



Kids Help Phone



www.KidsHelpPhone.ca

Position Profile

Executive Director, Philanthropy

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ORGANIZATION

A leader in e-mental health solutions here and around the world, Kids Help Phone is Canada's only national, 24/7 free and bilingual e-mental health service for young people and the trusted space for all youth to express their fear, worry, anger, confusion and despair – to let it all out.

Each day and night Kids Help Phone supports young people in at least:

- 500 professional counselling sessions
- 600 volunteer Crisis Responder texting sessions
- 9,000 website sessions
- 450 sessions in the Peer-to-Peer Community at Kids Help Phone

With over 14 million interactions since the start of the COVID-19 pandemic alone, 71% of service users say they have shared something with Kids Help Phone that they have never shared before and 86% of service users say they feel less upset after interacting with Kids Help Phone.

Vision

A future where every young person in Canada will access the support they need in the way they need it most.

Mission

We are always open, providing a safe and trusted place for young people in any moment of crisis or need.

Values

We are, and believe in being: courageous, collaborative, innovative, resilient and trustworthy.

Feel Out Loud Campaign

Kids Help Phone has just launched *Feel Out Loud* – a historic national movement anchored by a fundraising campaign with a goal of raising \$300 million by 2024 to reach young people in every corner of Canada by expanding access to its e-mental health services.

Feel Out Loud is the most significant and urgent movement for youth mental health in Canada's history, rallying the entire country to invest in youth mental health, shaping the future for young people in Canada. *Feel Out Loud* is a call-to-action on behalf of the 8.2 million young people in this country who need space to express and explore all their feelings in a safe and non-judgemental way.



As technology continues to change, Kids Help Phone will scale its e-mental health coverage and realize a future where every young person in Canada can access safe and trusted support without obstacles, especially those who face barriers to accessing mental health supports to meet a diversity of need and issues. The \$300 million raised will allow Kids Help Phone to:

- Expand **clinical service across Canada** by rapidly **scaling access to mental health services** that meet the extraordinary, unique needs of all youth.
- **Close the mental health equity gap for youth in Canada** with investments in e-mental health solutions to create services and programs where **equity-deserving communities can feel seen, heard and safe**.
- **Transform Canada’s e-mental health landscape** for youth and mental health through investment and innovation in virtual care by continuing to expand and evolve the virtual care system, powered by data, research, partnership and advocacy.

To kick off the campaign, *Artists for Feel Out Loud*, a collective of 50+ music artists from across Canada, came together to record an anthem titled “What I Wouldn’t Do (North Star Calling)”. Kids Help Phone’s founding partners – Bell Canada and BMO Financial Group – have each pledged a transformational investment of \$15 million to this movement and over 20 exceptional philanthropic and business leaders from coast to coast to coast have joined Kids Help Phone’s *Feel Out Loud* Campaign Cabinet to propel this unprecedented movement and help close gaps in Canada’s mental health care system.

Additional Background & Resources

- Kids Help Phone: <https://kidshelpphone.ca>
- Feel Out Loud Campaign: www.unlockhope.ca
- Artists for Feel out Loud: <https://youtu.be/qSv8uWZ94WY>

THE OPPORTUNITY

Kids Help Phone has an exceptional opportunity for a passionate, visionary leader with strong fund development and strategic management skills to inspire individual and foundation major gift philanthropy in support of the historic \$300 million *Feel Out Loud* campaign. This executive position is critical to the success of the campaign and the long-term financial success of the organization. By establishing and maintaining a robust major giving (philanthropy) program, the Executive Director, Philanthropy will lead a portfolio that: a) deeply engages donors, yielding long-term and high-level commitments and retention; b) raises incremental funding by building momentum and referrals; and c) help Kids Help Phone to build and maintain our rightful place as the nationally-leading, technology and innovation charity with a razor-sharp focus on youth mental health.

