



## **VICE-PRESIDENT - ANNUAL PROGRAMS, EVENTS & OPERATIONS**

Full-time

### **About Michael Garron Hospital Foundation**

Michael Garron Hospital Foundation raises funds and engages our community in support of our hospital. A donation to Michael Garron Hospital is an investment in the prosperity of each and every person living in East Toronto. When members of our community are healthy, they are able to reach their full potential and better contribute to their family, neighbourhood, and ultimately, Canadian society.

To achieve our shared vision - Great care inspired by community - we engage donors and supporters in helping Michael Garron Hospital make a lasting impact on the health and well-being of everyone in East Toronto.

Our community is one of the most diverse in Canada – and its healthcare needs are great. 40% of residents are newcomers. More children, refugees, and seniors living alone call East Toronto home than anywhere else in the city. Poverty and isolation – two of the most critical social determinants of health – affect people in our neighbourhoods disproportionately.

Michael Garron Hospital provides care from birth to end-of-life, serving 400,000 people living in East Toronto. The staff team delivers first-rate care on a first-name basis at a level of excellence rivalling anywhere else in the city. Our hospital is also developing tomorrow's healthcare leaders, with the largest community and family medicine teaching program affiliated with the University of Toronto.

This year marked the successful close of our Heart of the East Campaign to raise \$100 million for our hospital's transformation. Tens of thousands of donors helped us surpass our goal by an incredible \$26 million. We have bold aspirations for what's next that include bringing the benefits of renewed spaces to even more of our patients, increasing surgical capacity and equipping our teams with reliable tools and modern equipment.

To learn more, please visit:

- [Michael Garron Hospital Foundation](#)
- [Michael Garron Hospital](#)
- [Annual Reports and Financial Statements](#)
- [Our events](#)
- [Ways to give](#)

Join our dynamic team as we support Michael Garron Hospital in meeting the evolving needs of our vibrant community. We are seeking an accomplished leader and fundraiser who wants to advance their career as our Vice-President, Annual Programs, Events and Operations.

## **THE OPPORTUNITY**

A key member of the leadership team, the Vice President will be responsible for leading and growing three key portfolios. Reporting to the President, the incumbent will lead a dynamic team and work collaboratively with other departments to achieve ambitious fundraising goals.

The Vice President plays a pivotal role in leading and advancing the philanthropic initiatives of the hospital and is responsible for developing and executing comprehensive fundraising strategies. They will secure \$3 - \$4 million annually in support of the hospital's priorities. The successful candidate will demonstrate a strategic mindset, exceptional relationship-building skills, and a proven track record of driving philanthropic success.

The incumbent will be a key contributor to the organization's strategic plan in addition to developing and implementing comprehensive fundraising strategies to achieve annual and long-term financial goals. They will provide visionary leadership, fostering a culture of innovation, collaboration, and accountability.

## **ANNUAL PROGRAMS**

- With a team of two direct reports, and the assistance of a third-party agency, oversee a multi-channel direct response campaign currently earning \$1.5 million annually.
- Develop and execute a robust annual giving strategy to achieve fundraising goals, with a focus on unrestricted funds to support the hospital's greatest needs.
- Stay current with industry norms and KPIs related to annual giving best practises.
- Implement effective donor retention and stewardship programs to enhance the donor experience and build long-term relationships.
- Provide strategic direction for donor acquisition efforts, utilizing data-driven insights to optimize outreach and engagement.
- Oversee the development of compelling fundraising materials, including appeals, newsletters, online content and impact reports.
- Develop and implement strategies to pipeline leadership annual donors to major gifts.
- Collaborate with major gifts, planned giving, and communications teams to ensure a cohesive and integrated fundraising approach.

## **FUNDRAISING EVENTS**

- With a team of three direct reports as well as the assistance of third-party event management companies, oversee a portfolio of signature fundraising events raising ~ \$3 million annually, including our biennial Laughter is the Best Medicine Gala, next scheduled for May 2025, a golf tournament, and our annual Celebration of Food & Wine.
- Oversee the Impact Council, a committee of philanthropic young professionals who fundraise through events.

- Implement our recently approved multi-year event strategy, which includes the implementation of two new events, including a peer-to-peer community event.
- Actively recruit, onboard and manage volunteer committees in support of our events.
- Identify, cultivate, and steward relationships with key donors, sponsors, and community partners to enhance support for fundraising events.
- Collaborate with internal teams to tailor sponsorship packages that offer meaningful benefits to sponsors.
- Oversee the planning, coordination, and execution of all fundraising events, ensuring a seamless and memorable experience for attendees.
- Manage logistics, budgeting, and timelines for events, ensuring efficiency and cost-effectiveness.
- Implement strategies to engage donors before, during, and after events to strengthen relationships and encourage ongoing support.
- Introduce innovative and creative concepts for fundraising events, keeping abreast of industry trends and best practices.
- Implement strategies to enhance the visibility and reputation of the hospital foundation through events.
- Monitor and analyze the financial performance of events, making data-driven decisions to optimize future initiatives.

