



**Ronald McDonald
House Charities®**
Atlantic

DIRECTOR OF PHILANTHROPY



POSITION BRIEF



Ronald McDonald
House Charities®
Atlantic

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FOR MORE INFORMATION

KCI (Ketchum Canada Inc.) has been retained to conduct this search on behalf of Ronald McDonald House Charities (RMHC) Atlantic. For more information about this opportunity, please contact Helena Debnam, KCI Search + Talent at RMHCAtlantic@kcitalent.com.

Interested candidates are invited to send a resume and letter of interest to the email address listed above by **April 9, 2023**. *All inquiries and applications will be held in strict confidence.*

The Director will work from 5151 Terminal Road (with occasional time spent in our program spaces, including Ronald McDonald House on Tower Road), until March 2024, at which time the team will be working from the new House which is currently under construction on South Street, directly across from the IWK Health Centre. Our **new** House, will enable us to expand our impact by providing a home for an additional 600 children and their families.

RMHC Atlantic is committed to fostering a collegial culture grounded in diversity, equity, inclusion, access and belonging. We encourage applications from persons with diverse abilities, racially visible persons, persons from the 2SLGBTQ+ community, and all candidates who contribute to the diversity of our community. RMHC Atlantic is committed to providing accommodations to help you perform to the best of your ability. In an effort to honour diversity, equity and inclusion, we invite all applicants to self-identify.

The salary range for this role is \$99,590 to \$117,165 with a comprehensive benefits package.



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Director of Philanthropy

THE OPPORTUNITY

RMHC Atlantic has BIG BOLD plans for the future. We are seeking a dynamic and passionate Director of Philanthropy to inspire their team and lead our revenue development efforts that ultimately support our mission of keeping families together when they need to travel for their child's medical treatment.

The new Director of Philanthropy (DOP) will drive all aspects of the revenue development strategy, including planning, implementation, and evaluation of the Annual, Major and Planned Giving streams, and will work to inspire and ignite six-figure giving. As a talented relationship broker, our DOP will also manage their own portfolio of key Major and Planned Giving prospects.

Under the Chief Executive Officer's supervision, the DOP will serve as a strategist and an operational leader, acting as a second in command and lead a high-performance team. They will also work across departments and with senior volunteers, including our Board of Directors, as we continue to strive for optimal growth and enhanced family care through philanthropy.

The successful candidate for the DOP position will be passionate about our programs, initiatives, and our families, and will become a knowledgeable champion for the organization and the communities we serve.

ABOUT RONALD McDONALD HOUSE CHARITIES® (RMHC) ATLANTIC

Ronald McDonald House Charities (RMHC) Atlantic helps families with sick children stay together and near the medical care they need. Our programs include Ronald McDonald House in Halifax, a "home-away-from-home" for out-of-town families with sick children, and Ronald McDonald Family Rooms® in Halifax and Moncton, an oasis of calm and support inside the hospital. Each year we help more than 2,000 families from across the Maritimes through our House and Family Room programs.

RMHC Atlantic is a non-profit organization. We depend upon charitable donations and volunteer support from many individuals, corporations and foundations to fulfill our mission. We are forever grateful for the support of our founding and forever partner McDonald's.

Our Mission

Ronald McDonald House Charities Atlantic helps families with sick children stay together and near the medical care they need.

Core Values

- Lead with compassion
- Focus on the critical needs of children and their families
- Celebrate the diversity of our people and programs
- Operate with accountability and transparency



We're building a new Ronald McDonald House to better support the Maritime families that need our help.



We're proud to support our community and families across the Maritimes each year at our current Ronald McDonald House. Unfortunately, in recent years we've had to turn away hundreds more who came to us for help—and the demand continues to increase. Our new "home" will allow us to expand our current programs and give the opportunity to support even more families in need.

THE BOARD OF DIRECTORS FOR RONALD McDONALD HOUSE CHARITIES (RMHC) ATLANTIC

Andrew McCulloch – Chair	Senior Director, Origination, <i>Emera Energy</i>
Matthew Campbell – Vice-Chair	Director of Strategy and Performance, <i>IWK Health Centre</i>
Jamie Angus	Partner, <i>Touchstone Legal Inc</i>
Lori Barker	Chief Executive Officer, <i>RMHC Atlantic</i>
Mike Bagnall	Vice President & Region Head, Atlantic, <i>CIBC Commercial Banking</i>
Clarence Bennett	Managing Partner, <i>Stewart McKelvey (Saint John)</i>
Dawn Dalley	President & CEO, <i>CAA Atlantic</i>
Stephanie Jones	Owner/Operator, <i>McDonald's</i>
Amanda Masters	Regional Vice-President, <i>Ginger Agency</i>
Dr. Jessica Mills	Pediatric General and Thoracic Surgeon, <i>IWK Health Centre</i>
Kenton Strachan – Treasurer	Chief Operating Officer, <i>Baker Tilly</i>
Tanya Tynski	Senior Advisor, <i>MC Advisory</i>
Ashley Wager	Vice President, <i>Wager Holdings Incorporated, McDonald's</i>

