

LEADERSHIP GIFTS OFFICER POSITION BRIEF



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FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of Casey House. For more information about this opportunity, please contact Mia Gardiner, Senior Consultant, KCI Search + Talent by email at CaseyHouse@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 **August 10, 2023.**

Casey House is committed to fairness and equity in employment and our recruitment and selection practices. Casey House is also committed to building a team that reflects the diversity of the community in which we live and serve, including 2SLGBTQ+, Indigenous, Black, and other racialized communities, as well as those living with HIV. Please inform us of your needs if you require an accommodation of any kind and are contacted for an interview.

Casey House has adopted a mandatory COVID-19 vaccination policy, which requires all staff to be fully vaccinated, or for those not able to receive the COVID-19 vaccine, provide medical documentation and undertake point of care antigen testing no later than 48 hours prior to the start of each shift.

The salary range for this position is \$80,000 - 95,000 plus a full range of benefits, including a defined benefit pension through HOOPP, and a flexible work policy.





Leadership Gifts Officer Casey House

THE OPPORTUNITY

Casey House is seeking an exceptional relationship manager to join the team as the new **Leadership Gifts Officer**. This position will function as a gift advisor for donors interested in legacy and leadership giving.

Reporting to the Chief Development and Marketing Officer, the Leadership Gifts Officer will be responsible for providing strategic fundraising support, building relationships with individual and prospective donors, and ensuring superior stewardship to maintain donor involvement and support.



This position will have unique opportunities to participate in campaign development, as well as inspire a generous community to give at a transformative level and engage key community members in making legacy gifts, annual donations, and multi-year pledge commitments.

The Leadership Gifts Officer will engage a personal portfolio of prospects, advising donors and securing leadership gifts greater than five thousand dollars. They will possess a passion for philanthropy and bring knowledge and depth of experience in moves management principals. The successful candidate will increase financial support and employ new ideas to cultivate prospects, solicit donors, and provide personalized stewardship.

Demonstrating excellent communication, interpersonal, and presentation skills the chosen candidate will foster positive working relationships with medical leaders, clinician partners, donors, and volunteers, including board champions.

This is an exceptional opportunity for an enthusiastic fundraiser to join a compassionate and positive team and strengthen philanthropic contributions made by and for the 2SLGBTQ+ community.



ABOUT CASEY HOUSE



Casey House is unlike any other hospital.

Our specialty hospital in Toronto provides ground-breaking care to people living with and at risk of HIV. We offer a growing mix of inpatient, outpatient and community-based services that meet clients where they are in their individual journeys.

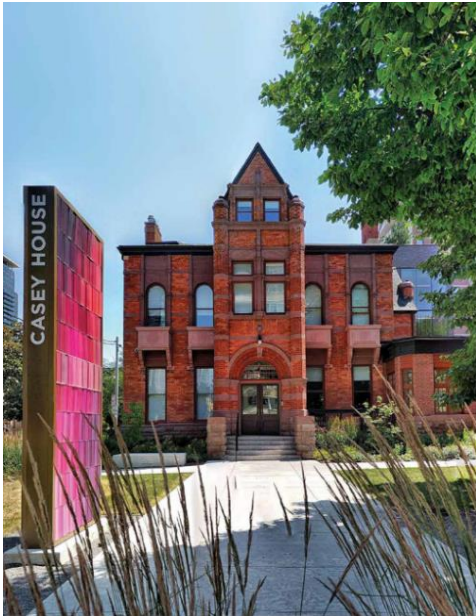
But it isn't our expertise alone that makes us unique. What sets us apart is our heart – the way we view our clients for their humanity, amidst the challenges they face. We strive to be a welcoming place, where people feel safe, understood and free from judgement. We embrace individuals for who they are. We recognize their courage and strength. Staff, peers and volunteers fight boldly for every member of our community and the socially-just health care we all deserve.

For more than 30 years, Casey House has broken down barriers. We create a community and sense of belonging that connects people to care they may not have been able to access elsewhere. We meet clients where they are in their journeys in whatever way is meaningful to them.

Casey House is anchored on a foundation of activism, advocacy and trailblazing. Our roots stretch back to the AIDS pandemic, when pervasive stigmas and discrimination left people to die without access to client-centred care. Our founders believed that everyone deserves to be cared for with dignity, compassion and respect. They created Casey House in 1988 as the first stand-alone facility for people living with HIV and AIDS. They identified gaps in the system and developed innovative new approaches to deliver socially-just care. They played a leading role in advancing HIV health care.

Today, our hospital is fulfilling that same mission and broadening our reach. Casey House has evolved and grown from our early days as a hospice into a hospital. We continue to build on a tradition of actively dismantling barriers to care and safe living. As medical advances improved HIV treatment and outcomes over the years, we adapted. We created new services to meet the changing and complex needs of our clients. We constantly look for ways to help more people overcome health inequities and access care.

