



Manager, Community Giving

Position Brief



Mackenzie
Health
Foundation



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FOR MORE INFORMATION

KCI (Ketchum Canada Inc.) has been retained by the Mackenzie Health Foundation to conduct this search.

For more information about this opportunity, interested individuals are invited to contact Samantha David, Associate Vice President, KCI Search + Talent or Christine Cho, Senior Search Consultant at MHFCommunity@kcitalent.com

The deadline for candidate submissions is February 1, 2022. Please email resume and letter of interest to the email address above.

Please note that the hiring range for this position is \$73,000 - \$110,000 per annum.

The Search Committee is committed to the highest level of confidentiality in this search. Please be assured that all inquiries and nominations will be treated with respect and discretion.

Mackenzie Health is an inclusive and equal opportunity employer committed to providing accommodations for applicants upon request at any stage of the recruitment process in accordance with the Accessibility for Ontarians with Disabilities Act (AODA) and the Ontario Human Rights Code.

As a result of the COVID-19 pandemic and the need to strengthen and promote health protection to patients, staff and members of the public attending in the hospital, the successful candidate will be required to provide proof of COVID-19 vaccination from the Ontario Ministry of Health website or other authorized source. Proof of vaccination will be required to commence employment with Mackenzie Health Foundation.

As our team grows, we will also be adding a Community Giving Officer to the team. We are open to also receiving inquiries from candidates interested in this role.



Manager, Community Giving Mackenzie Health Foundation

The Opportunity

Mackenzie Health Foundation is seeking a results-oriented, entrepreneurial Manager, Community Giving to expand community engagement and support for Mackenzie Health across York region and surrounding areas. Reporting to the Director, Campaigns, the Manager is a vital member of the Foundation team who will drive revenue generation in support of the community engagement strategy for the \$250 million Ultimate Campaign, while also building the groundwork for ongoing support post-campaign.

The Manager, Community Giving is responsible for a portfolio of up to 150 prospects and donors including individuals, foundations, schools, small/medium size businesses, community groups and employees of York Region.



An inventive fundraising generalist with a growth mindset, the Manager will leverage the potential that exists within the diverse groups who make up York region to build relationships and generate revenue, with prospects and donors in the \$25,000 to \$100,000 range. Employing skills in personal solicitation, direct marketing, cause-related marketing, community events, peer-to-peer and crowd funding, the Manager will expertly switch between tactics to fully engage target audiences and maximize revenue potential.

Outcome-focussed and driven by data, the Manager, Community Giving will be an excellent time and project manager who skillfully uses metrics to monitor and evaluate the success of fundraising and engagement strategies in the community, while also monitoring the efficiency of their own activities.

With strong relationship management skills, the Manager will use their solid experience developing and building teams, to provide leadership and support to the Emerging Leaders Council in their goal to raise \$1M for Cortellucci Vaughan Hospital. An excellent coach, the Manager will work effectively with this group of dynamic young entrepreneurs, professionals and executives to help develop their competencies as future community leaders and philanthropists for Mackenzie Health.

This is an exciting opportunity for a fundraising professional to embrace the challenge of increasing community engagement and eventually building a team to develop and support engagement, stewardship activities and events that deliver an exceptional donor experience to the citizens of York region and beyond.

Please note: On-site attendance at Mackenzie Health Foundation office is guided by York Region and Ontario Public Health recommendations. When appropriate, some level of in-office attendance will be required, but flexibility will be offered to staff on an ongoing basis.



About Mackenzie Health

Mackenzie Health is a dynamic regional healthcare provider serving an ethnically diverse population of more than a half million people across York Region including Richmond Hill, Thornhill, Vaughan, King, and surrounding communities. Nationally recognized for its commitment to safety and quality patient care, Mackenzie Health is a healthcare leader with a wide variety of [academic partners](#).