ADDITIONAL INFORMATION

[2021 Annual Report & Financial Statements](#)

[RMHC Atlantic - 2020 Impact Report](#)

[Our Programs](#)

[RMHC-Atlantic - MoreRoomForLove Campaign](#)

[RMHC Canada Mission Brochure](#)

[RMHC Canada Infographic](#)

KEY DUTIES & RESPONSIBILITIES

Strategy and Planning

- Work with the CEO to establish and execute long- and short-term strategic priorities to increase fundraising performance. These include but are not limited to Annual Appeals, Major and Planned Giving, Community Engagement as well as Corporate and Foundation giving;
- Work with the CEO to enhance and build the Major Giving Program to maintain and increase six-figure giving building on the recent Capital Campaign;
- Work with the Communications Officer and Development Team on tactics to build RMHC Atlantic's profile both internally and externally for optimal community support, engagement and awareness;
- Work with the team to develop and implement Major Giving and Planned Giving strategies and to ensure integration with all fundraising verticals;
- Contribute to the development of novel campaign strategies for current and future campaigns;
- Effectively guide and support the CEO and Board members through cultivation, solicitation, and stewardship processes and strategies;

Fundraising and Program Management

- Determine appropriate goals and metrics for fundraising programs; monitor and report on progress against goals and the key activities of fundraising programs, initiatives and staff;
- Manage and solicit a portfolio of \$10,000+ major gift prospects;
- Support the CEO in augmenting and enhancing Board involvement in prospect pipeline development and moves management;
- Support the CEO and Board strategy and solicitation of all key gifts;
- Provide support, mentoring, coaching and encouragement to Development staff, Board Members, and volunteers who are involved in major gift fundraising;
- Plan and implement a moves management framework based on best practice for effective prospect management;
- Strengthen existing donor relationships while also increasing the donor base by acquiring new supporters and funding from all sources and all levels of giving;

Leadership and Team Management

- Develop overall fundraising objectives, as well as specific goals for members of the development team with plans to measure and ensure success. Work with program leads to ensure full integration and coordination of their programs to maximize donor engagement and fundraising results;
- Ensure that all fundraising programs and activities fall within ethical, fiscal, and legal standards and organizational policies and regulations;
- Maintain relationships with other philanthropy professionals to ensure ongoing knowledge of best practices and to benchmark the organization's performance;
- Foster collaboration and integration of programs in support of collective goals;
- Develop and implement regular performance management and coaching processes for individuals to track and ensure team success;

QUALIFICATIONS & KEY COMPETENCIES

What you thrive on:

- Crafting innovative and creative frameworks around complex problem/solution dynamics;
- Continually learning and growing in your field;
- Building bridges and brokering relationships;
- Being part of a movement rather than a team;
- A natural bridge builder and deeply community-oriented, you thrive on crafting unique solutions for every challenge.

Your credentials:

- You have at least five years of major and mid-level gift fundraising and two or more years of management experience;
- Capital campaign experience is an asset;
- You have a proven track record of soliciting and closing six-figure gifts;
- You are fluent with donor databases, experience with Donor Perfect an asset;
- You are a strategic, big-picture thinker with the ability to recognize and plan for detail;
- You are a goal-oriented individual with sound judgement and integrity, as well as a high level of energy, enthusiasm, and dedication to the mission and goals of the organization;
- You are creative, social-focused thinking, resourceful, and entrepreneurial;
- You have the ability to initiate, analyze, monitor, evaluate, and alter strategic development plans;
- You are skilled at managing human resources (paid and volunteer) toward specific goals;
- You are skilled at responding to individual donor interests while articulating a vision for RMHC Atlantic;
- You have a collaborative and participative work style and ability to give and receive feedback positively;
- You work well under the pressure of tight deadlines;
- Valid Drivers License is required for this role;
- Vaccination status is required;
- A current Criminal Record Check, vulnerable sector check, and Child Abuse Registry check are conditions of employment.

LEADERSHIP BIOGRAPHY

LORI BARKER, CEO, RMHC ATLANTIC



Lori previously held the position of Director of Development, leading RMHC Atlantic's philanthropic efforts throughout the Maritimes. Her passion for helping families, combined with her strategic outlook and ability to mobilize community support, is exactly what RMHC Atlantic needs as the organization enters its next chapter.

Barker, a native of Summerside, served as the Executive Director of the P.E.I. division of the Canadian Cancer Society from 2011 to 2016 before accepting a lead role with Ronald McDonald House in Halifax.

Barker holds a bachelor's degree in business from Acadia University in Wolfville, N.S., and has been working in the charitable sector for more than 20 years.

RONALD McDONALD HOUSE CHARITIES ATLANTIC - ORGANIZATIONAL CHART

