

Executive Director, Community Giving



Position Brief

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FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of Sunnybrook Foundation. For more information about this opportunity, please contact Jill Anderson, Associate Vice President, KCI Search + Talent by email at Sunnybrook@kcitalent.com.

All inquiries and applications will be held in strict confidence. Interested candidates should send their resume and letter of interest to the email address listed above by **April 23, 2025**.

We know that everyone’s career journey looks a bit different and experience comes in many forms. If you’re unsure whether your experience matches all of the requirements but still think this would be a great fit, we encourage you to apply.

Sunnybrook Foundation values equity, diversity and inclusion within the workplace and is committed to fostering a work environment where employees can bring their whole selves to work, are valued for their diversity, and feel a sense of belonging.

Sunnybrook Foundation is committed to providing accessible employment practices. If you require accommodations during any stage of the recruitment process, please advise the Search Consultant.

The target hiring range for this position is \$160,000 – \$180,000 (with the opportunity to progress to \$205,000), plus performance-based compensation of up to 10% and a comprehensive benefits package, including HOOPP pension.

Executive Director, Community Giving

THE OPPORTUNITY

Sunnybrook Foundation is seeking an experienced leader and strong direct response fundraiser to join their team as the next Executive Director, Community Giving. An important member of the Foundation's senior leadership team, the Executive Director will be a collaborative strategic partner, directly participating in setting vision, strategic direction and annual business plans.



Reporting to the Vice President, Marketing & Community Engagement, the Executive Director will bring deep experience in annual and community giving to lead a passionate, engaged and high-performing team of direct response and fundraising professionals. As a proven coach and mentor, the Executive Director will support the team, focused on growth and innovation, continuing to purposefully expand the organization's direct response and mid-level fundraising efforts across multiple channels, including direct mail, email, door-to-door canvassing, and telemarketing, and programs, including mid-level personal solicitation, monthly, tribute giving and lottery.

The incumbent will provide strategic direction to a portfolio that generates \$15M and growing, and will be accountable for a budget of \$4M with a primary goal to develop and execute strategies that drive donor acquisition and retention and grow unrestricted revenue. Building on existing successes and able to identify new opportunities for growth, the Executive Director will raise critical funds for Sunnybrook's world-class academic health sciences centre to achieve our shared vision to invent the future of health care.

A believer in the power of research and analytics, the ideal candidate will maximize data analytics and modelling to drive insights, decision-making, and growth, balancing calculated risks with creativity and innovation. The work of the Executive Director is directly linked to all four strategic directions in the Foundation's Strategic Plan 2025-2028. From leading with our values, to growing unrestricted revenue and delivering an exceptional donor experience to maximize our fundraising performance across programs, this position plays a key role in our success.

With ambitious goals ahead, a mandate to increase unrestricted revenue and the quiet phase of a \$1 billion comprehensive campaign underway, Sunnybrook Foundation is committed to continuing to grow results and impact as we help Sunnybrook to raise sights, uncover new possibilities, develop talent, and deliver exceptional care.

Sunnybrook Foundation works within a hybrid work environment with the expectation that team members will be in the office two to three days each week.

ABOUT SUNNYBROOK FOUNDATION

WHO WE ARE

Sunnybrook Foundation inspires lasting support for Sunnybrook Health Sciences Centre, one of Canada's largest and most dynamic health science centres impacting the lives of the more than 1.3 million patients it sees each year. Sunnybrook has ranked #2 in Canada, and #30 worldwide, in Newsweek's annual World's Best Hospitals 2024 list.

Together with our donor community, Sunnybrook Foundation raises critical funds for Sunnybrook's world-class academic health sciences centre.

WHAT WE DO

Never satisfied with the status quo, Sunnybrook takes discovery to the next level and sets new benchmarks. Philanthropic support is critical to fueling Team Sunnybrook's drive to continuously push new ideas from bench to bedside.

That's where Sunnybrook Foundation comes in. Together with our generous donors, we inspire lasting philanthropic support for Sunnybrook Health Sciences Centre.

Together with the Hospital, Sunnybrook Foundation engages in a detailed strategic planning process to determine Sunnybrook's highest needs in accord.

OUR SHARED VISION

Our donors, volunteers and staff are paramount to achieving our shared vision to invent the future of health care.

OUR PURPOSE

We are one team in pursuit of a common purpose: inspire lasting support for Sunnybrook.



