



Waypoint

CENTRE *for* MENTAL HEALTH CARE
CENTRE *de* SOINS *de* SANTÉ MENTALE



**DIRECTOR OF FUND
DEVELOPMENT
EXECUTIVE BRIEF**



CENTRE for MENTAL HEALTH CARE
CENTRE de SOINS de SANTÉ MENTALE

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FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of Waypoint Centre for Mental Health Care. For more information about this opportunity, please contact Ellie Rusonik, Vice President, KCI Search + Talent, by email at Waypoint@kcitalent.com.

All inquiries and applications will be held in strict confidence. Interested candidates should send their resume and letter of interest to the email address listed above by **August 30, 2023**. Accommodations are available on request for candidates taking part in all aspects of the selection process. If you require any accommodations, please notify the Search Consultant.

Waypoint Centre for Mental Health Care is committed to building an intentionally inclusive environment that engages, supports, and empowers employment equity and diversity in the workplace and communities served. We welcome applications from women, racially visible individuals, people with disabilities, Indigenous peoples, and LGBTQ+ persons.

The salary range for this position is \$126,000 - \$147,000 and includes HOOPP, comprehensive health benefits, and relocation support if required.

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



CENTRE for MENTAL HEALTH CARE
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Director of Fund Development

THE OPPORTUNITY

Waypoint Centre for Mental Health Care is seeking a strategic and relational fundraising leader as their new Director of Fund Development. Reporting to Waypoint's President & CEO and as a key member of the health centre's leadership team, the Director of Fund Development will be the organization's fundraising lead responsible for developing a comprehensive strategy including diverse revenue streams and will lead its implementation. Evaluating and building upon existing fundraising activities and creating new channels for support, the Director will inspire and manage a fundraising staff team as well as volunteer leadership to drive revenue, with a focus on philanthropy. The Director will build upon relationships with current supporters while developing new networks in support of Waypoint's priorities.

This is a unique opportunity to frame a bold and inspiring strategy for fundraising and to guide, inspire, and drive revenue to advance major priorities in an internationally recognized mental health care provider and research institution that is investing in philanthropic growth.

Waypoint offers a flexible, hybrid work model and is open to candidates from outside the region who are willing to be in the office part-time as well as engaged and present in the community.

ABOUT WAYPOINT CENTRE FOR MENTAL HEALTH CARE

Waypoint is a fully accredited recognized academic and teaching hospital providing specialty mental health and addiction services and geriatric services for Simcoe County, Muskoka and central Ontario, as well as forensic mental health services for all of Ontario. Our main campus, which includes the Waypoint Research Institute, is located on the beautiful shores of Georgian Bay in the Town of Penetanguishene. Waypoint is a proud partner in the Community Health Hub in Midland and has additional locations in Midland, Barrie and Huntsville. As a regional provider of specialized services, the hospital has an extensive range of acute and longer-term psychiatric inpatient and outpatient services as well as multiple community services including the North Simcoe/Muskoka Specialized Geriatric Services program and North Simcoe Youth Wellness Hub.



As part of our commitment to support the Ontario healthcare system, Waypoint is currently operating an additional 14 acute care mental health beds (for a total of 34 acute mental health beds); is a network lead organization for the Ontario Structured Psychotherapy Program; and offers free, confidential and low barrier access to individual counselling for healthcare workers, frontline workers and first responders through Frontline Wellness. Waypoint works in partnership with other organizations in the Central Ontario Specialized Health Network, bringing collaborative leadership and expertise to improve the care experiences and outcomes for people living with mental illness and addictions including children and youth, seniors and caregivers, people in palliative care, and support of Indigenous populations.

Waypoint is continually evolving beyond traditional health care through partnerships, innovation, and research. We are committed to working together in a meaningful and participatory way with patients/clients, families, staff, and partners to achieve optimal outcomes for the communities we serve. Building on our core values of Caring, Respect, Innovation, and Accountability, our 2020-2025 Strategic Plan aims to bring about transformational change, furthering Waypoint's vision of changing lives by leading the advancement and delivery of compassionate and excellent care under three core pillars:

SERVE

We will include patients/clients and families as partners in all we do, fostering a healing culture where staff, physicians, and volunteers are inspired to provide exceptional service and care.

