



Vice President, Development

Position Profile

1 in 140 Canadians lives with Crohn's or colitis.

Crohn's and Colitis Canada acknowledges the enduring and vibrant presence, culture, history and inherent rights of First Nations people, Métis and Inuit across Canada on whose traditional territories Crohn's and Colitis Canada members live and work. We also acknowledge that Toronto, where our head office is located, is covered by Treaty 13 with the Mississaugas of the Credit.

Position Overview

Organization:	Crohn's and Colitis Canada
Title:	Vice President, Development
Reports to:	President & Chief Executive Officer
Team:	4 Direct, 21 overall
Location:	Preference will be given to a GTHA Based Candidate as Crohn's & Colitis Head Office is located at 2110-439 University Avenue, Toronto, Ontario. Qualified candidates outside of the GTHA, but located in Ontario, will be considered. As a national organization, employees are coast-to-coast, and some members of our successful candidate's team are not based in Ontario.
Compensation:	\$160,000 - \$180,000 with a competitive benefits and vacation package. Salary will be determined commensurate with experience.

Is This You?

You are an accomplished fundraiser who values collaboration, teamwork and setting and achieving goals. You've been known throughout your career as a leader who has a knack for bringing people together. You are a teacher – and a do-er. You set the example through demonstration and have an openness to you that encourages those who work with you to be the best they can be.

You understand what is required to take a fundraising program to the next level – you've led major gifts strategy and have been directly involved with growing a major gifts program, ideally within a national context. As a natural relationship builder, you are drawn to senior level volunteers. You easily establish rapport and trust through your transparent and collaborative approach, and this has made board relations a joy for you. A comfortable presenter in all settings you thrive when you can demonstrate the mission's impact and how and why philanthropy will impact the lives of more people – and ultimately find a cure.

You understand all philanthropic revenue streams and use data to help you guide your decision making on where to focus – and how to grow.

Being a leader, with a dedicated and passionate team around you is what you value and enjoy. You are at a stage at your career where you are ready to really help a mission achieve their goals through taking philanthropy to the next level. The opportunity vs. the challenge is what excites you and why you hop out of bed in the morning. It's time to make your mark.

If this sounds like you, read on.

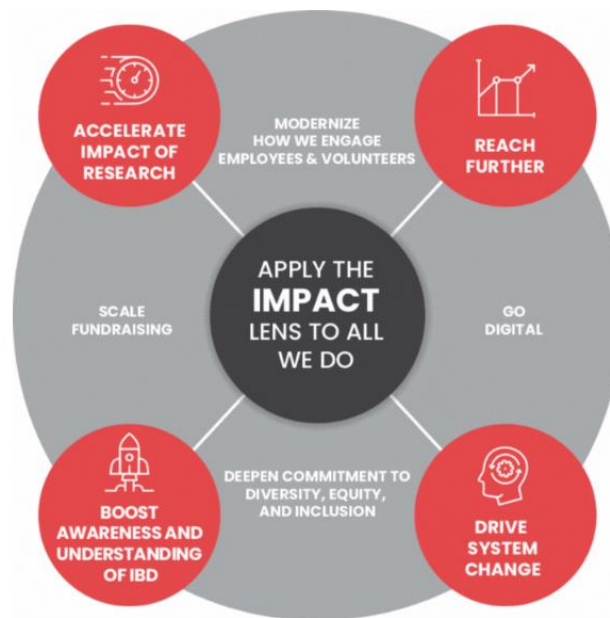
The Organization

Crohn's and Colitis Canada (CCC) is the only national, volunteer-based charity focused on finding the cures for Crohn's disease and ulcerative colitis and improving the lives of children and adults affected by these diseases.

The organization is mid-way through their 2023-2026 Strategic Plan. Informed through a comprehensive and collaborative process, CCC's impact strategy is focused on delivering impact as they aspire to fulfill their Promise: to find the cures for Crohn's disease and ulcerative colitis and to improve the quality of life of everyone affected by these diseases.

The impact strategy lays out a series of connected objectives and values that guide their work. The mission objectives (in red) represent what they do, and the enabling objectives (in grey) represent how they achieve their mission. At the heart of each objective is delivering impact for those affected by IBD – a lens they use to prioritize and to make decisions.

Click here to read more about the [Promise, Strategy and Values](#).



50 years of Impact, Hope and Discovery

In April 1974, a group of concerned parents gathered for a meeting with a goal – to raise money for research into Crohn's and colitis. At that time, awareness and research of the diseases was practically non-existent. On July 1, 1974, the Canadian Foundation for Ileitis and Colitis was born – the charity that is now Crohn's and Colitis Canada.