Success in this role requires a strategic, unwavering focus on donor relationships while reinforcing team accountability for solicitation activity, prospect pipeline management and performance goals. The Executive Director, Philanthropy will lead-by-example, with their own prospect portfolio with annual production and cash goals – being one of the highest fundraisers at Kids Help Phone – demonstrating leadership and successful closings (annually seven to eight figures – targets to be mutually set).



The Executive Director will also require symmetry, integration and 100% alignment with the new brand platform – *Feel Out Loud* – along with an innovative digital-first mindset and insatiable creativity grounded in donor-centered thinking.

POSITION SUMMARY

Position Title:	Executive Director, Philanthropy
Location:	Toronto, ON
Reports to:	Senior Vice President, Advancement & Chief Development Officer
Reports:	Total team of five including one direct (Director of Philanthropy) and four indirect (Regional SDOs for Ontario, Eastern Canada, Western Canada, Quebec)

The scope of responsibility includes, but is not limited to the following:

- Lead and oversee the success and growth of the national, major gifts program with a high-performing team of five and meticulous moves-management workflow.
- Act as a senior solicitor on behalf of Kids Help Phone, partnering with senior volunteers and executive staff members to adeptly and strategically partner on donor cultivation, asks and stewardship.
- Serve as a trusted advisor and liaison to donors, the CEO, senior executive, leadership volunteers (including Campaign Cabinet and Board members), allied professionals, and others, to coordinate strategies and help secure principal gift commitments.
- Meet and exceed personal and team production and cash goals annually.
- Smoothly and strategically engage the CEO, SVP(s) and senior volunteers in prospect development.
- Develop professional profile through industry events, networking and thought-leadership activities.
- Pursue professional development and training opportunities, including mentorship partnerships internally and externally.
- Develop and track program budget, key performance indicators against goals to ensure the prompt identification of challenges and solutions to ensure the achievement of targets.
- Develop and maintain an in-depth knowledge of Funding Priorities and apply this knowledge in matching the interests and needs of prospects.



CRITICAL SUCCESS FACTORS

- **Stakeholder satisfaction & engagement:** Will have gained the confidence and respect of Kids Help Phone colleagues, volunteers and staff, donor community and Campaign Cabinet.
- **Best Practices & Team Leadership:** Will have created an inclusive, stable, high-performing, properly resourced and responsive major gifts team with clear priorities, strong retention, satisfaction, engagement and productivity. Will have established best practice processes in major gift cultivation.
- **Robust Pipeline:** Will have ongoing proposals and future plans for major and transformational gifts in development and ready to move forward.
- **Synergy:** Will have become an effective, collaborative and cohesive partner aligning the goals and activities of the major gifts team with other groups on the advancement team as well as organization partners and stakeholders.
- **Personal Impact:** Will have demonstrated an ability to personally solicit and secure major gift donations.
- **Achievement of campaign revenue goals:** \$50 million by the end of 2024. This will include managing and continuing to develop a pipeline of over \$100 million in major giving through all stages of the donor cycle.

KEY QUALIFICATIONS

The ideal candidate will bring the following skills and experiences:

- Minimum ten years of progressive experience engaging with donors and managing fundraising programs, with a focus on principal and major gifts.
- A demonstrated ability to manage senior-level staff, and engage colleagues and teams at all levels to create collaborative impact.
- Demonstrated ability to inspire and raise donor sights, articulate aspirational goals and institutional priorities, and effectively present philanthropic opportunities to high net-worth prospects and donors.
- Strong record of involvement in seven-and-eight-figure gifts.
- Demonstrated knowledge of diverse giving vehicles, as well as a demonstrated understanding of family wealth management and integrated gift strategies.
- Demonstrated success working with CEOs, senior executives and leadership volunteers to achieve shared goals.
- Strategic planning, budgeting and financial management skills to oversee and forecast the Principal Gifts portfolio in relation to established organization Funding Priorities.
- Ability to focus in a fast-paced environment and to multitask.
- Excellent written and oral communications skills.
- Commitment to the mission, vision and goals of the organization.
- Demonstrated ability to work effectively and cross-functionally with donors, suppliers, staff, volunteers and other relevant stakeholders.
- Proven consistency in providing superior customer service and applying sound judgment when dealing with donors and volunteers.