Mackenzie Health is a two-hospital site model which includes a range of acute care services, such as emergency, critical care and surgical services along with speciality and community services. In addition:

- ❖ **Mackenzie Richmond Hill Hospital** – chronic kidney disease clinics, rehabilitation, and complex continuing care.
- ❖ **Cortellucci Vaughan Hospital** – integrated stroke care, pediatrics, obstetrics and mental health services and systems.
- ❖ **Community-based services** – the provincially-recognized Sorbara Integrated Stroke Unit (part of the Sorbara District Stroke Centre for York Region), the York Region Chronic Kidney Disease Program and the Domestic Abuse and Sexual Assault (DASA) Care Centre of York Region.

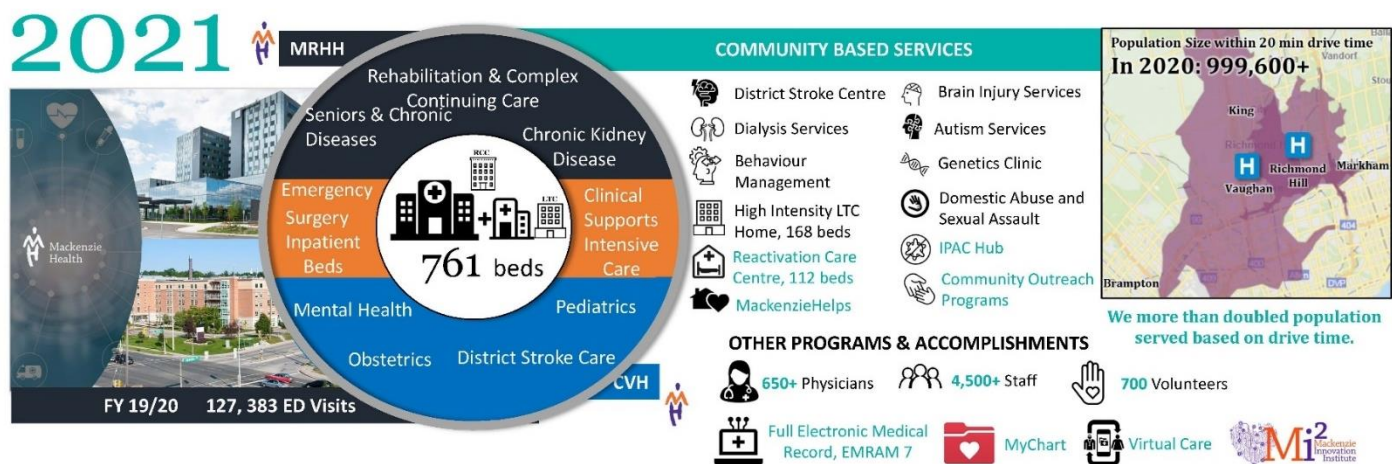
Mackenzie Health's vision is to create a world-class health experience. This means delivering quality, compassionate and timely patient-centered care. It means that everything we do is focused on our patients and community. Above all, it is the people – selfless volunteers, giving donors and dedicated staff – who set us apart and for whom we are thankful.

Cortellucci Vaughan Hospital – Canada’s First Smart Hospital

The state-of-the-art Cortellucci Vaughan Hospital opened on June 6, 2021 and features fully integrated systems and medical technology to improve the patient experience and provide the best possible care, putting Mackenzie Health on a path to become a technologically advanced, smart health care provider.

As Canada’s first smart hospital, each patient room at Cortellucci Vaughan Hospital will feature smart beds that automatically monitor patients, giving health care providers real-time information without disturbing them. It will be among the first Canadian hospitals to have smart bedside tablets, which will give patients access to personalized health information, including tailored educational videos, prescribed medications and medication schedules, a list of appointments, a discharge checklist and more.





Mackenzie Health Foundation

York Region’s population is expected to grow by more than 35 per cent over the next 20 years. In response, over five years ago Mackenzie Health Foundation launched our **\$250-million Ultimate Campaign** to build and equip Cortellucci Vaughan Hospital and enhance care at Mackenzie Richmond Hill Hospital.

The campaign is spearheaded by a **33-member cabinet, chaired by the Hon. Maurizio Bevilacqua, Mayor of the City of Vaughan** and is the **largest fundraising drive ever led by a community hospital in Canada**. The Province of Ontario has invested \$1.3 billion in Cortellucci Vaughan Hospital, covering approximately 90 per cent of construction costs. However, Mackenzie Health relies on community support for the remaining 10 percent, along with the cost of all medical equipment such as stretchers, MRIs and CT scanners. That is where the Ultimate campaign comes into play.