Since 1974, together with their donors, CCC has funded 400 grants, investing over \$150 million into world-leading Canadian research, including projects that offer realistic hope for a cure. In addition, they provide

programs that improve quality of life and reduce the isolation of living with or caring for someone with Crohn’s or colitis – youth camps, apps, and trusted information on-line, in person and by webinar.

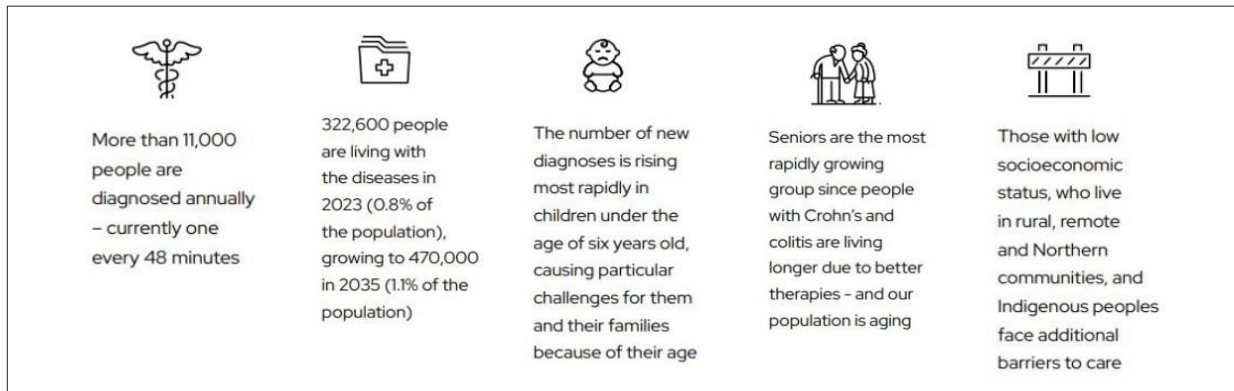
Landscape of IBD in Canada

Canada has among the highest rates of Crohn’s disease and ulcerative colitis, the most common forms of Inflammatory Bowel Disease (IBD) in the world. Recent stats show that approximately 322,600 Canadians (0.8% of the population) live with IBD. To illustrate, in 2023, over 11,000 people received an IBD diagnosis, meaning one new person was diagnosed every 48 minutes on average.

More people in Canada now live with IBD than Parkinson’s and Multiple Sclerosis combined. By 2035, this number of people living with IBD will surge to 470,000, comprising 1.1% of the population (1 in 91).

Children are now one of the fastest-growing cohorts diagnosed with IBD. There is also strong evidence of a genetic component to developing IBD – among parents and children, and between siblings.

The incidence of IBD in Canada is also recognized across race and ethnicity, with certain Jewish and South Asian populations experiencing higher rates in comparison to the general population.



What Donor Support Makes Possible

Research Initiatives

Crohn’s and Colitis Canada has strategically directed its research investments into two standout programs: Grants-in-Aid (GIA) and Promoting Access and Care through Centres of Excellence (PACE). These programs have not only produced actionable research and results, but also stand out for their distinct features and contributions to the field.

Grants-in-Aid

The Grants-in-Aid (GIA) research program is a hidden gem in Canada’s research landscape. This initiative is one of Canada’s “best-kept secrets” and a driving force behind groundbreaking discoveries and innovative treatments.

Led by world-class institutions like Mt. Sinai, UBC, SickKids, McGill, and others, the program is shaping the future of IBD research and treatment.

Four focus areas (finding causes and triggers, discovering novel treatments, helping manage symptoms, and helping get the best care) ensure that they fund a breadth of research into all aspects of the IBD journey. Their diverse portfolio, which includes safer treatments, diet and nutrition, mental health, long-term effects of IBD treatments, and earlier/less-invasive diagnosis, reassures donors that we are leaving no stone unturned in our quest for a cure.

Projects are selected through a rigorous, independent vetting process. One of the most important steps in the selection process is the inclusion of the patient voice. In addition to researchers, the panel includes individuals who live with IBD, as well as nurse practitioners. The granting process encourages collaboration between IBD centres across the country, bringing together the best ideas and minds.

PACE

Throughout Canada, the healthcare system has revealed significant fractures, especially for those managing chronic conditions like IBD. Promoting Access and Care through Centres of Excellence (PACE) is a collaborative network comprised of Crohn’s and Colitis Canada and different IBD Centres nationwide. It was formed to improve IBD patient outcomes, address gaps in IBD care, and provide evidence to create changes in the Canadian public healthcare system.

