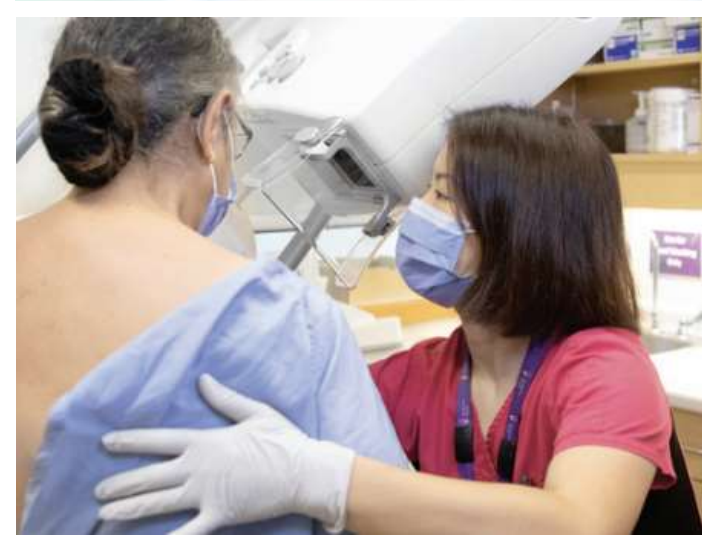




Mackenzie
Health
Foundation



Associate Vice President, Philanthropy

Executive Brief



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FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of Mackenzie Health Foundation. For more information about this opportunity, please contact, **Samantha David, Vice President, KCI Search + Talent** at MHFAVP@kci talent.com.

The deadline for candidate submissions is August 12, 2024. Please email your resume and letter of interest to the email address above.

Please note that the hiring range for this position is \$140,000 to \$175,000 annually, plus benefits including a pension plan.

Mackenzie Health Foundation is a hybrid work environment. The position encompasses York Region, and some external commitments may require regional travel.

Mackenzie Health is an inclusive and equal-opportunity employer committed to being representative of the people of York Region. We encourage all interested applicants of diverse gender, sexual orientation, religion, racial or cultural identity, or whether they are a person living with a disability. We will provide accommodations for applicants upon request at any stage of the recruitment process. If you require any accommodations during the recruitment process, please notify the Search Consultant.





Associate Vice President, Philanthropy

THE OPPORTUNITY

Mackenzie Health Foundation is seeking an exceptional senior leader and major gift fundraiser to be our new Associate Vice President, Philanthropy (AVP). As the diverse communities served by Mackenzie Health continue to grow, the Foundation is expanding its team to help drive the advancement of our philanthropic goals, and the new AVP will be an integral member of the senior leadership team.



Reporting to the Vice President of Philanthropy and leading a team of six, the AVP will help drive revenue goals and support excellence in donor relations throughout Mackenzie Health. Collaborative and growth-oriented, the incumbent will be responsible for building a team and developing and implementing a strategy that increases revenue in support of Mackenzie Health's highest-priority needs.

As an experienced non-profit leader and major gift fundraiser with a proven track record of success, the AVP (Associate Vice President) will manage a personal portfolio of principal and major gift donors and prospects. Additionally, they will build and lead a high-performing team to manage all stages of the fundraising cycle and develop donor communications and tactics in collaboration with colleagues across the Foundation. The AVP will work closely with the VP and CEO to ensure that the team's goals align with the overall goals of the Foundation and that cohesive fundraising plans are developed.

The new AVP should be outcome-driven with a track record of success. They will need to bring insight and innovation to all aspects of the major gifts program. This includes developing and implementing plans to increase revenue, as well as implementing management strategies to strengthen relationships with donors, resulting in increased engagement and revenue. They should be passionate about health care philanthropy and committed to our meaningful work. The new AVP will also need to promote a culture of philanthropy among their hospital colleagues, supporting the donor experience and building donor engagement resulting in leadership, transformative gifts, and multi-year commitments.

Mackenzie Health has a goal of continuous improvement and providing best-in-class care for the communities we serve. This is an exciting time to join the Foundation and inspire our community of donors to continue to do more after the completion of one of the largest campaigns undertaken by a Community Hospital Foundation in Canada.