Through levels of giving and community support combined with dozens of annual events involving thousands of caring individuals, we have now achieved more than **\$209 million** towards achieving our bold campaign goal.

While this is an exciting time for Mackenzie Health Foundation as we drive towards meeting our \$250 million campaign goal, we are also looking and planning ahead to the work that must continue after the conclusion of the campaign. Post-campaign, the commitment will remain to improve and maintain levels of care and continue to help build infrastructure and responsive services for the rapidly growing community of York region.

More Information about Mackenzie Health & the Foundation

[Mackenzie Health Community Locations](#)
[Video Anthem](#)
[Video: Canada’s First Smart Hospital](#)
[Strategic Plan](#)
[Mackenzie Richmond Hill Hospital](#)
[Cortellucci Vaughan Hospital](#)
[Recognition Website](#)
[2020/2021 Community Report](#)
[Woman and Child](#)
[Mental Health](#)
[Emergency](#)

[Smart Hospital & Innovation](#)
[Donor List](#)
[Community & Signature Events](#)
[Recognition & Awards](#)
[Partnerships](#)
[2019 Case for Support](#)
[News](#)
[Magna Emergency](#)
[Surgery](#)
[Stroke](#)

Key Responsibilities of the Manager, Community Giving

- Lead the development of the annual community engagement plan, budget, and key performance indicators along with all aspects of execution to meet annual community giving revenue targets in the \$2 million to \$3 million range and a personal revenue goal
- Build and drive growth of a portfolio of up to 150+ prospects and donors at various stages of development. Portfolio includes but is not limited to individuals, foundations, schools, small/medium size businesses, community groups and employees of York Region
- Utilize proactive identification and qualification strategies i.e., cold calling, to identify untapped sources of revenue and expand prospect pool to build donor pipeline
- Employ various fundraising tactics to advance portfolios performance including personal solicitation, direct marketing, cause-related marketing, community events, peer-to-peer, and crowd funding; and identify other strategic processes and practices as required
- Generate and execute donor calls independently and with senior volunteers in support of metrics and goals
- Effectively manage and coach direct report(s) to achievement
- Coach and support the Emerging Leaders Council to achieve \$1M fundraising goal
- Work collaboratively with other portfolios in the Foundation fostering learning, development, and teamwork while working towards shared objectives
- Work in partnership with Annual as well as Communications and Marketing & Stewardship teams to develop peer-to-peer, crowd funding and community fundraising programs and assets that optimize digital first strategy
- Assist with the recruitment, development and on-going support of community volunteer leaders
- Monitor performance against approved objectives and metrics. Evaluate existing fundraising activities and develop strategies to improve revenue performance, reach and efficiencies
- Cultivate strong professional relationships with Mackenzie Health staff and volunteers to support Foundation activities and contribute to the Family Campaign strategy and execution
- Act as an Ambassador and attend community events and activities as required, positively representing Mackenzie Health Foundation in the community
- Maintain a high degree of motivation, teamwork, and work ethic consistent with the employment philosophy of the Foundation

Required Competencies and Experience

- Progressive fundraising and/or sponsorship and/or sales experience with a history of closing gifts or sponsorships in the \$25,000 to \$100,000 range and leading the development and execution of community engagement activities and partnerships
- Passion for healthcare philanthropy and community-based fundraising. Experience working in a healthcare related and/or not-for-profit environment is considered an asset
- Strong relationship building skills that employ both traditional and creative fundraising techniques to identify prospects and establish trusting relationships with donors who are ethnically diverse and approach philanthropy with a different lens
- Excellent public speaking skills
- Awareness of and sensitivity to the various cultures represented in York region along with a commitment to inclusivity, diversity, equality and accessibility
- Strong writing skills with the ability to tailor messages to a variety of audiences
- Progressive experience with demonstrated ability to mentor, coach and develop staff and volunteers
- Ability to work in a fast-paced changing environment requiring flexibility and adaptability to meet deadlines and targets
- Experience working with data analytics to guide and increase revenue generation activities
- Strong computer skills and experience with fundraising databases, ideally Raiser's Edge