OUR VALUES

Sunnybrook Foundation's values guide everything we do – from how we work together to how we raise critical funds, steward donors, and deliver a meaningful donor experience to achieve our shared vision for Sunnybrook's future.

- ✓ **Build Connectedness:** We strive to build purposeful relationships with our diverse community. We recognize the collective impact of our contributions and commit to helping each other thrive.
- ✓ **Meaningful Collaboration:** We take pride in what we deliver and create opportunities to engage and work together in meaningful ways. We actively listen, embrace new ideas and value different perspectives.
- ✓ **Act with Integrity:** We take responsibility for our commitments and hold ourselves accountable for our actions. We demonstrate respect and cultivate an environment that supports open and honest communication.
- ✓ **Strive for Excellence:** Our passion for our shared vision fuels curiosity, creativity and growth. We continuously learn from our experiences and from each other. We evolve and adapt to maximize impact with the Hospital's growth plan as well as emerging priorities, special projects and contributions to unrestricted funding.

WHY SUNNYBROOK

We don't just talk about trailblazing patient care, we raise the bar for what's possible by bringing together the best and brightest minds from around the world. Relentlessness and determination make this place special, and philanthropic support ensures a patient's best possible chance – at recovery, breakthrough, life – is with Team Sunnybrook.



SUNNYBROOK FOUNDATION STRATEGIC PLAN 2025-2028

Shared Vision		TO INVENT THE FUTURE OF HEALTH CARE				OUR VALUES
Purpose		INSPIRE LASTING SUPPORT FOR SUNNYBROOK				
Ambition		RAISE \$1B TO FUEL SUNNYBROOK'S TRANSFORMATION				
Strategic Directions	#1 Extend and Deepen our values driven culture	#2 Maximize Sunnybrook's Fundraising Performance	#3 Transform the Sunnybrook Donor Experience	#4 Boldly showcase Sunnybrook's local-to-global leadership	Build Connectedness	
Strategic Priorities	Invest in the growth and development of an engaged, productive and inclusive team to reach our collective potential	Optimize giving by improving pipeline strategies, multi-program opportunities, and data-informed decision-making	Reimagine a meaningful Sunnybrook donor experience and integrate it into everything we do	Enable Team Sunnybrook to embrace their role as Sunnybrook Ambassadors	Act with Integrity	
	Unlock the power of a diverse and growing group of Sunnybrook volunteers and ambassadors by supporting them to bring their full value to our collective efforts	Deliver on Sunnybrook's growth opportunity in Transformational and Legacy Giving	Set the standard for demonstrating philanthropic impact to activate proud and loyal supporters	Confidently take our Campaign public	Strive for Excellence	
	Strengthen our hospital partnership to advance hospital priorities and increase grateful patient engagement	Implement and leverage enterprise solutions and tools (data, infrastructure and processes) to drive fundraising and increase capacity	Create a purposeful, personalized experience to engage communities with meaningful connections to Sunnybrook	Position Sunnybrook as a cause to maximize unrestricted giving and attract investment	Meaningful Collaboration	



ABOUT SUNNYBROOK HEALTH SCIENCES CENTRE

Sunnybrook is a nationally-leading and internationally-recognized academic health sciences centre in Ontario that has a distinct, dual mandate.

Specifically, Sunnybrook aims to provide world class, compassionate care in two areas:

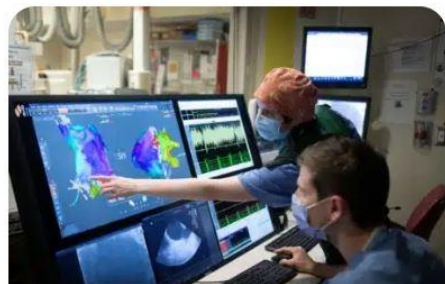
- A specialized hospital, providing complex care for the entire Province.
- A hospital for our 'North Toronto' community and geography.

Our team delivers expert, compassionate care to patients from across Ontario; wide ranging and sometimes unique education to thousands of learners each year; and research and implementation of innovations that invent the future of health care. Since our first patient in 1946, Sunnybrook has evolved and expanded to become a network of integrated sites and campuses representing the full continuum of care including pre-hospital, acute, and post-acute and key specialty services for the Province.