ABOUT MACKENZIE HEALTH

Mackenzie Health is a dynamic regional healthcare provider serving the ethnically diverse population of more than one million people across York Region, including Richmond Hill, Thornhill, Vaughan, King, and surrounding communities.

The vision of Mackenzie Health is to create a world-class health experience and ensure residents receive most of their medical care close to home. This means delivering quality, compassionate, and timely patient-centered care. It means that everything is focused on patients and the community. Above all, it is the people – selfless volunteers, giving donors and dedicated staff who set Mackenzie Health apart.

Mackenzie Health includes two hospitals as well as community-based services. Mackenzie Richmond Hill Hospital and Cortellucci Vaughan Hospital. These hospitals work in tandem, with each site offering a full-service emergency department, core services and specialized services to provide community members with the care they need.



Cortellucci Vaughan Hospital – Canada’s First Smart Hospital

The state-of-the-art Cortellucci Vaughan Hospital opened on June 6, 2021, and features fully integrated systems and medical technology to improve the patient experience and provide the best possible care, putting Mackenzie Health on a path to becoming a technologically advanced, smart healthcare provider.



As Canada’s first smart hospital, each patient room at Cortellucci Vaughan Hospital features smart beds that automatically monitor patients, giving healthcare providers real-time information without disturbing them and has smart bedside tablets, which give patients access to personalized health information, including tailored educational videos.

Mackenzie Richmond Hill Hospital



Nationally recognized for its commitment to safety and quality patient care, Mackenzie Richmond Hill Hospital is home to many specialized services, including regional expertise for the York Region District Stroke Centre, York Region Chronic Kidney Disease Program, York Region Domestic Abuse and Sexual Assault (DASA) Care Centre, York-Simcoe Brain Injury Services and the Centre for Behaviour Health Sciences.

Over its 60-year history, the hospital has grown in both physical size and in the range and sophistication of its services to meet the health care needs of one of Canada's fastest-growing communities. From its humble beginnings in November of 1963, Mackenzie Health has transformed, becoming a two-hospital organization with the opening of Cortellucci Vaughan Hospital in 2021.

MACKENZIE HEALTH FOUNDATION

The communities served by Mackenzie Health are growing, and with that growth comes an increasing demand for quality health care services. Mackenzie Health Foundation is at the forefront of addressing this challenge through a multitude of fundraising programs and initiatives. Donor support enables Mackenzie Health to expand facilities, add new services, and equip medical teams to meet the healthcare needs of today and tomorrow.



Mackenzie Health Foundation is gearing up for an ambitious year with the bold theme – “Be Part of Something Bigger.” True transformation comes from the collective force of community support. The continued involvement of donors is essential to ensuring a bright future for health care in communities throughout the York Region.

While government funding is essential, it often falls short of covering the full spectrum of healthcare costs. Donations are what bridge the gap. The Foundation fundraises through a multitude of revenue streams including significant gifts from individuals. By engaging our community, Mackenzie Health Foundation ensures continued support, allowing Mackenzie Health to invest in state-of-the-art technology and training opportunities for health professionals, expand and improve facilities, launch specialized programs and clinics and meet our ambitions of creating a world-leading healthcare landscape for the people of York Region.

The Foundation is working towards increasing funds and donor commitments to meet the ever-growing needs of the community while supporting Mackenzie Health’s vision to provide a world-class healthcare experience. On the heels of the largest fundraising initiative ever undertaken by a community hospital in Canada, Mackenzie Health is motivated to do even more and to continue providing best-in-class health care services. To anchor ourselves and achieve continued success, we’ve recently developed a new five-year strategic plan designed to fulfill our statement of purpose: *Be a leader in healthcare philanthropy to inspire community support of patient care excellence at Mackenzie Health.*

MORE INFORMATION

- [Mackenzie Health Website](#)
- [About Mackenzie Health](#)
- [Mackenzie Health Strategic Plan](#)
- [Foundation Senior Management](#)
- [Foundation Board of Directors](#)
- [Mackenzie Health Foundation Publications](#)
- [2023 Audited Financial Statements](#)
- [Mackenzie Health News](#)