Improving Quality of Life Through Patient Programs

Evidence shows that patients with IBD who engage in psychosocial and peer support early in their health journey experience better remission and wellness outcomes however Canadians living with IBD often encounter barriers to accessing the care they require within the health system. In 2022, CCC surveyed over 1700 Canadians living with IBD to understand their unmet healthcare needs. Their findings showed significant challenges in accessing reliable IBD health information and peer support services, particularly in rural areas and towns outside major cities. Numerous studies back up their results, recommending the expansion of collaborative care, holistic care models, patient advocacy, education, and healthcare navigation resources.

Gutsy Support: Empowering People When it Matters Most

At Crohn's and Colitis Canada, they aim to empower patients as they navigate their IBD journey. Four core programs within Gutsy Support lead to that empowerment:

1. Crohn's and Colitis Canada's **IBD Help Centre** connects individuals with the information they seek through text, phone, and email. This program is especially critical for newly diagnosed individuals or those whose disease status has changed, helping them find support in navigating healthcare and information to manage their journey.
2. The **Gutsy Learning Series** is a series of virtual and in-person education events for patients and caregivers affected by IBD and the content is accessible online in English and French.
3. **The Gutsy Support Program** helps people affected by IBD manage their physical, mental and emotional well-being by providing a virtual community of support. The program offers support in group and one-to-one formats, including online content, peer mentorship, education, and self-management tools.
4. **Crohn's and Colitis Connect** is an online community which brings together people to share experiences and receive support while navigating the ups and downs of IBD. Their digital platform allows community members to participate in virtual group events, receive one-on-one personalized peer support and find reliable information and tools from evidence-based resources.

Children and Youth: Supporting and Empowering the Future

Crohn's and Colitis Canada recognizes the unique needs of children and adolescents with IBD and has established programs to address these challenges head-on. Donor support plays a pivotal role in sustaining these initiatives, providing a lifeline for the youngest members of their community.

The **Scholarship Program**, made possible by an educational grant from AbbVie Canada, empowers inspiring students with IBD to pursue their academic goals and helps alleviate financial barriers enabling them to focus on their studies, pursue passions, and contribute meaningfully to their communities.

Camp Got2Go is the only week-long, overnight summer camp of its kind. This unique and supportive environment for children and teens provides the opportunity for campers to discuss IBD-related challenges with their peers, counsellors, and nurses. Donor support allows Crohn's and Colitis Canada to cover the camp costs, ensuring that each camper can participate regardless of their financial situation.

Digital Health: Leveraging Technology to Improve Quality of Life

The **GoHere App** has been a lifeline for Canadians with IBD. From coast to coast, people with IBD can use the GoHere mobile app to find washrooms near them and plan out routes to their destinations, knowing where washrooms can be found. With nearly 50,000 users to date, Crohn's and Colitis Canada aims to continuously improve the GoHere app through maintenance, new features, and enhancements.

MyGut is a mobile App that allows patients to actively participate in their care. With key features like the ability to self-assess, monitor flare-ups, and even consult with healthcare professionals remotely, this

innovative technology serves to improve self-management and reduce hospital stays and emergency room visits.

The Position

Our Vice President, Development will be an exceptional development and team leader who understands and strengthens all CCC's fundraising revenue streams. They will oversee a large national team (21) with four direct reports. Experience working in a national organization would be an asset.

Our candidate will possess a depth of experience in Major Gifts (\$25,000+, Individual, Foundation and Corporate), and ideally will have been part of building/leading a successful major gifts portfolio in their current or recent role. Our leader will be creative, thoughtful, and an excellent communicator – with everyone. Meaning, they'll take the time to develop relationships with the most junior person at the organization to the most longstanding Board member. They will be a known collaborator – a leader who doesn't put ego before results.

Our candidate is motivated by one thing: to raise funds to support the mission of the organization. They view their role as that of a door opener for their team, a strategist and a do-er. Building brings our candidate joy. Seeing the team succeed brings our candidate a sense of fulfilment and this is why they're respected by those they have worked with in the past. They will have a track-record of building high performance fundraising teams; and will have a skill and passion for doing fundraising personally and for building long lasting relationships with donors and supporters. Lived experience would be considered an asset.

Primary Accountabilities

Development Revenue Growth:

- Accountable for all fundraising revenue.
- Work to develop revenue growth strategies for: Major Gifts, Mid-Level Giving, Corporate Partnerships, Foundations, Direct Marketing, Community and third party, DIY events.
- Support the organization's ambition to continue to shift to a major gifts focus – while not losing sight on other fundraising revenue streams that are valuable to the organization and its continued growth. i.e. Gutsy Walk, Monthly Program, Direct Marketing, etc.