Sunnybrook has a focus on trauma, cardiac, stroke, high-risk pregnancy and newborns, and cancer and our Primary Care Programs include:

- [DAN Women & Babies Program](#)
- [Holland Bone & Joint Program](#)
- [Hurvitz Brain Sciences Program](#)
- [Integrated Community Program](#)
- [Odette Cancer Program](#)
- [Precision Diagnostics and Therapeutics](#)
- [Schulich Heart Program](#)
- [St. John's Rehab Program](#)
- [Tory Trauma Program](#)
- [Veterans Program](#)

Sunnybrook is home to the Sunnybrook Research Institute which is one of Canada's top 10 research hospitals and has more than 300 scientists and clinician-scientists.



ADDITIONAL INFORMATION

- [Sunnybrook Foundation](#)
- [Sunnybrook Hospital](#)
- [Foundation Impact Report and Financial Summary 2024](#)
- [Foundation's Impact Stories](#)
- [Foundation News & Media](#)
- [Foundation Financial Statements- 2023/2024](#)
- [Ways to Give](#)
- [Sunnybrook Strategic Plan 2021 - 2025](#)
- [Sunnybrook Research Institute](#)
- [Sunnybrook Facts & Figures](#)

KEY DUTIES & RESPONSIBILITIES

Strategic Leadership

- Engage in setting strategic direction, and annual business planning for the Foundation as a member of the Foundation's Leadership Team.
- In collaboration with leaders across the Foundation, develop systems and measures that appropriately assess performance and progress to ensure the achievement of Foundation targets, owning accountability for the results.
- As a member of the Foundation's Leadership Team, support the model of shared leadership for the Foundation's strategic plan and key organizational priorities.
- Accountable for overall performance for designated programs including maintaining positive public relations and protecting the Foundation and Hospital's reputation.
- Build and nurture relationships with key stakeholders to advance the Foundation's mission.
- Prioritize development of key change management initiatives; assess readiness to engage in change efforts and facilitate the design and execution of the change effort including mitigating risks.
- Act as a project sponsor for key initiatives; model and champion the Foundation's values and foster a positive culture within the department.
- Stay informed about industry trends, emerging technologies, and best practices to drive innovation and optimize results.
- Adhere to and ensure compliance with all Foundation processes, policies, and practices.

Department Planning & Oversight

- Establish departmental priorities, objectives, and annual goals that directly support the Foundation's vision, values, and strategic plan.
- Lead the development and implementation of strategies related to direct response, mid-level, monthly, tribute giving and the hospital staff and community 50/50 lottery. Identify new opportunities for growth and expansion, with a focus on growing unrestricted revenue.
- Strategically leverage data analytics and modeling to generate actionable insights that drive donor engagement, optimize fundraising strategies, and support sustainable growth.
- Manage related budgets effectively to ensure sound financial decisions to manage resources and efficient revenue delivery.

Community Giving Management

- Oversee and lead the planning and execution of diverse campaigns and programs including direct mail, email, and online initiatives, door-to-door, telemarketing, tribute giving and hospital staff and community 50/50 lottery programs that align with the organization's purpose and ambition, including growth in legacy giving.
- Provide strategic leadership to the mid-level giving program including personal solicitation, campaign strategies, pipeline and migration management.
- Develop a strong, collaborative relationship with the Executive Director of Philanthropy to support growth across mid-level, major and legacy giving.
- Collaborate with Marketing and Communications teams to develop compelling messaging, creative assets, and integrated marketing strategies that align with the brand.
- Monitor campaign performances, analyze results, and implement continuous improvements to maximize response and ROI.

Donor Acquisition and Retention

- Provide strategic leadership and develop strategies to acquire new donors and convert them into recurring supporters through effective direct-response fundraising campaigns.
- Oversee the implementation of personalized stewardship plans for direct response and mid-level donors, ensuring ongoing engagement, cultivation, and retention.
- Collaborate with other teams, including Marketing, Donor Experience and Philanthropy, to develop comprehensive donor journey strategies.

Team Leadership and Relationship Management

- Lead, mentor, and inspire a team of community-giving fundraising professionals, setting clear goals and expectations.
- Foster a collaborative and results-oriented team culture, promoting innovation, creativity, and continuous learning.
- Collaborate closely with other fundraising teams, Finance, Marketing, and IT to ensure effective integration of fundraising efforts and optimal donor experience.
- Cultivate and maintain strong relationships with key stakeholders, including vendors, consultants, and strategic partners.