The humanity of each client is at the heart of everything we do.



In 2017, Casey House built Compassion a new home with a 58,000 square foot purpose-built facility designed to deliver an enhanced model of care that puts clients first. A place where holistic care is provided in a non-judgmental, stigma-free setting to help achieve stability in clients' health and lives. Situated on Jarvis Street in downtown Toronto, Casey House ensures those who live with HIV/AIDS are not forgotten or overlooked.

As a relatively new disease, HIV/AIDS continues to change in the way it affects individuals as well as the groups of people affected. We have witnessed a dramatic evolution in the face of HIV/AIDS in the past two decades, with medications to manage health and an increase in infection rates in women, youth, Black and Indigenous people, people from countries where HIV is endemic, and people who are homeless, or precariously housed. Long-term survivors are aging and being confronted with complex and concurrent health issues.

Clients say it's the people who make Casey House so special. From the dedicated group of volunteers who founded Casey House in 1988, to current physicians, nurses, therapy practitioners, social workers, volunteers, and most importantly the clients and their loved ones – everyone is part of the team.

Philosophy of Care

Casey House engages compassion to deliver its holistic approach to health care; one that recognizes a person's physical, mental, cultural, and social well-being as fundamental components of wellness. The safe, welcoming, and judgement-free environment promotes a sense of belonging and community.

Casey House's philosophy is built on a history of activism, trust and respect, with care provided through a broad range of disciplines. The focus is on possibilities rather than constraints through thoughtful, tailored care. Casey House respects personal autonomy and informs and engages clients to identify and attain their health goals in whatever way is meaningful to them.

Casey House recognizes and acknowledges that systemic inequities have a profound effect on clients and aspires to achieve stability and health in their lives. The multidisciplinary team, including those with lived experience, develops lasting partnerships with clients and works side by side, respectfully supporting clients to address barriers they face. Casey House believes it is their responsibility to advocate for a model of compassionate and socially-just health care; everyone deserves judgement-free care.

FUNDRAISING AT CASEY HOUSE

The Casey House Foundation exists exclusively to raise funds for the hospital. The Foundation is a separate legal entity, and it is managed as such. There is one CEO and one Board Chair for both organizations, but all meetings, reporting, policies, and processes operate separately from one another. The Chief Development and Marketing Officer and other Foundation team members are employed by the Foundation corporation. However, the two teams function collaboratively under a 'one Casey House' philosophy, with employees of the two organizations working closely and symbiotically.

There is no cost to clients for Casey House's services. As with other hospitals, basic operating costs are funded by Ontario's Ministry of Health and Long-Term Care.

Casey House relies heavily on the generous donations of supporters for capital projects and to enhance health care programs including inpatient and outpatient programs, community care and outreach, as well as education. Funds raised by the foundation reduce barriers to healthcare access for patients with and at risk of HIV. We raise \$3.8 million annually, including over \$1 million from our events and the Rebuilding Lives capital campaign raised \$10 million.

Individual donors support Casey House through a variety of fundraising programs including major gifts, one-time gifts and monthly annual donations, event participation, gifts of securities, and legacy gifts. The Friends InDeed Legacy Society honours and recognizes donors who have made a long-term commitment to Casey House's mission through planned gifts.

Many of Canada's leading corporations also support Casey House. These corporate partners sponsor fundraising events and engage in philanthropic giving to support services. Casey House also helps corporations provide volunteer opportunities to their employees. These generous corporations help support and empower the vulnerable people of the community living with HIV/AIDS, advocate on their behalf, provide them with compassionate, progressive, and effective care, and make their humanity more visible than their disease.

There are 200+ volunteers who engage in many meaningful ways. Each year, volunteers provide vital services, programs and support to clients, and many more assist with fundraising activities and events.

In 2021, Casey House was proud to be named as one of Maclean's top 10 Canadian health charities. In 2021, Casey House was also ranked as a 5 out of 5 star charity by Charity Intelligence, based on the effective and efficient use of dollars as well as the accountability of our operations. In 2022, Casey House achieved the accreditation primer award with Accreditation Canada.