- Demonstrated ability to manage multiple tasks effectively and efficiently, superior organizational skills and strict attention to detail, ability to work under deadlines.
- Entrepreneurial, creative, strategic minded and energetic.
- Proficient in Microsoft Office suite of products, Raiser’s Edge and electronic databases.
- AFP, ADRP or AHP membership is an asset.
- Possess an acceptable “Vulnerable Person Sector Criminal Reference Check” prior to starting employment.
- Possess a current “Police Reference Check” prior to starting employment.
- This position will require travel within Canada. A valid driver’s license and passport is required.

LEADERSHIP CHARACTERISTICS

Results Orientation & Organization

- Is well organized and resourceful; effective and efficient in marshalling multiple resources to get things done. Exhibits strong drive for results and success.

Inspirational Team Builder

- Leads the building of effective professional and volunteer teams committed to organizational goals. Has an open and authentic leadership style. Fosters collaboration among team members and across the organization. Can establish rapport and effective relationships. Shares wins and successes. Allows people to be responsible for their work.

Relationship Building

- Effective at forging strong personal alliances at all levels, both within and outside the organization. Builds solid relationships characterized by mutual respect, loyalty and trust. Is open, flexible and adaptable, relating well to a wide variety of diverse styles and demographics.

Politically & Organizationally Savvy

- Is politically aware and agile; knows where and how to get the resources and support needed to get things done.

Strategic Agility

- Strong capacity to think critically, make good decisions and solve problems. Sees ahead clearly; can anticipate future consequences and trends accurately. Has broad knowledge and perspective. Is future oriented; sees and focuses on the big picture but understands the details needed to make informed decisions. Can create both competitive and breakthrough strategies and plans.



Communication

- Listens well one-on-one and in groups; listens to not only what is explicit but also what is unstated to achieve a thorough understanding.
- Possesses a strong presentation and public speaking ability.

EDUCATION

- Post secondary degree or diploma in related field or the equivalent in experience.

COMPENSATION

Kids Help Phone offers a competitive compensation package in the \$135,000 to \$160,000 range for this position.

COMMITMENT TO EQUITY

Kids Help Phone is an equal opportunity employer, values diversity of people and communities, and is committed to excellence and inclusion in our organization. We welcome applications from visible minority group members, women, Indigenous persons, and persons with disabilities, members of sexual minority groups, and others who respect and reflect the diversity of service users.

Kids Help Phone is committed to providing barrier-free environment and accommodation in accordance with the *Accessibility of Ontarians with Disabilities Act* (AODA). If contacted for an employment opportunity, please advise Human Resources if you require accommodation at any stage of the recruitment process.

As a condition of employment, all external hires will be required to submit proof of COVID-19 vaccination or documentation unless a valid accommodation under the Ontario Human Rights Code exists. All internal candidates must be in compliance with Kids Help Phone's COVID-19 Vaccination Policy.

OUTLINE OF THE SEARCH PROCESS

Executive search requires a process that may not always be visible and transparent to you as a candidate. Below are some of the required steps in a typical executive search process:

- Management Review
- Development of the Position Specification
- Marketplace Research
- Candidate Identification
- Candidate Evaluation and Interviews (Telephone and In Person Meetings)
- Reference Checking
- Offer Presentation and Negotiation
- Search Close and Follow Up



Many people are contacted during the Candidate Identification and Evaluation stages. These steps require co-ordination of many prospects, and multiple client contacts at different levels.

In order to expedite the process, please send us an updated copy of your resume, and help us better understand your background as it compares to the position specification.

By responding to this profile with your resume or details regarding your background, you are authorizing the Siegel Executive Search Solutions to maintain confidential information required for us to assess your candidacy. Distribution of this information is strictly controlled and will be authorized by you in advance. We are committed to protecting the privacy of personal data and will make every effort to comply with national legislation regarding the processing of personal data.

To explore this opportunity in confidence, please contact:

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