

**Our stories may be
different, but our MS
journey is shared.**



Vice-President, Philanthropy
Executive Brief

MS | SP Canada

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Application Process

KCI (Ketchum Canada Inc.) has been retained to conduct this search on behalf of MS Canada. For more information about this exciting leadership opportunity, please contact Ellie Rusonik, SVP/Lead, Search + Talent by email at MSCanadaVP@kcitalent.com.

Interested candidates should submit their resume and a cover letter of interest no later than April 23, 2024. All enquiries and nominations will be kept in strict confidence.

The hiring salary range for this position is **\$180,000 - \$200,000** as well as comprehensive health benefits, health spending account, and RRSP match.

MS Canada has a bold vision for the future. We have a team of dedicated professionals who share a common goal to create a world free of MS. We strive to be an employer of choice and provide a working environment that values diversity, teamwork, and professional development. MS Canada embraces diversity and encourages all qualified applicants to apply.

We are committed to accessibility for all candidates and will accommodate applicants in need of assistance. Please contact us should you need accommodation.

This position is a position of trust. The incumbent will be required to complete the screening process including completion of a criminal and credit background check in compliance with the National Screening Measures Policy.

MS | SP Canada

Vice-President, Philanthropy

The Opportunity

MS Canada is seeking a strategic and engaging **Vice-President, Philanthropy** to lead the philanthropy portfolio including *principal and major gifts; corporate partnerships and sponsorships; and annual giving* with an annual revenue accountability of \$30M (and growing). The Vice-President will work closely with the CEO, Board of Directors, key leadership volunteers, and our Mission and Community teams to launch and drive our new \$200M+ campaign that will advance our vision of a world free of MS.

Reporting to the CEO and as a contributing member of the Executive Team, the Vice-President, Philanthropy will work collaboratively with leadership volunteers, executives, and team members at all levels to achieve critical, shared outcomes. A consummate team player, the Vice-President will lead, guide, and motivate a talented and capable team of 20, driving accountability to achieve both team and individual goals.

The Vice-President will be an experienced and accomplished fundraising leader who will strengthen the culture of philanthropy across the organization by delivering exceptional, best-in-class donor cultivation and stewardship practices, building long-lasting and productive relationships, and delivering superior donor experiences.

The Vice-President will enjoy a flexible work location anywhere in Canada. Travel across Canada for meetings and donor engagement will be required in this role.

About MS Canada

This is an exciting time to join MS Canada as we move forward with our bold vision of a world free of MS. With a mission to connect and empower the MS community and to create positive change, MS Canada provides essential services to people with MS and their families and funds research to find pathways to cures.

Canada has one of the highest rates of multiple sclerosis (MS) in the world, with an estimated 90,000 Canadians living with the disease. While it is most often diagnosed in young adults aged 20 to 49, younger children and older adults are also diagnosed with the disease. The total annual estimated socioeconomic cost of MS in Canada in 2019 was estimated at \$3.4 billion. At MS Canada, we are privileged to be a part of a determined group of change agents who are working tirelessly to create a world free of MS with thousands of volunteers engaged in and advancing our programs, fundraising events, public awareness campaigns and advocacy activities.

MS Canada is governed by a board of directors comprised of 14 volunteer members who are elected annually. Through our Community Engagement Framework, hundreds of leadership volunteers are driving collective action across the country. Leading community-based initiatives in fundraising, advocacy, public awareness, research and programs, leadership volunteers act as important connections to our grassroots.

Our strategic vision not only builds upon the work of the entire MS community but also brings a new chapter to move forward with our mission of connecting and empowering the MS community to create positive change that helps realize our vision of a world free of MS.

Through discoveries, innovation, and collective action, we will work together to alleviate the uncertainty that MS causes, help provide accessible options for disease management, and reach out to partners to eliminate physical and social barriers in our communities.

Our strategy not only lays out the roadmap in our journey to create a world free of MS, but we hope it also provides inspiration for all in the MS community to connect and collaborate in order to advance treatment and care, enhance well-being, understand and halt disease progression, and prevent MS from happening. Discover. Innovate. Act.