DISCOVER

We will embrace education, advance research and seek, generate and apply best practice and new knowledge to create the best possible outcomes for patients.

LEAD

We will be a leader and trusted partner who embraces technology to support better overall health, collaborating with our partners to make it happen.

The award-winning hospital is recognized for the provision of exceptional care to those most needing mental health services and its contributions to the understanding of mental illness. Most recently, the Waypoint team were the recipients of a *Certificate of Merit from Excellence Canada* recognizing the many years of commitment to workplace mental health and wellness, and have been recognized with an *Award of Excellence in Mental Health and Addictions Quality Improvement from the Canadian College of Health Leaders* for a quality improvement initiative improving services for people from priority populations, including people who are Indigenous, Francophone, and members of 2S-LGBTQ+ community. In June 2023, Waypoint was further recognized through being accredited with Exemplary Status by Accreditation Canada.

Five enabling plans for 2023-2026 were deliberately created together as an integrated roadmap to delivering on the current strategic priorities, creating opportunities for deeper synergies, collective ownership, and aligned priorities to optimize outcomes.

The five enabling plans are:

 Clinical Services	Defines Waypoint's focus to continually improve clinical service delivery for patients/clients and families at Waypoint and across the region. Articulates an increased emphasis on our role in expanding access to excellent care throughout people's care journeys through a 'Waypoint without walls'.
 Quality, Risk and Safety	Embraces a learning health system with virtuous learning cycles where data leads to knowledge that informs practice, which in turn generates data. Ensures continuous quality improvement, learning in practice, patient and staff safety, and risk mitigation is at the forefront of all our work.
 People	Sets the direction to cultivate an empowered, accountable, healthy, and thriving workforce that dares to innovate. Sees that we attract and develop an inspired and energized workforce with the appropriate skills and capacity to help us deliver on our strategic goals, addressing equity, diversity, and inclusion and maximizing opportunities for staff to learn and grow within Waypoint.
 Research & Academics	Articulates how we will deliver on an important and ambitious agenda to advance innovative and relevant research and expand the academic learner portfolio through new or enhanced partnerships.
 Digital Health	Advances Waypoint's commitment to leveraging technology toward data-driven learning and continual improvement in care delivery and operations, and toward enabling patients/clients to more actively participate in their care.

FUNDRAISING AT WAYPOINT

Waypoint has seen significant revenue growth over the past two years driven by major corporate support as well as increased participation in special events. This growth demonstrates Waypoint's ability to attract significant philanthropic investment, raise awareness and build connections with businesses and individuals.

As we look into significant healthcare priorities outlined in the Enabling Plans, and following a strategic review led by KCI, key areas of strength and development were identified. Waypoint is in a strong position of understanding and has made a commitment to and investment in building capacity in order to achieve desired growth.

There is an opportunity to diversify fundraising with a focus on high-touch, relationship-based programs, most notably major gifts and campaigns, in addition to building on the success of the current programs, events, direct response, monthly giving, grants, and employee giving.



ADDITIONAL INFORMATION

- [About Waypoint](#)
- [Senior Leadership Team](#)
- [2022/2023 Annual Report](#)
- [2020 – 2025 Strategic Plan](#)
- [Enabling Plans](#)
- [Waypoint Board Members](#)
- [Waypoint - Sharing the Good Things Newsletter](#)
- [Waypoint Research Institute](#)

KEY LEADERSHIP INITIATIVES

- Works collaboratively with the President & CEO and senior team to drive the overall fundraising vision and strategy, directing and overseeing short and long-term goals in alignment with organizational priorities and needs.
- Plans and directs all fundraising programs; oversees the development of annual plans for achieving fundraising success and monitors key performance indicators.
- Engages regularly with the Senior Leadership Team and other clinical teams to ensure a solid understanding of current and future healthcare needs and that those teams are informed and engaged in relevant fundraising activities.
- Acts as a representative and spokesperson for Waypoint within the community, with media, at events etc., building and maintaining relationships that support greater philanthropic support. Collaborates with the Director of Strategic Communications and Public Affairs to ensure alignment and harness synergies in communications and presence.
- Builds and strengthens fundraising processes, policies, and activities ensuring adherence to regulatory requirements.