QUALIFICATIONS & COMPETENCIES

- Post-secondary education in a relevant field (i.e. non-profit management, fundraising, marketing, communications) or equivalent work experience.
- Demonstrated progressive leadership experience in direct response and mid-level fundraising.
- Proven track record of achieving fundraising goals and driving revenue growth and innovation.
- Experience leading and managing a fundraising team, guiding and motivating staff with the ability to develop and mentor individuals and teams toward success.
- In-depth knowledge of direct response fundraising principles, strategies, and best practices, with expertise in multiple fundraising channels.
- Demonstrated experience with successful personal solicitations and pipeline management.

- Proven success developing relationships, engaging, and working with senior volunteers, physicians, and hospital administration (or equivalent) in a complex environment to advance the mission of the organization.
- Excellent analytical skills, with the ability to leverage and interpret data, measure performance, and make data-informed decisions to optimize fundraising outcomes.
- Strong communication and interpersonal skills, with the ability to effectively collaborate with diverse stakeholders.
- Sound judgement with experience identifying and anticipating issues.
- Knowledge of industry regulations and compliance related to direct response fundraising, including data privacy and fundraising ethics.
- Proficiency in using fundraising software, databases, CRM systems, and digital marketing tools.
- Work comfortably in a highly collaborative environment; manage competing interests and maintain a positive, flexible, and responsive attitude.
- Demonstrated knowledge of and interest in promoting a culture of diversity, equity, inclusion, and accessibility; previous experience and understanding of working with staff, volunteers, and donors from diverse cultural, socio-economic, and ethnic backgrounds.
- High level of integrity, professionalism, and dedication to the organization's mission and values.



LEADERSHIP BIOGRAPHIES – SUNNYBROOK FOUNDATION

Kelly Cole - President & Chief Executive Officer



Sunnybrook’s philanthropic community of donors and volunteers is essential to advancing the Hospital’s vision to invent the future of health care through life-saving innovation, research, and care. As President and CEO of the Sunnybrook Foundation, Kelly works with the Hospital’s leadership team to align fundraising strategies with Sunnybrook’s priority initiatives; she builds connections between the community and the hospital to facilitate donor investment; and she leads the Foundation team in its mission to grow financial support for Sunnybrook.

Kelly has an extensive background in academia and healthcare fundraising and is recognized for her transformational leadership and success developing strong collaborative teams. As Vice-President, University Advancement, Western University, she played a lead role in the “Be Extraordinary” campaign, which surpassed its goal.

Prior to Western University, Kelly was the President and CEO of West Park Healthcare Centre Foundation in Toronto. Kelly holds an MBA from Wilfrid Laurier University and an Honors Bachelor of Mathematics from the University of Waterloo.

Christina Topp – Vice President, Marketing & Community Engagement



Christina is responsible for building a broad base of support for Sunnybrook through story-telling, brand building, community engagement and fundraising. She provides leadership to the marketing and communications, events and community giving portfolios, and together, these teams build relationships and inspire community engagement and giving.

Christina has twenty-five years of experience in the non-profit sector spearheading initiatives that drive revenue, create sustainable partnerships and build brand reputation at national and local levels. She holds an MBA from the Schulich School of Business and an Honors Bachelor of Arts from the University of Guelph.

What makes Sunnybrook special to Christina is the people. From the world-class, talented teams in the Hospital who provide exceptional, compassionate care, to the community fundraisers who put their heart into raising funds for Sunnybrook, to the dedicated monthly and annual donors, it is the people that make Sunnybrook special.

LEADERSHIP VOLUNTEERS

Foundation Board Members

Phillip Crawley, C.M., CBE

Chair

Serving on Sunnybrook Foundation's Board since 2015, Phillip Crawley is the former Publisher and CEO of The Globe and Mail.