OUR IMPACT GOALS

ADVANCE TREATMENT AND CARE: Having a variety of effective treatment and care options for symptom management, wellness, and self-care will help people on their unique MS journey.

ENHANCE WELL-BEING: Removing physical and social barriers within communities will ensure access to opportunities and supports for people affected by MS.

UNDERSTAND AND HALT DISEASE PROGRESSION: Understanding the complexities of MS progression will stop MS in its tracks.

PREVENT MS: Stopping MS before it starts will reduce the number of people who develop the disease.



MEASURING OUR IMPACT: Underpinning our strategy is a robust impact measurement framework to track our progress in achieving our impact goals.

What is MS

MS is currently classified as an autoimmune disease of the central nervous system (brain, spinal cord, and optic nerves). The disease attacks myelin, the protective covering of the nerves, causing inflammation and often damaging the myelin. Myelin is necessary for the transmission of nerve impulses through nerve fibres. If damage to myelin is slight, nerve impulses travel with minor interruptions; however, if the damage is substantial and if scar tissue replaces the myelin, nerve impulses may be completely disrupted, and the nerve fibres themselves can be damaged.

MS is unpredictable and may cause symptoms such as extreme fatigue, lack of coordination, weakness, tingling, impaired sensation, vision problems, bladder problems, cognitive impairment and mood changes. Its effects can be physical, emotional and financial. Currently, there is no cure, but each day researchers are learning more about what causes MS and are zeroing in on ways to prevent it.

We are here to help. No one needs to face MS alone. In communities across Canada, MS Canada provides information, support, educational events, and other resources for people living with MS and their families.

Researchers funded by MS Canada are working to find the cause of MS, develop better treatments that improve quality of life, and ultimately cure the disease for everyone who is affected by it.

MS COMMUNITY

Health care providers, Fundraisers, Caregivers, Family PEOPLE, Advocates, Policy-makers, MS Society staff, Researchers, Partner organizations, Friends, Allied communities, Donors

OUR ROLE

FUNDRAISE EMPOWER ADVOCATE FUND CONNECT SUPPORT FOSTER

Philanthropy at MS Canada

The core support of MS Canada has been from tens of thousands of dedicated individuals, companies and foundations in communities across Canada. **In 2022, MS Canada raised over \$46 million** through a diverse fundraising portfolio of community fundraising events, major gifts, direct marketing, and other fundraising initiatives:

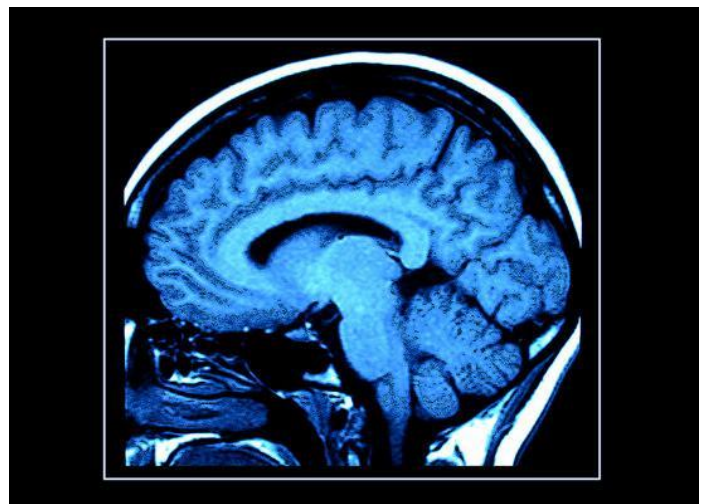
- \$11.0 million came from Community-based fundraising events
- \$13.3 million came from Direct Marketing
- \$18.4 million came from Leadership Giving (major and planned giving)
- \$2.4 million came from partnerships and cause marketing
- \$1.2 million came from other bespoke and miscellaneous fundraising activities

In 2022, MS Canada reinvested funds in the following programs:

- **\$8.4 million in MS research** – research grants, scholarships, fellowships, and investments
- **\$4.3 million in programs and services** – including education programs, self-help groups, recreational and social programs, information and referral services, financial support for daily living or equipment need
- **\$5.2 million in public education and awareness** – awareness campaigns, newsletters
- **\$2.4 million in volunteer support and development** – volunteer recruitment and training,
- **\$1.6 million in government and community relations** – educating all levels of government about needed changes to benefit Canadians living with MS and assistance to clients dealing with local transit and accessibility issues