KEY RESPONSIBILITIES

Fund Development & Donor Relations:

- Builds capacity by developing diversified fundraising strategies, campaigns, programs, and events with multi-year and annual plans to meet healthcare needs.
- Develops strategy and action-oriented plans to build successful Major Gifts and Planned Giving programs with robust pipelines of major gift donors.
- Coordinates and participates in the identification, evaluation, cultivation, and solicitation of prospective donors, including individuals, foundations, corporations, and organizations. Supports Waypoint leaders in responding to expressions of interest for government funds.
- Manages a personal portfolio of high-value major gift prospects and donors. Supports the CEO and other senior leadership team members in managing their portfolios of prospects and donors.
- Further develops and builds existing ongoing fundraising programs (Major Gifts, Special Events, Direct Response, and Monthly/Employee Giving).
- In collaboration with the senior leadership team, leads development of the cases for support to build awareness of philanthropic opportunities.
- Builds the culture of philanthropy within the Hospital's internal community.
- In collaboration with the communications team, develops strategic communication plans and activities that highlight donor impact.
- Provides leadership, support, and guidance to the Development Committee and fundraising volunteers and Board members.

Staff and Relationship Management:

- Manages people-related processes including recruitment, training and development, performance management, and retention.
- Provides inspiring leadership to the Development team, ensuring clear accountabilities, ongoing work quality, and effective project management.

- Coaches and motivates staff and volunteers to achieve personal and team targets.
- Measures, monitors, and manages the overall performance of the program and direct reports against set performance targets.
- Performs all work in compliance with all hospital policies and procedures and legislation (Occupational Health & Safety Act, Fire Code, WHMIS, etc.) relevant to health and safety, security (including relational/therapeutic security) and potential risk hazards, and in particular, “duties of the worker” as defined in Section 28 of the OH&S Act.

Finance & Operations:

- Develops and manages annual budgets and provides regular reports to the President & CEO and Development Committee.
- Acts as the administrative lead for the fundraising department and team including monitoring, and approving all major expenditures, service contracts, and other expenditures.

QUALIFICATIONS & COMPETENCIES

- Progressive leadership experience in a charity or non-profit with a focus on fundraising.
- Demonstrated success contributing to fundraising programs and projects such as major gift fundraising, capital campaigns, planned giving and annual campaigns.
- Ability to proactively develop productive interpersonal relationships with staff, donors, the public, businesses, volunteers, health care administrators, and professional staff.
- Major gift fundraising success, including direct involvement in building and growing pipelines and cultivating, soliciting, and stewarding major donors.
- Excellent relationship building skills with the ability to engage individuals and groups in a manner that increases philanthropic support.
- Strategic thinker with a proven ability to operationalize strategic objectives into successful annual business plans. Experience promoting and meeting growth targets for programs and/or initiatives.
- Previous experience working with and engaging leadership volunteers in fundraising activities.
- Proven track-record leading successful teams with the ability to lead, coach and develop staff.
- Financial acumen, including experience managing budgets and demonstrating fiscal accountability.
- Excellent verbal, written and presentation skills with the ability to engage diverse audiences.
- Proven ability to build and maintain effective relationships with hospital leadership and colleagues, or their equivalent in a non-healthcare environment.
- Demonstrated experience in a similarly complex, data-driven environment that promotes collaboration and strong partnerships.
- Strong working knowledge of the financial, legal, and regulatory requirements for a not-for-profit organization.
- Knowledge of tools and technology to support fundraising success and overall efficiency, including donor databases.
- Personal commitment to diversity, equity, and inclusion.
- A demonstrated passion for healthcare philanthropy with experience working in a healthcare environment is considered an asset.

- Experience in communicating with diverse communities is an asset, as is bilingualism (English/French).
- Post Secondary Degree/Diploma in a relevant discipline or equivalent combination of education and experience.
- Ability to attend community events as a representative of the hospital; ability to work evenings and weekends as required.
- A valid driver's license with regular access to a vehicle.