Corridor, Mental Health Care



Courtyard, Mental Health Care

KEY RESPONSIBILITIES

Leadership, Strategy & Planning

- Work with the CEO and Vice President, Philanthropy to identify and build strategies and plans for major and mid-level giving that support the Foundation's goals for revenue growth.
- Collaborate as a member of the Senior Leadership Team, ensuring strategies and plans are aligned across the department and with Marketing and Communications to ensure a shared approach to donor engagement across the organization.
- Establish revenue goals and lead the team to achieve goals, growing major and mid-level giving year over year.
- Promote a culture of philanthropy throughout Mackenzie Health, building awareness with internal partners and cultivating support for donor engagement.
- Work with the VP to manage budget development and establish, monitor and report on key performance indicators to track and report on progress.
- Act as an Ambassador for Mackenzie Health Foundation in the community, including attending community events and activities to identify and cultivate relationships with donors and potential donors.
- Demonstrate a commitment to embracing the diverse cultures in York Region, promoting inclusive behaviour, and representing Mackenzie Health with integrity and care.
- Provide strategic advice and support to colleagues and volunteers in support of effective donor solicitation and engagement to meet fundraising goals across fundraising streams.
- Employ an evidence-based decision-making approach and leverage data to demonstrate impact.
- Model and foster a culture of excellence, innovation, and collaboration.
- Work collaboratively across departments on shared objectives, fostering innovation, teamwork and excellence.
- Stay up to date on trends and best practices in the sector, using this knowledge to advance strategic objectives and innovation and strengthen overall fundraising results in support of Mackenzie Health.

Fundraising and Donor Relations

- Establish and help drive the attainment of annual revenue goals for senior leadership and the Philanthropy team with a focus on Major Gifts.
- Build and monitor a department donor pipeline and support the CEO, Vice President, Philanthropy, and senior volunteers through the cultivation, solicitation and stewardship of major and principal donors.
- Identify, cultivate, and steward a personal portfolio of major donors and prospects at the six-figure level and above.
- Collaborate internally to develop a variety of communications materials and assets to support donor cultivation, solicitation, stewardship, and recognition.
- Work closely with stewardship and community engagement colleagues to develop and implement a donor cultivation and stewardship framework to facilitate the growth of the prospect pipeline.
- Draft gift agreements aligned with secured proposals and ensure fulfillment of stewardship and recognition commitments.



- Effectively track and report on fundraising performance and progress towards personal and team targets across the major and mid-level giving portfolios.
- Provide detailed analysis of donor trends, regularly reviewing financial and statistical information.
- Work with the finance team to prepare financial reports and analysis of donor trends.
- Effectively leverage Raiser's Edge donor database to track, evaluate and report on fundraising activities.
- Monitor program revenues and expenses to ensure they remain within budget.
- Maintain current knowledge of mid-level, major gift and foundation granting trends through networking, research, and professional development.

People

- Build and lead a high-performing team, providing leadership and guidance focused on major and mid-level giving.
- Establish and implement team goals and KPIs and successfully guide direct reports to achieve outcomes and support additional team members.
- Extend the culture of philanthropy by developing relationships with hospital colleagues (leadership, physicians, and staff), including these key partners, as part of the overall fundraising strategy and by fostering grateful patient and other prospect identification.
- Work with senior leadership to ensure the Foundation team has an up-to-date understanding of hospital needs and capacity to meet donor requests.
- Assess current team resources and build out necessary support for coaching and managing the team toward a high-performing culture.
- Work with team members to set targets that encourage growth and manage individual performance toward achieving individual and team goals.
- Work in collaboration with the CEO and VP to support Board members and other senior volunteers to meet fundraising goals.

