



**MARCH
OF DIMES
CANADA**



POSITION BRIEF
Associate Vice President, Philanthropy



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FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of March of Dimes Canada. For more information about this opportunity, please contact Ellie Rusonik, Senior Vice-President/Lead, Search + Talent or Meredith Roberts, Senior Search Consultant by email at MODC@kci talent.com

All inquiries and applications will be held in strict confidence. Interested candidates should send resume and letter of interest to the email address listed above by **November 12, 2024**.

Please note that the salary range for this position is \$175,000 - \$185,000.

MODC is committed to a workforce that is reflective of the diverse populations we serve. We welcome applications from qualified individuals from all backgrounds and abilities. In accordance with accessibility and human rights legislation across Canada, MODC will provide accommodations to job applicants with disabilities and other protected needs. If you require accommodation, please notify us and we will work with you to meet your needs. We are committed to a selection process and work environment that is inclusive, equitable, accessible, and barrier-free.

MODC is dedicated to building and advancing an inclusive and welcoming culture. It's also why we're focused on attracting, retaining, and supporting diverse people. Thanks to our progressive practices, team members of all abilities and backgrounds are encouraged to access the opportunities and support they need to grow, thrive, and succeed. Our READI approach is rooted in our shared belief that championing equity and empowering ability starts by investing in our team members— and in our shared culture — so that we all feel included, safe, and confident at work every single day.





Associate Vice President, Philanthropy March of Dimes Canada

THE OPPORTUNITY

March of Dimes Canada (MODC) is seeking an Associate Vice President, Philanthropy who will be a critical architect of our philanthropic culture and in the development and execution of fundraising strategies, programs, and partnerships to support our vision of an inclusive, barrier-free society for people with disabilities.

To achieve that vision, MODC is taking bold steps to reimagine our organization and the impact we can make catalyzed by the revitalization of our brand, and the launch of a bold new multi-year fundraising campaign that will engage our community like never before.

Reporting to the Executive Director, Skills Development and Employment who oversees all philanthropy and charitable programs, and with accountability to the Chief Operating Officer, the AVP will be our lead on major gifts and partnerships and play a pivotal role in leading the development and execution of a first of its kind, multi-year, comprehensive fundraising campaign. With an understanding of diverse revenue streams, the AVP will bring broad knowledge and experience across a variety of fundraising channels; digital/mass marketing experience would be an asset.

The AVP will be a skilled major gifts fundraiser with a track record of cultivating and soliciting leadership and transformational gifts, fostering engagement by building and strengthening relationships with donors, key stakeholders, and senior volunteers. Proactive and with experience supporting others in major gift development, the AVP will be a catalyst to make calls happen, galvanizing supporters around philanthropic priorities. As the staff lead for the campaign cabinet, the new incumbent will support volunteers and senior staff in donor cultivation, solicitation, recognition, and stewardship activities while managing a personal pool of prospects.

With an expert ability to oscillate between planning and implementation, the AVP will be a key contributor as we solidify our campaign strategy and develop operational plans, supported by KCI counsel and subject matter experts across the organization. The AVP will be accountable for the successful execution of campaign best practices ensuring that all aspects of the campaign are executed in sequence, on schedule, and on budget.

As an inclusive and supportive leader, the successful candidate will oversee a capable team of fundraisers, fostering a team-based culture of high-performance and mutual support, aligned with MODC's culture code emphasizing collaboration, integrity, and excellence in all aspects of philanthropic endeavors. The AVP will have the ability to further grow and augment the team as the campaign progresses.

MODC offers a flexibly, hybrid work arrangement. Employees can anticipate a combination of remote and work in office, located at Don Mills and Sheppard in Toronto.



ABOUT MARCH OF DIMES CANADA

March of Dimes Canada is a leading national charity committed to championing equity, empowering ability, and creating real change that will help people with disabilities across the country unlock the richness of their lives. Together with our partners, we serve, connect, and empower people with disabilities to participate fully in life and in their communities on their own terms. Our work is grounded in the voices of the people we serve, built on a foundation of service, and backed by more than 70 years of success.

Born in one of the 20th century's greatest public health crises, we know that seemingly impossible goals can be achieved, and barriers can be broken. When we achieved our original mission of funding a successful cure for polio, we didn't stop there. We shifted our focus to meet the evolving needs of people with disabilities, becoming one of Canada's leading disability service providers and advocating for inclusion, equality and justice for disabled people everywhere.