## **OPERATIONS**

- With one direct report, oversee the gift processing function for the organization, approximately 23,000 transactions annually.
- Act as the subject matter expert in CRA policies as it relates to gift processing and issuing receipts for income tax purposes
- Act as the Foundation's Privacy Officer, keeping abreast of relevant privacy legislation and ensuing compliance.
- Advise on best practices with regards to data structure, management, and reporting.
- Collaborate with the executive team to develop and implement strategic plans aligned with the organization's mission and objectives.
- Provide strategic insights and recommendations to enhance operational efficiency and effectiveness.
- Develop and implement policies, procedures, and best practices to enhance operational excellence.
- Act as a signing officer for the Foundation, reviewing invoices and monthly journal entries and the annual T3010.

## **OTHER RESPONSIBILITIES**

- Analyze and report on fundraising goals and metrics, providing regular updates to the board.
- Collaborate with the marketing and communications team to develop compelling materials that effectively communicate the organization's impact and funding needs.
- Foster a collaborative and high-performance culture, providing mentorship and guidance to team members.
- Conduct regular performance evaluations.
- Stay informed about industry trends, best practices, and emerging opportunities to enhance fundraising effectiveness.

## **REQUISITE EXPERIENCE AND ATTRIBUTES**

- A minimum of ten (10) years of recent and related years of progressively more senior experience in fundraising, preferably in a healthcare setting.
- Bachelor's degree in a relevant field; advanced degree and/or professional certification in fundraising is considered an asset.
- A sophisticated grasp of direct marketing techniques and related methods for building and sustaining annual support.
- Proven experience in fundraising event management, with a track record of successful large-scale events, including galas and peer-to-peer events.
- Strong leadership and team management skills, with the ability to inspire and motivate a high-performing team.
- Exceptional interpersonal and communication skills, with the ability to engage donors and volunteers effectively.
- A proven ability to develop persuasive solicitation materials for external audiences.
- Strategic and creative thinker with the ability to develop and implement effective fundraising strategies.
- Familiarity with fundraising software and technology, with experience using Raiser's Edge NXT and AKA Raisin an asset.
- Strong understanding of best practices related to gift processing, data management and reporting.
- An ability to interpret data in order to determine effectiveness of current strategy and determine future action
- Experience in the hospital fundraising an asset.
- Vendor management experience.
- Superior organizational and problem solving skills.
- Familiarity with East Toronto an asset.

- All employees of Michael Garron Hospital (MGH), a division of Toronto East Health Network (TEHN) [formerly Toronto East General Hospital (TEGH)] agree to work within the legislated practices of the Occupational Health and Safety Act of Ontario.
- All employees of MGH are responsible to contribute to a transparent culture of patient and staff safety by adhering to and abiding by patient and staff safety policies and procedures set by MGH.
- All employees are accountable for protecting the psychological health and safety of themselves and their co-workers through adherence to MGH's policies and practices.

**With our colleagues, hospital partners, volunteers, donors and the community we serve, we continually work to:**

- Channel our passion and pride to achieve excellence in everything we undertake
- Set a high standard for ourselves and for our team
- Be passionate champions of Michael Garron Hospital and philanthropy
- Foster a respectful team environment that is committed to diversity and inclusion
- Embrace our mission each and every day

We value collaboration, innovation, integrity and respect.

**Vaccines (COVID-19 and others) are a requirement unless you have an exemption pursuant to the Ontario Human Rights Code.**

Michael Garron Hospital fosters an inclusive and diverse work environment. We are committed to providing accommodations for applicants upon request at any stage of the recruitment process. Should you require an accommodation, please let us know how we can work with you to meet your needs.

## **COMPENSATION & HOW TO APPLY**

We offer an industry leading pension plan (HOOPP), a comprehensive group health and dental benefits package, fitness classes and gym membership, an employee discount program, and tuition assistance. Our salary range is \$145,000 - \$195,000 with annual increases and a performance-based bonus.

Qualified applicants are invited to submit their resume and cover letter by December 5, 2023 to [diana.gonzalez@tehn.ca](mailto:diana.gonzalez@tehn.ca). We will be reviewing packages as they are received, therefore early applications are encouraged. We thank all applicants and advise that only those selected for an interview will be contacted. We thank you in advance for your submission and appreciate the time and effort you put in.