QUALIFICATIONS & COMPETENCIES

- Progressively senior leadership in revenue generation roles with proven experience developing and executing a major gift fundraising program.
- Passion for healthcare philanthropy and the mission of MHF with a strong desire to understand and appreciate the diversity of our patient/staff population and community.
- Proven track record in all aspects of revenue development, including pipeline development and the solicitation and management of gifts at the six- and seven-figure level and above.
- Experience building fundraising infrastructure, including policies, processes, and KPIs contributing to revenue growth.
- Proven history managing successful teams and motivating staff to meet fundraising goals.
- Demonstrated success engaging with senior volunteers and non-fundraising staff to advance philanthropic goals.
- Excellent oral and written communication skills, including excellent presentation skills.
- Proven ability to build trusting relationships with diverse internal and external audiences.
- Solid understanding of trends in the philanthropic sector with the ability to use and share this knowledge in a manner that inspires innovation and advances goals.
- Strong influencing and collaboration skills.
- Proven ability to work cross-functionally within a team environment to complete projects and meet targets.
- Awareness of and sensitivity to the cultures represented in the York region, along with a commitment to inclusivity, diversity, equity, and accessibility.
- Ability to work in a fast-paced, changing environment requiring flexibility and adaptability to meet deadlines and targets.
- Proficiency in constituent relationship management (CRM) tools and software. Experience with Raiser's Edge is a definite asset.
- Willingness to work flexible hours, including evenings and weekends.
- A valid driver's license and use of a car to travel to donor and other related meetings and between hospital sites.

BOARD OF DIRECTORS: MACKENZIE HEALTH FOUNDATION

- | | |
|---|---------------------|
| • Mario Paura – Board Chair | • John Mills |
| • Doug Williamson – Vice Chair, Treasurer & Secretary | • Nir Orbach |
| • Eddy Burello | • Moris Pilla |
| • Abbas Damji | • Yalda Riahi |
| • Remo D'Angelo | • Joseph Sgro |
| • Joyce Frustaglio | • Lai, Jen-Chyang |
| • Susan Gong | • Altaf Stationwala |
| • Louis Greenbaum | • Stephanie Zee |

LEADERSHIP BIOGRAPHIES

Nicole McCahon, President and CEO, Mackenzie Health Foundation



Nicole McCahon is a distinguished leader in the healthcare philanthropy field. She currently serves as the President and CEO of Mackenzie Health Foundation, bringing over 20 years of dedicated experience and commitment to her work.

Nicole is known for her passion, energy, and results-oriented approach to leadership. With her exceptional ability to champion a vision of excellence and consistently exceed fundraising goals, she is committed to driving the Foundation's mission and achieving meaningful results aimed at equipping and enhancing care at both Cortellucci Vaughan Hospital and Mackenzie Richmond Hill Hospital.

Nicole has continually sought to expand her expertise and is recognized as one of only a few Certified Fellows of Healthcare Philanthropy (FAHP) in Canada. She is a member of the Association of Healthcare Philanthropy (AHP) Canada Council, where she contributes her expertise and insights to advance the field. Additionally, she serves on the faculty of the AHP Primer, further demonstrating her dedication to professional development and knowledge sharing within the sector.

Before her role at Mackenzie Health Foundation, Nicole held significant roles in prominent health care philanthropy organizations. Her diverse educational background includes graduating from the Fundraising Management – Institute of Healthcare Philanthropy at Wisconsin School of Business and studies at Georgian College and Laurentian University.

Nicole's dedication to advancing philanthropy in the health care sector inspires colleagues and community members alike. She prioritizes excellence in fundraising, showcasing integrity, ingenuity and empathy throughout her professional journey. Her steadfast dedication to creating positive change cements her legacy as a leader in the field.

Luci Anderson, Vice-President, Philanthropy, Mackenzie Health Foundation



Luci Anderson brings over two decades of exceptional experience and dedication to health care fundraising and development, with a distinguished tenure at Mackenzie Health Foundation since March 2011. Currently serving as the Vice President of Philanthropy, Luci embodies a donor-centric approach and strategic acumen that has been instrumental in her career.