Research at MS Canada

Canada remains at the forefront of MS research around the world. Through generous contributions from donors, corporate sponsors, and fervent fundraisers, MS Canada has invested over \$212 million dollars in research since its inception in 1948. This investment has led to significant results for people affected by MS. More specifically, MS Canada-funded studies have gone the distance in areas such as imaging, diagnosis, genetics, tissue repair, rehabilitation, and disease-modifying therapies. With each passing year research continues to reveal new knowledge about the cause of MS, as well as the mechanism by which MS impacts the central nervous system.



Although much progress has been made, many questions regarding MS remain unanswered. As a result, Canadian researchers with diverse scientific backgrounds and expertise are turning their attention to MS and working together to uncover important knowledge and develop treatments that will effectively manage symptoms and slow progression.

To ensure that momentum in MS research continues, MS Canada administers an annual research competition that provides support for researchers whether they are in the early stages of graduate school or conducting research as independent investigator. Funding researchers across the academic

and clinical spectrum enables education and training for the next generation of MS leaders while reinforcing their passion for the field.

In addition to supporting research, MS Canada engages young researchers in education and training programs, mentorship initiatives, and networking opportunities which aim to stimulate interest in MS research and encourage collaboration amongst the future generation of MS experts.

The overarching goal of MS Canada is to invest in research that will provide the greatest benefit to individuals who are deeply affected by MS. Each year the organization is hopeful that its commitment to research will bring the MS community one step closer to finding a cure for this complex and often unpredictable disease.

Additional Information & Resources

[About MS Canada](#)

[Mission and Values Strategic Plan](#)

[Imagine Canada Standards](#)

[Financial Information](#)

[Impact Reports](#)

[Policies](#)

[Governance](#)

[Board of Directors](#)

For more information, please visit www.mscanada.ca



Key Responsibilities

Fundraising

- Develop and implement a diversified and integrated fundraising strategy, aligned with the strategic framework, with clearly defined goals and outcomes.
- Work in partnership with the CEO, executive team, board of directors and MS Governors to successfully develop the strategy for and launch a new \$200+ million comprehensive campaign.
- Provide leadership to mobilize staff to create a cohesive and integrated approach to fundraising across the country in the areas of principal gifts, major gifts, annual giving, planned giving, foundations, and corporate partnerships and engagement.
- Drive increased focus and capacity of principal and major gifts across the country.
- Play a central role in the identification, cultivation, and solicitation of major donors, involving leadership volunteers and the CEO as needed, and actively manage a portfolio of top prospects and donors.
- Provide direct support to team prospecting and solicitation activities to expand portfolios and advance outcomes, paying special attention to building pipelines in all areas of giving.
- Oversee strategies that effectively steward donors at all levels of giving to optimize the donor experience.
- Work with the Marketing & Communications team to chart the strategic direction for fundraising and donor stewardship in digital channels, ensuring the implementation of current best practices in all areas including social, mobile, web, direct mail etc.
- Lead the strategic execution of the annual giving program, which includes the direct response campaign.
- Increase sponsorship, cause marketing partnerships, and corporate donations, and oversee corporate and cultivation events in partnership with the Marketing & Communications team.
- Ensure consistent and effective use of donor software (Salesforce) to inform decision-making and maximize fundraising opportunities.
- Establish performance measures, evaluate, and monitor the success of fundraising strategies.
- Develop and maintain productive relationships with board and leadership volunteers, providing assistance as required to support fundraising activities.

Senior Executive & Team Leadership

- Work in partnership with the CEO to lead MS Governors activities and reporting related to major giving and campaign activity, in concert with relevant Executive Team members.
- Function as an integral part of a high-performing executive team, focused on collaboration, working successfully across units and achieving impact.
- Work effectively with the Community, Mission and Marketing & Communications teams to drive fundraising activities, develop strong pipelines, build compelling proposals/cases for support, and deliver on sponsorship activation in markets.
- Manage, coach and track results of the Philanthropy team, including management of multiple direct reports.