ADDITIONAL INFORMATION

- [2022-2023 Impact Report](#)
- [2022-2023 Financial Statements](#)
- [Accountability at Casey House](#)
- [Health Services](#)
- [The Casey Awards](#)
- [Support Casey House](#)
- [Board of Director Bios](#)
- [Podcast – Positively Speaking](#)
- [Announcement and Events](#)
- [Fundraising Events](#)

BOARD OF DIRECTORS

Members:

- Paul Boniferro
- Joseph Bonnici
- Lindsay Broadhead
- Stephen Brown, *Chair*
- Michael Ghent
- Ian Gregoire
- Adrian Ishak
- Brad Keenan
- Gale Kelly
- Wolf Klassen
- Kirk LeMessurier, *Vice Chair*
- David McIsaac, *Treasurer*
- Susan Mullin

- Victor Ng
- Stephen Ranger
- Kathleen Sheehan
- Jessica Shute
- Gillian Stacey
- Eric Turner
- Dean Valentine

Ex-Officio:

- Joanne Simons, *Chief Executive Officer, Secretary*
- Alanna Scott, *Chief Development and Marketing Officer*

FOUNDATION COMMITTEE

- Stephen Ranger (*Chair*)
- Stephen Brown
- Brad Keenan
- Elaine Kierans
- Susan Mullin
- Craig Shannon
- Tommy Smythe
- Dev Tewari

KEY DUTIES AND RESPONSIBILITIES

- Champion Casey House Foundation's strategic and annual plans with a focus on leadership and legacy giving.
- Work with the Chief Development and Marketing Officer to develop and implement annual and long-range plans, including Campaign plans, to maximize the cultivation, solicitation and stewardship of leadership donors and prospects.
- Increase financial support and employ new ideas to cultivate prospects, solicit donors, and provide personalized stewardship.
- Inspire a generous community to give at a transformative level, and engage key community members in making legacy gifts, annual donations, and multi-year pledge commitments.
- Build and manage a portfolio with an annual revenue target of 1M and approximately 75 potential donors capable and inclined to give \$5,000 or more.
- Maintain a visit schedule of 10-15 in person cultivation/solicitation visits per month.
- Cooperatively develop strategies and processes to migrate donors from the Direct Response portfolio to the Leadership Gifts program.
- In collaboration with the Chief Development and Marketing Officer and foundation team, plan relevant communication materials for leadership and legacy giving, such as project descriptions, case statements, funding proposals, and gift agreements.
- Participate in campaign development and execution.
- Ensure superior stewardship to maintain donor involvement and support.
- Foster working relationships with medical leaders, clinician partners, and volunteers, including board champions.

QUALIFICATIONS

- Excellent interpersonal skills with a genuine interest in people and their charitable aspirations.
- Relationship-building expertise and the ability to strategically advance the relationship.
- Outstanding communication skills including written, verbal, public speaking, tailoring messaging, and active listening.
- Exceptional project management, planning, and coordination abilities.
- Proven ability to develop and execute a planned giving program.
- Prior experience engaging, training and inspiring volunteers, committees, and boards.
- Experience managing data with the ability to manage and track major gift activity and pull reports.
- Highly organized and able to adapt to changes and manage uncertainty.
- Meticulous attention to detail and follow through.
- A passion for Casey House, our community and healthcare fundraising.



- Critical thinking and sound judgement in making recommendations and decisions.
- Respect for confidentiality and discretion with the ability to demonstrate tact, poise, and sound judgement.
- Commitment to supporting a positive team and work culture.
- Creative, innovative, and resourceful.
- Commitment to professional and personal growth through continuing education programs and self-directed learning.
- Prior experience in a healthcare environment, public relations, or sales is an asset.
- CFRE designation is an asset.
- A university degree or college diploma (with a focus on fundraising, public relations or other related field), or equivalent combination of education and work experience.
- Experience with Raiser's Edge/NXT would be an asset.

BIOGRAPHIES

Joanne Simons – Chief Executive Officer, Casey House



Joanne Simons is a senior health care leader and devoted advocate of healthy communities whose first passion is the not-for-profit sector. Joanne has been the Chief Executive Officer of Casey House since 2016, leading the transformation of the organization from a hospice to an HIV/AIDS specialty hospital to better serve a community that faces systemic barriers to accessing health care. Under Joanne's leadership, Casey House was recognized as one of Canada's top ten health charities by *Maclean's*.

Over the past 20 years, Joanne has provided strategic guidance in areas of revenue development, public policy, clinical program development and organizational change in senior positions with The Arthritis Society, Canadian Breast Cancer Foundation and CauseForce. She has served on many Boards, including The Redwood Shelter and Hazel Burns Hospice and currently Street Haven, a shelter for women experiencing homelessness. Joanne is actively engaged in The Advanced Health Leadership Program at the Rotman School of Management.

