


Sunnybrook
 FOUNDATION

**EXECUTIVE DIRECTOR,
 PHILANTHROPY**

Executive Brief



TABLE OF CONTENTS

The Opportunity	2
About Sunnybrook Foundation.....	4
About Sunnybrook Health Sciences Centre	5
Additional Information	6
Key Duties & Responsibilities	7
Qualifications & Competencies	8
Leadership Volunteers	9
Leadership Biographies	10
Organizational Chart - Sunnybrook Foundation	11
Organizational Chart - Foundation Philanthropy Team	12

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 Ellie Rusonik, 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 June 16, 2023.

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.

Proof of COVID-19 vaccination is a requirement of the position.

The salary range for this position is \$170,000 – \$230,000 inclusive of bonus of up to 15%.

Executive Director, Philanthropy Sunnybrook Foundation

THE OPPORTUNITY

Sunnybrook Foundation (SBF) is building capacity to inspire lasting support for Sunnybrook Hospital and seeks an experienced strategic, collaborative, and operationally savvy senior fundraising leader as the Executive Director, Philanthropy. With oversight of Major and Planned with an annual revenue target of approximately \$50-60 Million, the Executive Director will lead a large team of fundraising professionals in the development and execution of the short- and long-term fundraising strategies for a world-class Hospital.



Reporting to the Vice President, Advancement, and working closely with Foundation CEO, the Executive Director will play an important role on the Foundation's Senior Management Team. As a member of SMT, this individual will be a contributing architect of the Foundation's expansion over the next decade and lead its teams to set strategic direction and develop annual business plans to realize the Foundation's bold ambitions. 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 to fundraising and donor engagement.

Leading a team of 18 major & planned giving professionals, this is an opportunity to build upon a strong foundation while bringing innovation, best practices, consistency, and sustainability to all areas of the program.

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 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 works within a hybrid model; a combination of in-office and remote work is expected.

ABOUT SUNNYBROOK FOUNDATION

Philanthropy plays a critical role in every discovery, innovation and moment where Sunnybrook provides high-quality care when it matters most.

Sunnybrook Foundation inspires lasting support for Sunnybrook. Together with our donor community, Sunnybrook Foundation raises critical funds for Sunnybrook's world-class academic health sciences centre to achieve our shared vision to invent the future of health care. Sunnybrook Foundation is committed to leading with our values and developing a model of shared leadership that will support our plans for ambitious growth.

Located within the Sunnybrook Health Sciences Centre at 2075 Bayview Avenue in Toronto, the Foundation consists of more than 80 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.

Last year, thanks to the commitment of our dedicated volunteers, donors, and staff, we raised more than \$81 million to support Sunnybrook's priorities and we are also fortunate to have an endowment fund of more than \$90 million that helps to support Sunnybrook's mission.

OUR VALUES



BUILD CONNECTEDNESS

We strive to build purposeful relationships with our diverse community. We recognize the collective impact of our contributions and commit to helping each other thrive.



ACT WITH INTEGRITY

We take responsibility for our commitments and hold ourselves accountable for our actions. We demonstrate respect and cultivate an environment that supports open and honest communication.



MEANINGFUL COLLABORATION

We take pride in what we deliver as a team and create opportunities to engage and work together in meaningful ways. We actively listen, embrace new ideas and value different perspectives.



STRIVE FOR EXCELLENCE

Our passion for our shared vision fuels curiosity, creativity and growth. We continuously learn from our experiences and from each other. We evolve and adapt to maximize impact.

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 1990s, 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:

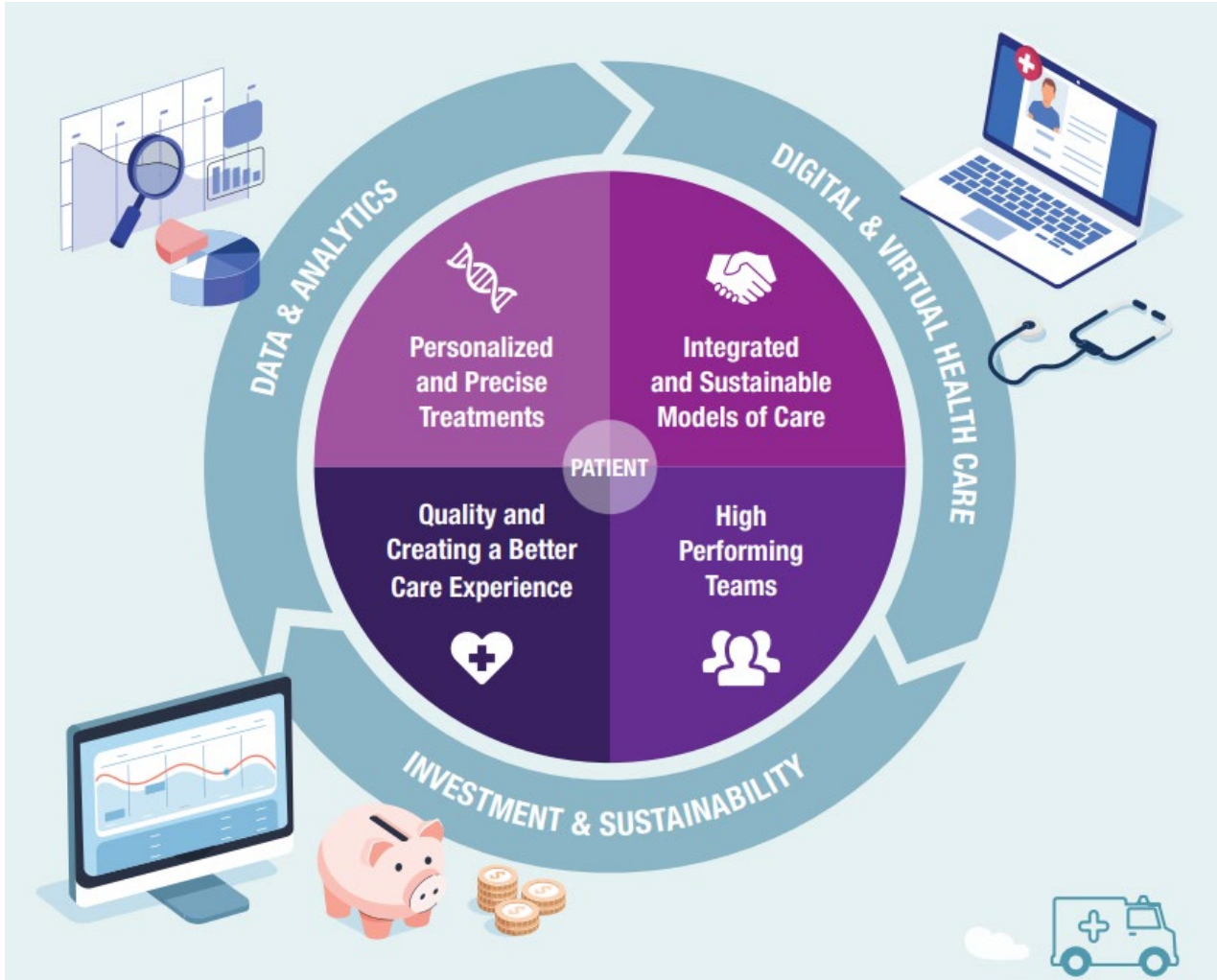
- [DAN Women & Babies Program](#)
- [Holland Bone & Joint Program](#)
- [Hurvitz Brain Sciences Program](#)
- [Integrated Community Program](#)
- [Odette Cancer Program](#)
- [Precision Diagnostics and Therapeutics](#)
- [Schulich Heart Program](#)
- [St. John's Rehab Program](#)
- [Tory Trauma Program](#)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



2021 – 2025 Strategic Plan

Our health care systems in Ontario and across Canada are changing rapidly and as a result, there are significant influences that have shaped our thinking and our goals and objectives within each of our strategic directions. Among these have been the impact of the global pandemic and how this has been a catalyst for change in areas such as accelerating the implementation of our digital care strategies. Our strategic thinking has been cognizant of the significant social justice issues that have been brought to the forefront and we have amplified the important work of addressing equity, diversity, and inclusivity through our Strategic Plan.

Our vision to invent the future of health care remains highly relevant and our passion for innovation is fundamental in our drive to continually improve patient care. As Sunnybrook celebrates its 75th anniversary of caring for our first patient, the hospital continues to live its dual mandate of serving our local community and as a regional centre that provides complex and specialized care when it matters most for Ontarians. Balancing these mandates in times of financial uncertainty remains a challenge and through this plan, the organization is increasingly looking for opportunities to generate new lines of revenue and to ensure efficiencies are realized.



While our 2025 Strategic Plan has been developed during one of the most challenging times in the history of our health care system, the lessons we have learned during this period and the values that define Sunnybrook, have guided our strategy to position us well for a successful future.