Carey Diamond, Vice Chair

Managing Partner, Whitecap Venture Partners

Chris Clark, Treasurer

Former CEO, PricewaterhouseCoopers

Lisa Borsook, Secretary

Executive Partner, Weirfoulds LLP

Robert Beutel

President, Oakwest Corporation

(Ricco) A. S. Bhasin

Co-Chair, Financial Institution Transactions
Osler, Hoskin and Harcourt LLP

William W.L. Cheng

President, Premier Candle Corporation

Karen Diamond

Board Director

Perry Dellelce

Founder & Managing Partner, Wildeboer
Dellelce LLP

Michael Faralla

Head of Global Mining, TD Securities

Anne Odette Kaye

Co-President, E. & G. Odette Foundation, and
President, The Odette Kaye Family Foundation

Mike Lord

President, Temerty Group

Umeeda Madhany

President, Sofina Foundation | Executive
Deputy, Office of the Chairman, SofinaFoods

Neil McLaughlin

Group Head of Personal & Commercial Banking,
RBC

Maneesh Mehta

Co-Founder, The Black Box Institute

Sheldon Pollack

CEO, OV2 Capital Inc.

Cliff Rand

Partner, Aird & Berlis LLP

Adi Mor Sitelbah

General Counsel, GLH Asset Management
Corporation

Dr. Andy Smith, MD, MSc, FRCSC, FACS

President & CEO, Sunnybrook Health Sciences
Centre

Jennifer Tory, C.M.

Board Director

Alexandra von Schroeter

Managing Director & Co-Owner, Cumberland
Partners Ltd.

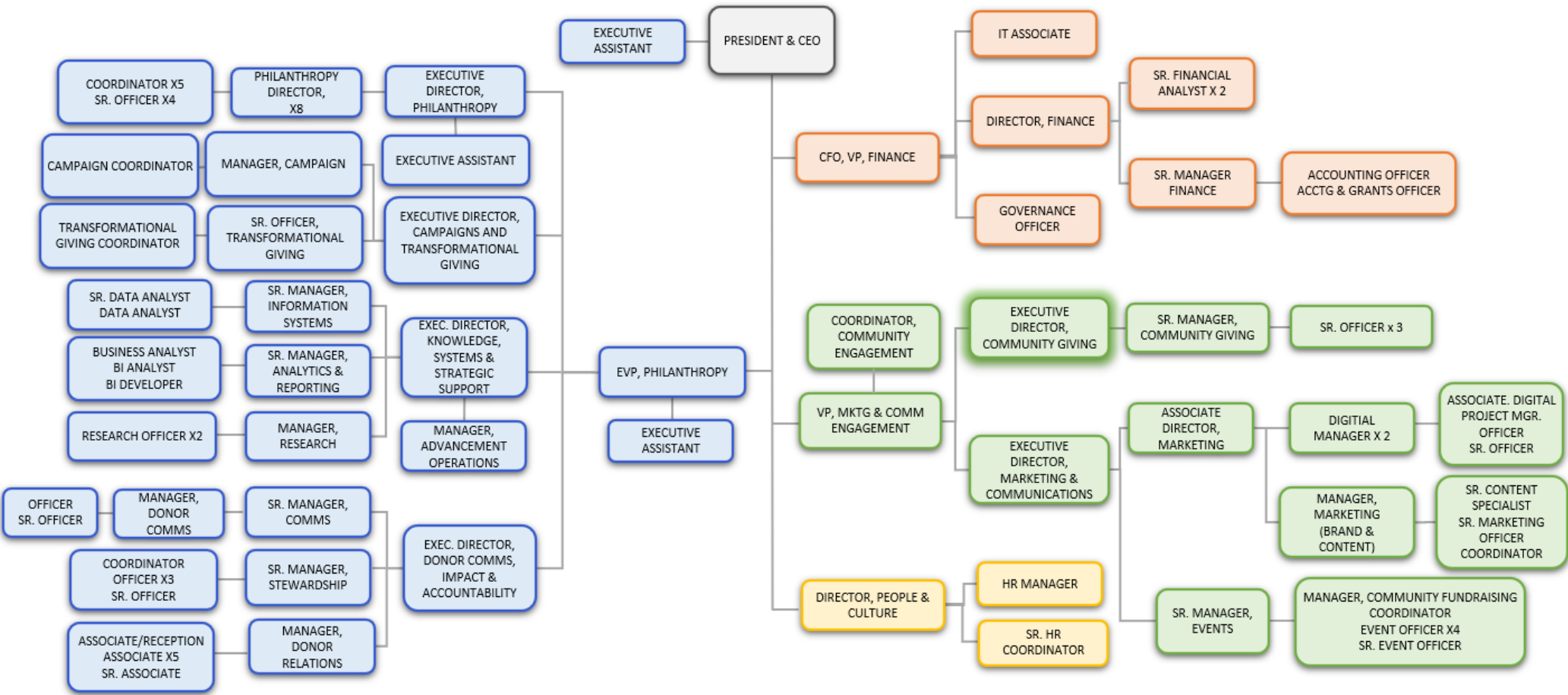
Dr. Harindra Wijeyesundera

Chief Schulich Heart Program & Division Head
Cardiology, Sunnybrook Health Sciences Centre