Despite our efforts, so much more needs to be done to create a Canada where everyone can thrive. One where people with disabilities are encouraged and supported to build their skills and chase their dreams; where barriers give way to opportunities for rich, full and equal lives; and where disability is not only seen, but celebrated as a critical thread in the vibrant fabric of human diversity.

March of Dimes Canada is determined to make this vision a reality. That's why we're taking bold steps to reimagine our organization and the impact we can make. Working in solidarity with our community, we're evolving our programs, services and capabilities for even greater reach and impact. And we're energizing our mission, by building a compelling new brand and an ambitious multi-year fundraising campaign that will bring new allies to our cause.



Our Purpose

Champion equity. Empower ability.



Our Vision

An inclusive, barrier-free society for people with disabilities.



Our Mission

To be Canada's leading service provider, resource and advocate, empowering people with disabilities to live and thrive in communities nationwide.



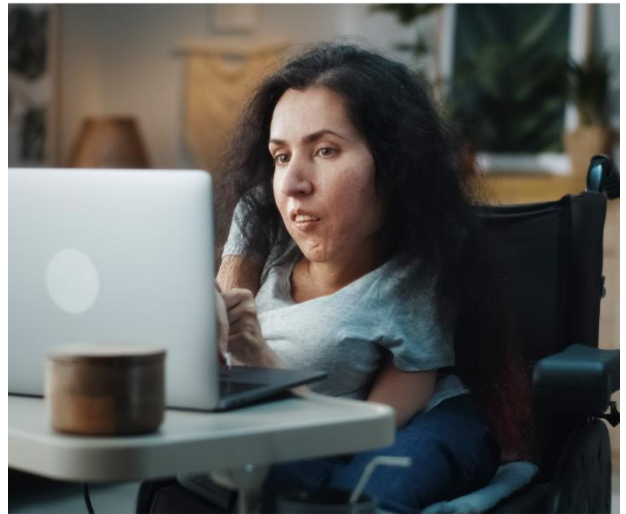
Who we are – MODC Culture Code

We are driven to support and empower people living with disabilities, and all the stakeholders we engage and serve.

At March of Dimes Canada, we are accountable to our community – placing all our valued stakeholders at the centre of everything we do and every decision we make.

We strive to understand and respond to their needs, we joyfully celebrate their achievements, and we stand with them to create a more just and inclusive world for all.

We live, lead and breathe with the human connection in mind.



We value authenticity and authentic human connection because we believe this has the power to transform the lives of our employees, volunteers and all those we serve.

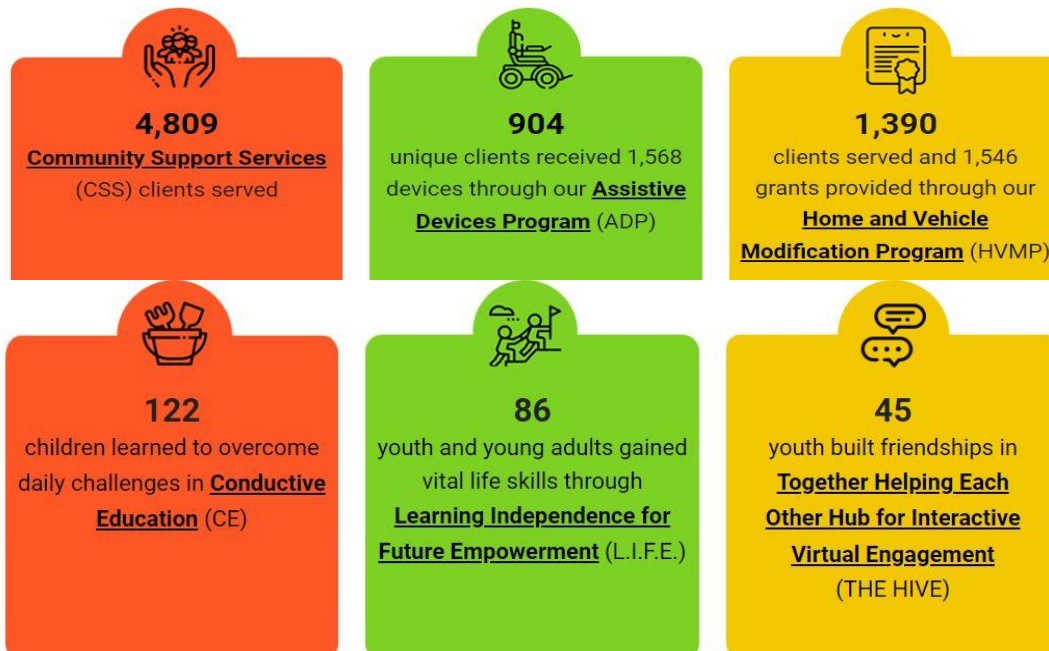
We know that to be the best we can be, we must recognize and welcome differences, respect individuality and celebrate all abilities.