Qualifications & Competencies

- Progressively senior fundraising leadership experience with a proven track record of results. Ability to model a highly collaborative approach, with the ability to work effectively across teams at all levels of the organization and across functional units to achieve impact.
- Demonstrated experience building, managing and retaining successful fundraising teams.
- Deep experience building relationships and securing gifts at the 6 and 7-figure level with individuals and families, foundations and community leaders.
- Experience planning and executing significant, comprehensive campaigns inclusive of all revenue streams, activities, and teams.
- Highly developed strategic and annual program planning and operations skills.
- Experience managing diverse revenue streams including principal gifts, major gifts, annual giving, planned giving, foundations, events, corporate sponsorship and partnerships, direct mail, telemarketing and internet-based fundraising.
- Strong skills in volunteer management including coaching and supporting Board and other senior fundraising volunteers and leveraging volunteer engagement into revenue-generating opportunities.
- Superior verbal, written and presentation skills.
- In-depth knowledge of fundraising and other information systems, data management and procedures with experience using data to inform decision-making and maximize fundraising opportunities.
- Demonstrated commitment to measuring outcomes and thrives within a results-oriented culture.
- Entrepreneurial and creative flare to develop and test innovative approaches to revenue generation.
- Up to date on market trends and where the future of fundraising is headed.
- Bilingualism (English/French) would be an asset for this role but is not a mandatory qualification.
- Candidates should possess or be qualified and willing to work towards a CFRE designation.
- A University degree or the equivalent combination of education and experience is required for this position.

Our Leadership

Pamela Valentine, Ph.D. President & CEO



Dr. Pamela Valentine joined MS Canada in 2018 with the drive and passion to lead the team of volunteers and staff in their work to accelerate research for better treatments and care, advocate for policy and system changes, and work towards improving lives for people living with MS.

Pam recently led the development of a new strategic plan – *Discover. Innovate. Act.* -- in collaboration with hundreds of stakeholders from across the country, including people living with and affected by MS, members of the scientific community, volunteers, staff, and donors. Alongside other change agents within the MS community, she is leading the implementation of the strategy to accomplish the ambitious goals of advancing treatment and care, enhancing well-being, understanding and halting disease progression, and preventing MS.

A trained neuroscientist, Pam came to MS Canada from Alberta Innovates where she spent over a decade and a half leading innovation and change. Her leadership at Alberta Innovates included significantly growing the health research portfolio and strengthening the integration of research and health systems to maximize impact for patients and providers. She also led the establishment of a new Alberta Innovates organization that consolidated four corporations across the health, energy, agriculture, and forestry sectors. Pam started her career as a faculty member at the University of Calgary at Hotchkiss Brain Institute and then moved to Alberta Heritage Foundation for Medical Research where she held a number of leadership roles.

Hailing from Edmonton, Alberta, and currently residing in Calgary, Alberta, Pam is a published researcher and has been awarded Hotchkiss Brain Institute Alumni of the Year, Canadian Psychological Association of Excellence, and the Neuroscience Canada Foundation Award. Pam believes in achieving impact in the health domain, a passion she developed as a basic scientist with a strong desire to facilitate translation between basic research and clinical care.

Pam is a strong advocate with an appetite for community involvement and currently serves as a board of trustee member for the MS International Federation; an executive committee member of the International Progressive MS Alliance; an executive committee member of Patient Reported Outcomes Initiative for MS (PROMS); a member of the Canada Post Accessibility Advisory Panel; a member of the Strategic Advisory Committee, Ontario Strategy for Patient Oriented Research (SPOR) Support Unit; a scientific advisory board member for SPOR Evidence Alliance; a member of CIHR Institute Advisory Board for Health Services & Policy Research; and a member of the Health Charities Coalition of Canada.