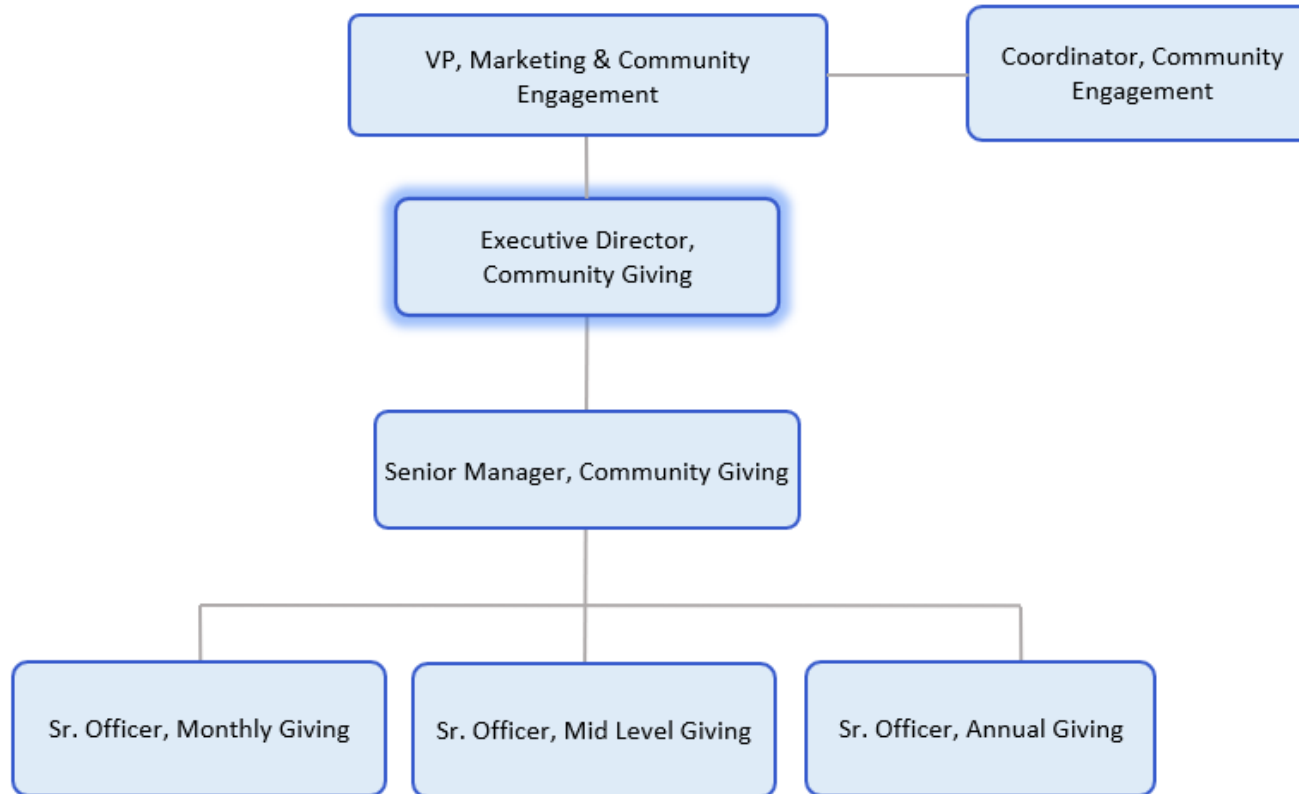
Carol Wilding

President & CEO, Chartered Professional
Accountants of Ontario

ORGANIZATIONAL CHART – SUNNYBROOK FOUNDATION



ORGANIZATIONAL CHART – COMMUNITY GIVING



Last Updated: January 30, 2025

Note: Not yet approved, the FY25/26 budget proposes a Community Giving Coordinator and an additional Mid-Level role.