We believe that being brave is a part of our collective strength. We encourage input and feedback from all voices, and create an environment where everyone can share ideas free of barriers and fear.

We endeavour to create remarkable change.

We challenge conventions and embrace curiosity and creativity, seeking always to deliver the greatest impact for people living with disabilities and the community at large.

We empower individuals and teams, and nurture learning and growth. We believe that when we work together as one connected team, we are a powerful force for good.



MODC Values



Client Focus

People living with disabilities and their families are at the heart of everything we do and every decision we make. Their voices and lived experiences inform and guide our work.

Collaboration

We believe that when we work together as one connected team, we are a powerful force for good. Our team includes dedicated donors, supporters, partners, and allies who work with us to make change happen.

Accountability

We are accountable to ourselves, to each other, and to our community – operating with the highest integrity and following through on the commitments we make.

Innovation

We challenge conventions and embrace curiosity and creativity, always seeking to deliver the greatest impact for people living with disabilities and the community at large.

2021 – 2024 Strategic Focus Areas



The best start for children, youth and families

Our goal: To ensure that children and youth living with disabilities can achieve their full potential, thriving at every stage of their development.



Independence at home and in the community

Our goal: To ensure people living with disabilities can live safely and independently where and how they live, participating fully in their communities on their own terms.



Active, healthy, connected lives

Our goal: To ensure that people living with disabilities can have the best possible physical and mental health, and enjoy strong, supportive relationships and a sense of community belonging.



Financial security

Our goal: To ensure that people have the financial means to avoid or escape poverty and live well with a disability.



This program pathway reflects our strategic shift to include a younger demographic in our service offerings. Through new children’s programming, we will address the need for early intervention and help young people with disabilities and their families “Grow Up Ready”.



This learning pathway is founded on our existing successful and impactful technology programs. Our goal is to broaden their reach. Digital skills and technology are the future of work, and they will continue to change over time. We can be the bridge to access both the technology and the skills to use it, ensuring that people with disabilities can be competitively employed in a constantly evolving digital world.



Here, we plan to build on the tremendous success of our Employment Services team by re-imagining some of our programs to further support the transition from school to work, with a goal of supporting youth, young adults and adults with their employability and success within the workforce.



This learning pathway reflects our continued focus on self-advocacy, and the importance of meaningful social connections as children, youth and young adults.

ADDITIONAL INFORMATION

[March of Dimes Canada](#)

[Annual Report 2022 - 2023](#)

[Strategic Plan 2021 - 2024](#)

[Financial Statements 2022-23](#)

[MODC Newsroom](#)

KEY AREAS OF RESPONSIBILITY

Strategic Planning and Management

- Leads the development and execution of MODC's multi-year strategic philanthropy plan and the program goals for growing overall sustainable income.
- Develops and executes annual operating plans which include specific key performance measures to ensure tracking of goals.
- Develops and manages a budget that ensures resources are in place to execute plans and achieve required outcomes.
- Collaborates with mission, enabling teams to identify and maximize cross-functional/cross-market opportunities in alignment with MODC's mission and goals.
- Strategizes and works closely with the National Director, Marketing and Communications to develop compelling, high-quality fundraising materials that communicate the MODC's brand and value proposition to prospects, and clearly articulate to donors the impact of their generosity towards the MODC and subsidiaries.
- Works collaboratively and respectfully with business partners and colleagues in various functions.
- Identify synergies and opportunities for collaboration with other fundraising initiatives with the organization to maximize resources.
- Serve as a brand ambassador and advocate for the organization, representing its mission, values, and impact to external audiences and stakeholders.
- Identify and address challenges and opportunities in real time, adjusting strategies and tactics as needed to optimize campaign effectiveness and success.

