnybrook’s priority initiatives. She leads strategy for individual, institutional, and legacy giving in partnership with the Foundation CEO, senior leadership teams, Board members and volunteers.

She fosters strong collaboration between the Foundation and Hospital, building upon a culture of philanthropy to achieve Sunnybrook’s vision of delivering the highest level of care, research, and education.

Having served in a variety of leadership roles over the past 20 years at the University of British Columbia, Ana-Maria has a proven track record of mission-based transformations and redefining Canadian best practice for fundraising reporting, research, and digital engagement. She holds a Bachelor of Arts from the University of British Columbia.

ORGANIZATIONAL CHART – SUNNYBROOK FOUNDATION



ORGANIZATIONAL CHART – ADVANCEMENT TEAM