ADDITIONAL INFORMATION

- [Sunnybrook Hospital](#)
- [Sunnybrook Foundation](#)
- [Sunnybrook Strategic Plan 2021 - 2025](#)
- [Sunnybrook Research Institute](#)
- [Sunnybrook Education](#)
- [Sunnybrook Organization & Medical Structure](#)
- [Sunnybrook Facts & Figures](#)
- [Sunnybrook Magazine Winter 2021](#)
- [2020 Report to Donors](#)
- [Your Impact](#)
- [Foundation News & Media](#)
- [Sunnybrook Foundation Financial Summary 2021/22](#)

KEY DUTIES & RESPONSIBILITIES

The Executive Director, Philanthropy will formulate and lead the execution of the long-term strategies for major and planned giving programs with significant strategic and financial impact, ensuring alignment with Sunnybrook Foundation growth plan and the hospital's priorities. This role is accountable for an overall annual fundraising target of \$50 - 60 Million.

Strategic Leadership and Planning

- Model Sunnybrook Foundation values in all aspects of their work.
- Engage in setting vision, strategic direction, and annual business planning for the Foundation.
- Accountable for overall performance for designated programs including maintaining positive public relations and protecting the Foundation and Hospital's reputation.
- As a member of the Major Giving Leadership Team, work closely with the Executive Directors of Campaigns & Transformational Giving; Donor Communications, Impact and Accountability; and Knowledge Systems to optimize all of the operational components that contribute to major and transformational giving.
- Lead the Development and implementation of major and planned giving strategies and ensure strategies are concretely linked to Sunnybrook's vision, values, and strategic plan.
- In partnership with leaders across the Foundation, develop systems and measures that appropriately assess performance and progress to ensure achievement of SBF's targets and be accountable for the results.
- Prioritize development of key change management initiatives; assess readiness to engage in change efforts and facilitate the design and execution of the change effort including mitigating risks.
- Act as a project sponsor for key initiatives.
- Adhere to and ensure compliance with Foundation processes, policies, systems, and practices.

Team Leadership

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

Major and Planned Giving

- Responsible for the successful completion of major gifts with specific responsibility for the oversight of gifts at the \$1 million+ level.
- Responsible for a limited number of complex major gift prospects/donors and/or supporting the CEO and VP with select transformational relationships.
- Provide fundraising advice and strategy to senior Hospital administration and health care professionals.
- Monitors major gift pipeline across all staff, ensuring pipelines are maintained in each program area.
- 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.

Transformational Giving

- Collaborate with the Executive Director, Campaigns and Transformational Giving to support and encourage colleagues' success within the Transformational giving framework.
- Serves as the Relationship Manager or Leadership partner on specific Sunnybrook Transformational Relationships.

Campaigns

- Collaborate with the Executive Director of Campaigns and Transformational Giving to support the development of Campaign fundraising priorities
- Partner with the Executive Director of Donor Communications, Impact and Accountability to develop compelling foundation-wide cases for support and other donor-related materials

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.
- 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 toward fundraising success.
- Significant experience with pipeline development and management best practices, data, and reporting, and a keen understanding of metrics and key performance indicators.
- 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

Carey Diamond, Vice Chair
Managing Partner, Whitecap Venture Partners

Chris Clark, Treasurer
Former CEO, PricewaterhouseCoopers

Lisa Borsook, Secretary
Executive Partner, Weirfoulds LLP

William W.L. Cheng
President, Premier Candle Corporation

Phillip Crawley
Publisher & CEO, The Globe and Mail

Rags Davloor
Board Chair, Tridel Group Operating Companies

Perry Dellelce
Founder & Managing Partner, Wildeboer Dellelce LLP

Michael Faralla
Head of Global Mining, TD Securities

William T. Holland
Chairman, CI Financial Corp.

Gord Love
Executive Vice President, Senior Portfolio Manager
Wellington-Altus Private Wealth Inc.

Rosemary McLeese
Vice-President, Administration, Access Capital Corporation

Baljit Sierra
President and CEO, Novo Plastics Inc.

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

Mike Lord
President, Temerty Group

Stacey Murphy
Co-Chair, The Murphy Family Foundation

Sheldon Pollack
CEO, OV2 Capital Inc.