Fundraising and Philanthropy Leadership

- Maintain a personal portfolio of high-value prospects and partners to achieve fundraising goals.
- Develop and nurture relationships with key donors, sponsors, and partners, cultivating their support and engagement throughout the campaign lifecycle.
- Support the President & CEO and ED with their donor relationships; prepare research & briefing notes for call activity and volunteer engagement.
- Strategically engage and support volunteers, board members, the campaign cabinet, and internal leadership to cultivate prospects, solicit and close gifts.
- Participate in relevant industry conferences, workshops, and networking events to stay abreast of emerging trends, innovations, and opportunities in fundraising and campaign management.
- Accountable for MODC's mass marketing and digital fundraising including lead generation; new donor acquisition; donor engagement and stewardship.
- In collaboration with the Director, Mass Marketing, work with agency partners and vendors to plan and execute campaigns.
- Identify and evaluate new revenue channels and emerging technologies with potential to grow revenue, increase efficiency, engage donors, etc.

Campaign Leadership:

- Supported by KCI campaign counsel, lead the execution of a comprehensive campaign strategy, including goal setting, target identification, and resource allocation.

- Develop and implement a comprehensive strategic roadmap including timelines, outlining key milestones, tactics, budgets, and metrics for success.
- Collaborate with the Executive Director (ED), Skills Development and Employment to define campaign objectives, goals, and strategies aligned with organizational priorities.
- Collaborate with the ED and Senior Director of Philanthropy and other internal stakeholders to align campaign priorities with broader organizational goals and initiatives.
- Provide regular updates to the Chief Operating Officer (COO) and ED on campaign progress, performance, and outcomes.
- Collaborate with the COO to allocate resources, including staff, budget, and technology, to support campaign activities and maximize efficiency.
- Represent the campaign in high-level meetings, presentations, and strategic engagements with donors, sponsors, and partners.
- Coordinate the campaign volunteer leadership including committee processes and opportunities to help support and realize campaign goals.
- In collaboration with the Campaign Manager, develop and execute effective strategies for donor recognition, stewardship, and engagement to ensure effective donor relations are implemented for all philanthropy commitments.
- Collaborate with other departments and teams within the organization, including marketing, communications, and programmatic staff, to align campaign activities with broader organizational initiatives.
- Accountable for the planning and execution of campaign events, activities, and initiatives, ensuring alignment with campaign goals and objectives.
- Monitor and evaluate campaign performance, tracking key performance indicators such as fundraising progress, donor engagement levels, and ROI analysis.

Staff Leadership and Management

- Foster a collaborative and inclusive culture within the philanthropy team, promoting teamwork, communication, and mutual support among team members.
- Cultivate and foster a high-performing, team-based culture that is deeply aligned with MODC's culture code emphasizing collaboration, integrity, and excellence in all aspects of philanthropic endeavors.
- Provide direct supervision and leadership to functional managers within the philanthropy team, offering guidance, mentorship, and support to empower them to excel in their roles.
- Ensure that each team member has clear accountabilities and goals that are aligned with the organization's overarching objectives, fostering a sense of purpose and direction within the team.
- Recruit and onboard new team members as approved. Train, motivate and coach all team members to success.
- Establish performance plans and objectives for each team member, setting clear expectations and milestones for success, and provide ongoing coaching and feedback to support their professional development and growth.
- Establish strong relationships with peer organizations, industry partners, and community stakeholders to share best practices, insights, and resources to support mutual success.
- Promote collaboration and cross-functional teamwork across the organization, leveraging the diverse talents and perspectives of staff members from different departments and disciplines to achieve shared goals and objectives.

Operational Oversight and Resource Management:

- Oversee the day-to-day operations of the philanthropy program, including budget management, staff supervision, and vendor relationships, ensuring that resources are allocated effectively and efficiently to support campaign activities.
- Collaborate with finance and accounting teams to reconcile donor contributions, monitor revenue streams, and prepare accurate financial statements and reports.
- Ensure that financial reporting and stewardship activities are aligned with donor expectations and regulatory standards, providing donors with timely and accurate information on the impact of their contributions.
- Monitor campaign expenses, revenue, and ROI analysis, identifying opportunities for cost savings, revenue enhancement, and resource optimization.
- Provide regular reports and updates to senior leadership, the board of directors, and other stakeholders on campaign performance, progress, and outcomes.
- Ensure compliance with relevant regulations, ethical standards, and best practices in fundraising, governance, and financial management throughout the campaign lifecycle.
- Ensures adherence to all applicable MODC policies, procedures, and protocol.