Donor/Partner Management:

- Contribute to the research, qualification, and identification of new mid- and major-level prospects.
- Reinvigorate and renew past donor relationships.
- Integrate the mission, strategic plan, and case for support to achieve organizational goals.
- Collaborate with internal teams to develop and communicate the case for support to prospects, ensuring the appropriate representation of staff, scientists, and clinicians.
- Establish best-in-class policies and procedures for gift acceptance and administration.

- Lead and provide expertise in negotiating gift terms and closing solicitations.
- Ensure meaningful recognition and stewardship, including gift implementation and fund administration.
- Develop and oversee an annual stewardship and communication plan for donor/partner engagement.

Leadership:

- Act as a visible, engaging partner to drive a mission-driven, collaborative, and high-performance culture across CCC.
- Lead, manage, and coach a nationwide team of 21, including four direct reports.
- Demonstrate strong listening and communication skills to foster collaboration, cross-functional communication, innovation, teamwork, and a healthy sense of urgency.
- Offer strategic fundraising leadership to the SLT and Board, focusing on expanding the major gifts portfolio.
- Actively collaborate across the organization, with a willingness to step in as needed.
- Provide clear direction on business goals and priorities to optimize resource deployment and achieve objectives.

Data & Evaluation:

- Lead the team to implement a disciplined and best practice approach to data.
- Ensure progress and pipeline are tracked in CCC's Customer Relationship Management (CRM) software.

Mission Understanding & Asset Development:

- Develop and maintain an in-depth understanding of Crohn's & Colitis Canada's mission to speak knowledgeably and enthusiastically about the work to prospects and donors.
- Partner with Mission and Marketing staff to co-create assets that reflect and provide opportunities to support CCC's mission, while inspiring prospects, partners and donors to give – this will include the development of an 'asset shelf' for major giving case for support(s).

Board & Volunteer Management:

- Engage with Board members to support fundraising activities.
- Provide regular briefings to the Board on development progress (Four meetings a year).
- Communication style, and ability to work with a group of senior level volunteers and board members. Our candidate will be looked to as the organizational expert in fundraising and be prepared to answer to development activities and financial forecasting, beyond the pre-provided update materials.

Business Acumen & Change Management:

- Collaborate with leadership to build on established long-term goals, while maintaining flexibility to adapt to changing circumstances, demonstrating a strategic approach to overall fundraising.

- Provide leadership in evolving CCC to support the strategic plan, with a focus on diversifying and growing major gift revenue streams.
- Lead the creation and management of annual business plans and budgets for all CCC development programs, utilizing the OKR methodology.

The Ideal Candidate

- Values the collective impact of exceptional teams and prioritizes collaboration with development teams and key stakeholders—believing that “we” is greater than “I.”
- Demonstrates grit, a hands-on approach, and a drive to lead the team in achieving ambitious goals.
- Skilled in coaching and building high-performance teams.
- Highly mission-driven, creating environments that empower others to deliver on their purpose.
- Possesses high emotional intelligence, with strong self-awareness, empathy, motivation, and emotional regulation.
- Comprehensive knowledge of giving options, including major gifts, bequests, and estate giving.
- Action-oriented, skilled at reading people and situations, understanding body language, and hearing the unspoken.
- An expert in fostering reciprocity and appreciation.
- Leads by example, embodying hard work, collegiality, and humility—reserving recognition for donors.
- Self-starter with a visionary, positive, and growth-oriented mindset, capable of expanding this portfolio significantly in the coming years.
- Maintains high standards, never settling for “good enough,” and fosters a collaborative, can-do attitude.
- A strategic thinker with a preference for national-level experience.
- Bachelor’s degree or equivalent experience required; fundraising certification (CFRE, ACFRE) is an asset.

Compensation & Benefits

The compensation range for this position is \$160,000-\$180,000 with a fulsome benefits and vacation package. Compensation will be commensurate with experience.

Application Instructions

Crohn’s and Colitis Canada hires based on merit and is strongly committed to equity and diversity within its community and to providing a welcoming and inclusive workplace. CCC especially welcomes applications from Indigenous persons, visible minority group members, women, persons with disabilities, people of all sexual orientations and genders, and others with the skills and knowledge to productively engage with diverse communities

If you are looking for an outstanding challenge with a great team in a uniquely focused organization then apply now by sending your application to Lindsay@phcap.ca. This posting closes on November 11, 2024 at 5pm ET. Please include your cover letter, CV and an overview of your fundraising accomplishments over the past five years. Please note only qualified respondents will be contacted.