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

Jennifer Tory

Umeeda Madhany
President, Sofina Foundation
Executive Deputy, Office of the Chairman, SofinaFoods

Adi Mor Sitelbah
General Counsel, GLH Asset Management Corporation

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

Carol Wilding
President & CEO, Chartered Professional Accountants of
Ontario

Neil McLaughlin
Group Head of Personal & Commercial Banking, RBC

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

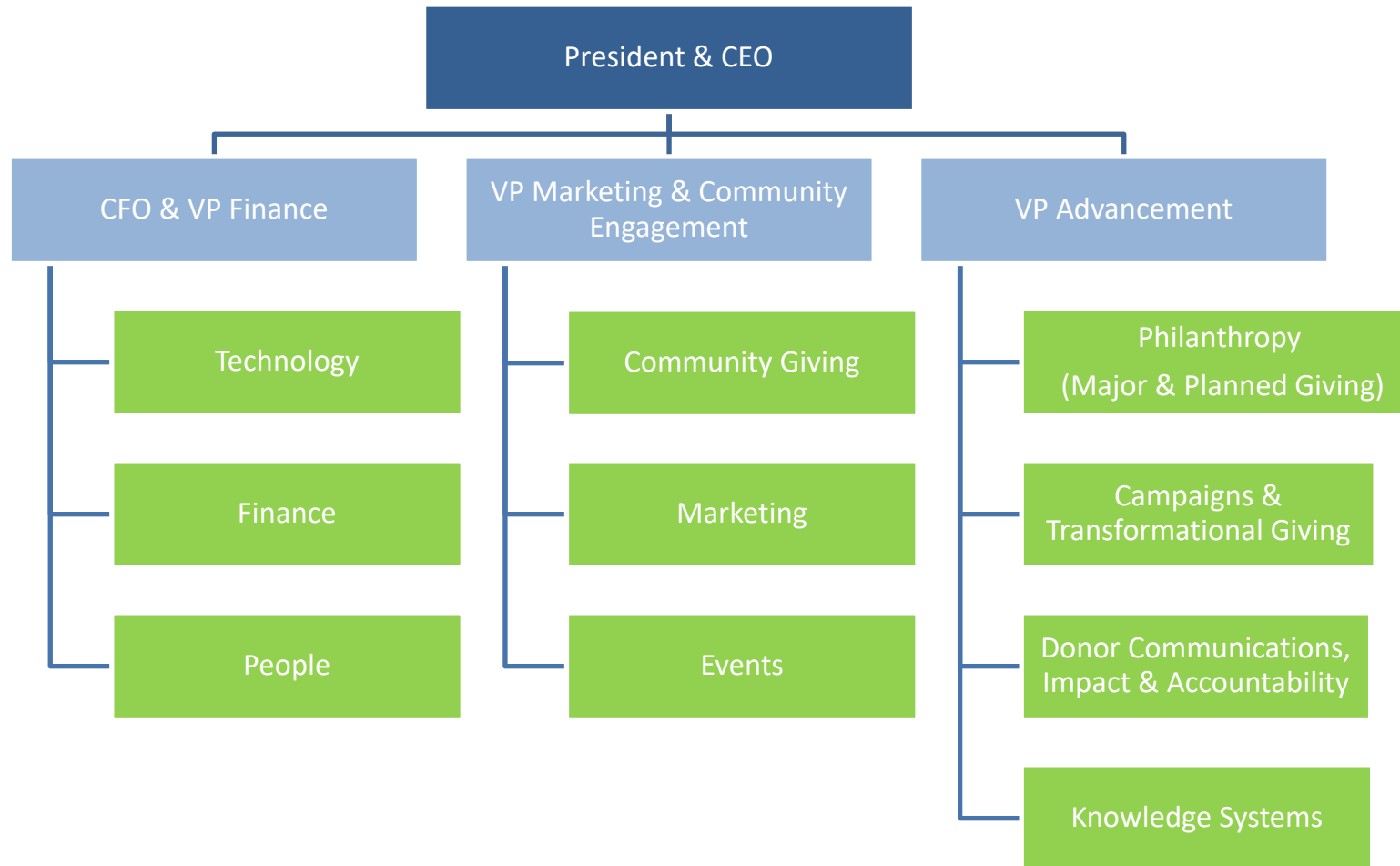


As Vice-President, Advancement, Ana-Maria champions an integrated approach to encourage philanthropic investment, deepen our base of leadership support and grow donor impact over the long term for Sunnybrook’s priority initiatives. She leads strategy for individual, institutional, and legacy giving in 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 practices 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 – PHILANTHROPY TEAM