- University degree or college diploma in fundraising or related field or equivalent combination of skills and experience
- Models behavior that is aligned with the values of Mackenzie Health Foundation, Excellence, Leadership and Integrity; and consistent with Mackenzie Health Foundation's Code of Conduct
- Availability to work flexible hours, including some evenings and weekends
- Must have a valid Ontario driver's license and a reliable insured vehicle

Mackenzie Health Foundation Board of Directors

Chair – Rina Pillitteri, Regional Vice-President, Vaughan, Royal Bank of Canada

Vice-Chair – Moris Pilla, Senior Partner, KPMG Enterprise

Vice-Chair – John Mills, Former Vice President of Pelmorex Media Inc. (Weather Network)

Treasurer & Secretary – Atul Mehta, Vice-President, Finance, Magna Mechatronics/Mirrors/Lighting

Krista Finlay, President & CEO, Mackenzie Health Foundation (non-voting)

Maryanne Cannone-Ostella, CFO, Global Precast

Remo D'Angelo, President & CEO, The Automated Group of Companies

Abbas Damji, CFO and COO, Payroc (Canada)

George C. DiPede, President, North Rock Group Ltd.

Joyce Frustaglio, Principal, Epic Management Consultants Inc.

Mark Gallien, Vice President, Burgundy Asset Management

Jag Gandhi, Partner, Miller Thomson LLP

Louis Greenbaum, Principal, Vogue Development Group Inc.

Mario Paura, Head of Real Estate Group, Stikeman Elliott (Toronto) and Co-Head National Real Estate Group

Yalda Riahi, General Counsel (Part-Time), Mircom Group of Companies (Vaughan)

Joseph Sgro, Partner, ZZEN Group of Companies Ltd.

Altaf Stationwala, President & CEO, Mackenzie Health

Dr. Nicholas Voudouris, Family Physician, Thornhill Medical Centre and Chief of the Surgical Assistants, Mackenzie Health

Leadership Biographies

Luci Anderson, Vice-President, Philanthropy



Luci Anderson has had a distinguished career in healthcare fundraising and development for the past 14 years, and currently serves as the Vice President, Philanthropy at Mackenzie Health Foundation.

A donor-focused, strategic, fundraising professional, Luci has extensive experience in relationship building, networking, team-building, campaign management and execution.

With an educational background in Business and Marketing, Luci began her professional career in the corporate arena, where she excelled in strategic planning and new business development. As a dedicated volunteer and believer in social impact, Luci was inspired to shift her professional focus to the non-profit realm.

Luci is currently a member of the Association of Healthcare Professionals and the Association of Fundraising Professionals and has served on the AFP York Region Advisory Committee for over six years. Luci resides in York Region with her husband and four children.

Niki Gastis, Director, Campaigns



Inspiring generosity, volunteerism and community engagement defines Niki Gastis' more than twenty-four year career in the charitable sector. Niki joined Mackenzie Health Foundation more than 6 years ago, to be part of a history-making campaign, following her 18 year progressive front-line fundraising career with the Children's Aid Foundation. Niki brings extensive experience to her current management role, including major gift fundraising, complex event management, marketing/communications and volunteer achievement.

As the Director, Campaigns at Mackenzie Health Foundation, Niki engages individuals, corporations, including Canada's top financial institutions, to make transformational and leadership gifts to the \$250 million Ultimate Campaign and oversees planned giving. Niki is steadfast in building a culture of generosity at Mackenzie Health; engaging physicians in the campaign as donors, ambassadors and volunteers and is the architect of the next generation program - Emerging Leaders.

Niki is a member of the Association of Healthcare Philanthropy (AHP) and Association of Fundraising Professionals (AFP) and was awarded the Elizabeth Luna Mourning Scholarship in 2016 in recognition of her accomplishments and potential to contribute to healthcare philanthropy in Canada. Niki resides in York Region with her husband and two children.