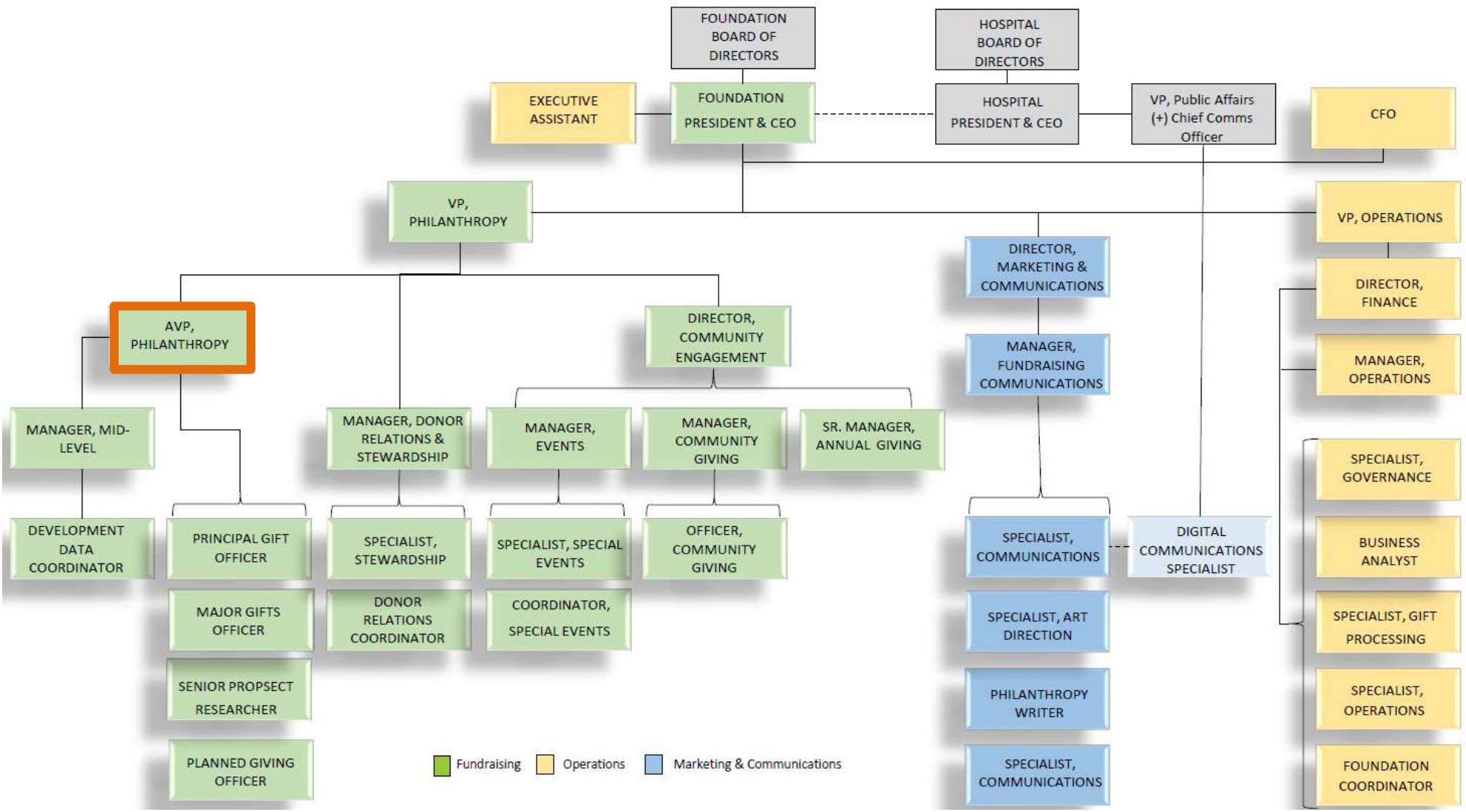
Luci has extensive experience in relationship building, networking, team building, campaign management and execution. She has played a pivotal role in steering the \$250-million Ultimate campaign, the largest fundraising initiative ever undertaken by a community hospital in Canada. Through her collaborative efforts with a committed team and volunteers, Luci successfully realized the campaign's goals, aimed to build and equip the new Cortellucci Vaughan Hospital and enhance care at Mackenzie Richmond Hill Hospital.

Grounded in a solid educational foundation in business and marketing, Luci's journey began in the corporate sphere, where she honed her skills in strategic planning and business development. However, her passion for social impact and unwavering commitment to philanthropy led her to transition into the non-profit sector, where she continues to make a profound difference.

Luci's involvement extends beyond her professional role, as evidenced by her active membership in esteemed organizations such as the Association of Healthcare Professionals and the Association of Fundraising Professionals, underscoring her dedication to advancing within the sector and fostering collaboration within the philanthropic community.

With steadfast dedication to making meaningful contributions, Luci stands as a champion of excellence in health care fundraising, embodying the values of integrity, innovation and compassion in all her endeavours.

ORGANIZATIONAL STRUCTURE



■ Fundraising
 ■ Operations
 ■ Marketing & Communications