Alanna Scott, Chief Development and Marketing Officer, Casey House



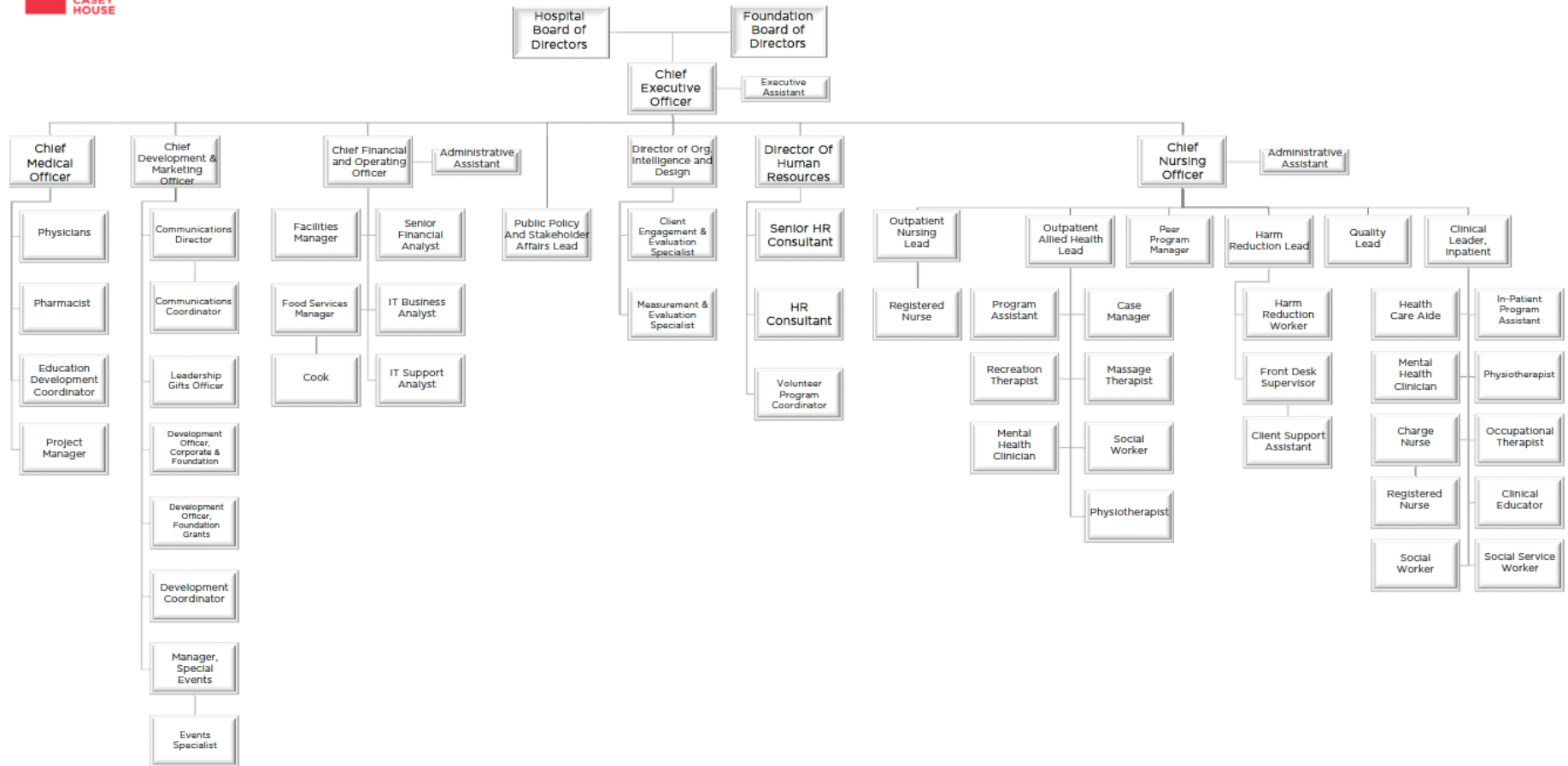
Alanna is a senior fundraising executive who has extensive expertise with national, international and local charities in the healthcare, environmental and social service sectors. She has strong financial acumen and a successful track record delivering results, with her teams raising over \$200 million over a 25-year career. She holds a Certified Fundraising Executive (CFRE) designation and is a member of the Association of Fundraising Professionals, the Association of Healthcare Philanthropy and Canadian Association of Gift Planners.

Alanna designed and taught the Fundraising Campaigns course in the fundraising certificate program at TMU and edited the book, *Capital Campaign Strategies that work* by Andrea Kielhstedt. Alanna is a former Board Director of the Association of Professional Researchers for Advancement (APRA Canada) and a current Board Director of the Rotary Club of Toronto. Alanna has three graduate

degrees in management, finance for social innovation and health administration and will graduate from the Master of Laws Program at Osgoode in 2024.

ORGANIZATIONAL CHART

CASEY HOUSE Organizational Chart



ORGANIZATIONAL CHART – CHIEF DEVELOPMENT OFFICER TEAM