FUND DEVELOPMENT COMMITTEE

Doris Shirriff – Chair
Cathy Bayles – Past Chair
Andrea Ahrens
Morana Bakula
Avery Bassett
Christopher Canning

Diane Desroches
Steve Parry
Danielle Smith
Ernest Vaillancourt
Dr. Nadiya Sunderji - Director, Fund Development

BOARD OF DIRECTORS

Ernest Vaillancourt – Board Chair
Steve Parry – First Vice Chair
Dr. Howard Barbaree – Second Vice-Chair
Morana Bakula – Director
Gail Czukar – Director
Soumya Ghosh – Director
Trisha Hutzul – Director
Doris Shirriff – Director
Jill Tettmann – Director

George Vadeboncoeur - Director
Betty Valentine – Director
Dr. Nadiya Sunderji – President and CEO
Dr. Kevin Young – Vice-President, Medical Affairs and Chief of Staff
Linda Adams – Vice-President, Patient Experience and Chief Nursing Executive
Dr. Patricia LePage – President, Professional Staff Association

LEADERSHIP BIOGRAPHY

Dr. Nadiya Sunderji, President and Chief Executive Officer



Dr. Sunderji assumed the role of Waypoint’s President and CEO in 2022 after serving as Vice-President, Medical Affairs and Chief of Staff since 2019. In her previous role, she was instrumental in championing an engaged physician workforce through new programming including Waypoint’s first physician assistants and the development of a strong physician leadership structure expanding to outpatients and digital health.

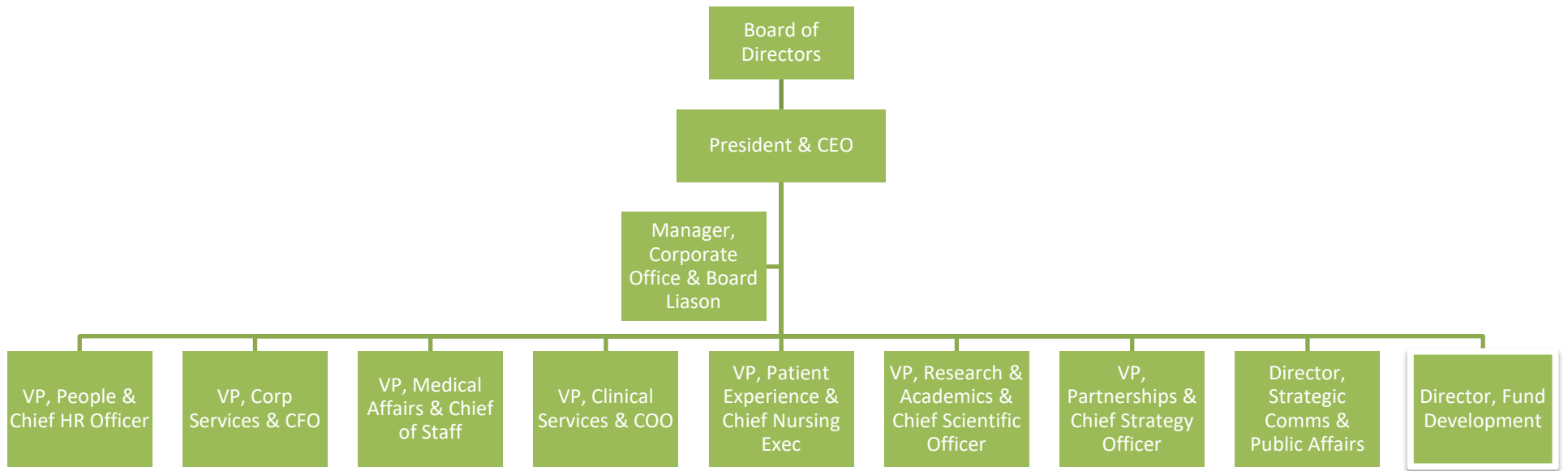
In her first year as President and CEO, Dr. Sunderji oversaw the development and launch of the enabling plans, a strategic review of the fundraising at Waypoint, and significant growth in competitive research funding, while championing mental health system transformation through partnerships regionally and provincially.

She has received international and national recognition for her leadership and research in collaborative care, quality improvement and education. She has lectured internationally and is the author and co-author of numerous publications focused on integrated care, leading her to be a sought-after mentor.

[Full Biography](#)

[LinkedIn](#)

WAYPOINT ORGANIZATIONAL CHART



FUND DEVELOPMENT TEAM ORGANIZATIONAL CHART