KEY COMPETENCIES

Fundraising and Relationship Building:

- Progressive fundraising leadership experience and proven success in crafting and executing fundraising strategies and programs, ideally within a national health or social care, hospital, or other complex setting.
- Demonstrated track record of success in cultivating, soliciting, and stewarding individual, corporate, and foundation prospects and donors/partnerships and planned gifts at the 6-figure level or higher.
- Skilled in building lasting relationships with donors, volunteers, and internal teams to foster a culture of philanthropy.
- Proficient in cultivating partnerships with corporations and community organizations to expand fundraising reach.
- Familiarity, experience, and/or propensity towards digital and mass marketing fundraising with the ability to offer strategic insights.

Campaign Management:

- Direct experience with planning and executing significant multi-year campaigns, setting and achieving ambitious goals, and driving donor engagement.
- Previous campaign planning and management experience including reporting tools and systems, policies, recognition, events, etc.
- Experience providing leadership, supporting, and mobilizing senior volunteers/executives in a major gift and/or campaign environment.

Strategic Thinking:

- Ability to analyze fundraising challenges, identify growth opportunities, and develop innovative solutions to achieve campaign objectives.
- Ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.

Leadership and Team Management:

- Experience in leading and mentoring fundraising teams to deliver results in a collaborative environment.
- Demonstrated success in building and retaining a high-performing team including recruiting, coaching, managing, and inspiring staff.

Operations and Financial Management:

- Experience developing budgets, forecasts, and tracking and reporting against goals.
- Technological fluency, including data systems and CRMs with experience using reporting applications and dashboards.
- Competent in using data-driven insights to measure campaign performance and optimize fundraising tactics.

Communication, Interpersonal Skills, and Workstyle:

- Excellent verbal, written, and presentation abilities to convey the campaign's vision and impact effectively.
- Proven ability to communicate with a wide variety of audiences effectively and passionately both orally and in writing.
- Exceptional interpersonal and relationship-building abilities.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.
- Ability to thrive in a fast-paced fundraising environment, managing priorities and deadlines effectively.

Ethical Standards and Compliance:

- Knowledge of financial, legal and regulatory requirements of a non-profit organization.
- Commitment to upholding ethical fundraising standards and compliance with donor privacy laws and regulations.

BIOGRAPHIES

Lesley Smith, Executive Director / Vice President, Skills Development and Employment



Lesley Smith is the Executive Director/Vice-President of Skills Development & Employment with March of Dimes Canada. She is an accomplished senior executive with over 18 years of experience delivering results within the private and charitable sectors. Dedicated to supporting people with disabilities in the areas of skill development and employment, Lesley joined March of Dimes Canada (MODC) in 2010 to support the mission, vision and purpose of the organization. Her expertise in program delivery and design as well as in strategic partnerships is demonstrated through the ongoing success of employment and charitable programming offered by MODC today. With a drive for change, Lesley is focused on advancing awareness and knowledge of the success and value to create and foster inclusive workforces. Lesley is a graduate of York University.

Tim Alcock, Chief Operating Officer



Tim joined March of Dimes Canada as the Vice President, Strategy, Integration and Partnerships in July 2019. In September 2021 he was promoted to MODC's Chief Operating Officer. An accomplished executive with over 25 years of demonstrated success in non-profit senior management and leadership positions, Tim has a solid record of achievement in delivering innovation and results, through strategic planning, marketing, fundraising, as well as health education programs and community led initiatives. Tim joined the MODC from The Lung Association (Ontario) where his most recent role was the Vice President, Programs and Operations. Before joining The Lung Association, Tim served as Vice President, Marketing, Communications and Philanthropy for CNIB where he led a broad portfolio of responsibility, including integrated brand marketing, fundraising, and social enterprise operations for accessible consumer products and technologies.

BOARD OF DIRECTORS

Lee Bennett, Chair
Graham Todd, Vice Chair
Jay Hira, Immediate Past chair
Michael Cole, Secretary
Alvin Sharma, Treasurer
Wilfred Au, Director
Lauri Brunner, Director
Anne Fithern, Director
Michael Foulds, Director

Wendy Kauffman, Director
Alan Lipszyc, Director
Wendy Murphy, Director
Sheila Neuburger, Director
Pankaj Puri, Director
Blair Roblin, Director
Jeff Sparks, Director
Victoria Brydon, Director
Jennifer Schmidt, Director

ORGANIZATIONAL CHART: PHILANTHROPY

*Indicates requirement for matrix-based role