Executive Team Members

- Jennifer Arp – Senior Vice-president, Community
- Benjamin Davis- Senior Vice-president, Mission
- Danielle Mandell - Vice-president, People Innovation & Volunteers
- Diego Mena Martínez - Executive Director, Quebec Division
- Pam Seto - Vice-president, Digital Strategy, Marketing and Communications
- Shawn Slack - Vice-president, Corporate Services
- Vice President, Philanthropy
- Vice President, Programs

MS Canada Board of Directors (2023-2024)

The affairs of MS Canada are managed by MS Canada Board of Directors. More specifically, the board is mandated to make, monitor and amend national policy decisions relating to all levels of MS Canada; provide overall strategic direction and monitor strategic progress; approve the annual consolidated budget; monitor and approve financial statements; oversee the work of the president and chief executive officer; and make investment decisions at the national level.

Many members of MS Canada board have MS or have loved ones with MS. The quality of the oversight provided by the board hinges on these important perspectives and many others. MS Canada values and protects the privacy of people with MS. In this spirit, we do not require our volunteers to disclose whether they have MS or have loved ones with MS.

Officers

Susan Senecal – Chair (BC)
John Clifford – Vice Chair (Ontario)
Marilyn Emery – Secretary (Ontario)
Joe Healey – Treasurer (Manitoba)

Directors

Michael Giuffre, M.D., MBA (Alberta)
Martin Legault (Quebec)
Julia Stewart (New Brunswick)
Nancy Love (Ontario)
Shashi Malik (Alberta)
Jean-Sylvain Ouellette (Quebec)
Rheanna Robinson (British Columbia)
Cory Turner (Ontario)
Tracey Wahba (Saskatchewan)

MS Governors (2023-2024)

Nancy Love – Chair (Ontario)
Robin Anthony (Ontario)
Dwight Duncan (Ontario)
Valerie Hussey (Ontario)
Diana Joseph (Alberta)

Paul Mantini (Ontario)
Karen Oldfield (Nova Scotia)
Cory Turner (Ontario)
Justin Young (BC)

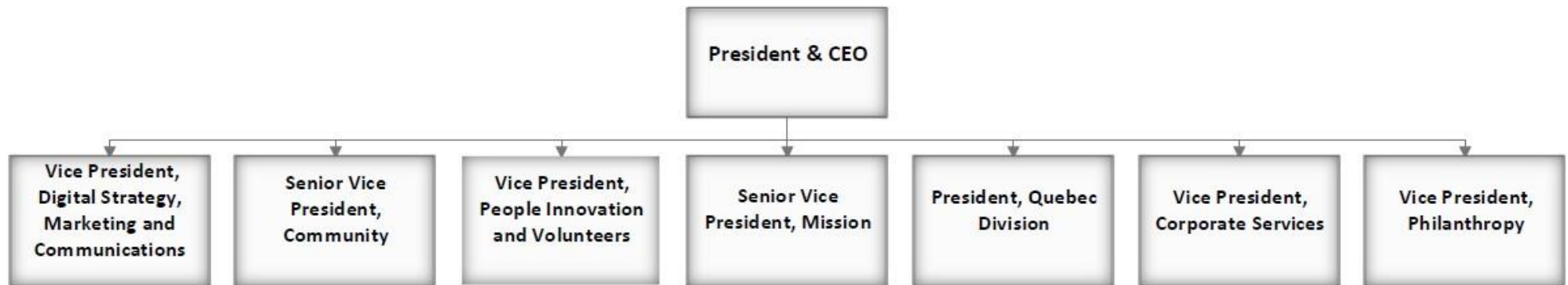
Ms. Nancy Love - Chair, MS Governors



My son lives with multiple sclerosis, and since his diagnosis I have been on a mission to do whatever it takes, whatever I can do, to help find a cure. I have had the opportunity to meet with many MS researchers, and it amazes me the depth, breadth, and amount of MS research that is being conducted here in Canada. Stem cell research, new treatments, imaging, genetics, cognition, and quality of life research – I’m interested in all of it. I am confident that we will find a cure within my son’s lifetime.

I grew up mostly in Ottawa, but have lived all over Canada, including London, Edmonton, Calgary, and Toronto, among others. I am a passionate Canadian! While I consider myself a lifelong student, I more formally hold an HBA from the Ivey Business School at Western University. I am currently the principal of NLo Strategies Inc., an investment holding company based in Toronto.

MS Canada Organizational Chart – Executive Leadership



MS Canada Organizational Chart – Philanthropy Team

