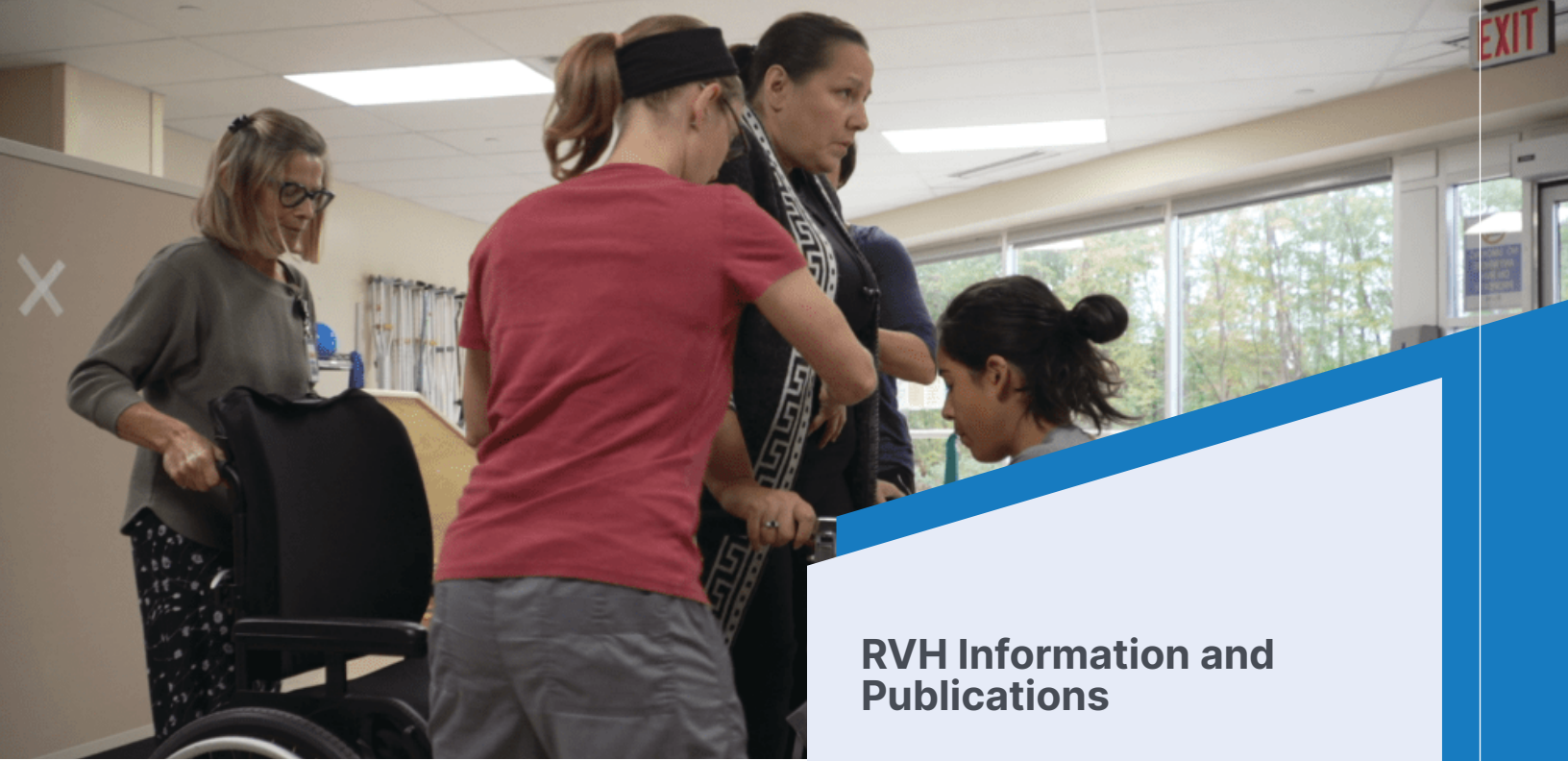


Candidate Brief

Director of Development

Royal Victoria Regional
Health Centre | 2025





About RVH Foundation

Royal Victoria Regional Health Centre (RVH)

Located in Barrie, Ontario, Royal Victoria Regional Health Centre (RVH) proudly serves as both a community hospital and a regional health centre. Their expert care teams provide core hospital-based care to those who live closest to them, while also offering advanced, specialized services through six clinical programs to care for the region's sickest patients. With more than 500,000 patient visits annually, people from across Simcoe County count on RVH to make life better, with the care they need, close to home.

RVH Foundation mobilizes community giving to bring gold-standard care—precise, personalized, and minimally invasive care—close to home. Their \$100-million Keep Life Wild campaign is supporting the big moves RVH will make to end hallway

RVH Information and Publications



Strategic Plan: "Vitality You"

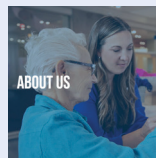
[RVH-Strategic-Plan-DOWNLOADABLE.pdf](#)



Donor Impact Report 2024

In 2024, donors gave \$15.5M to fuel expansion and innovation across RVH.

[View the 2024 Impact Report](#)



About the RVH Foundation

The fundraising arm of RVH—connecting community generosity with vital hospital programs, equipment, and infrastructure.

[About the Foundation](#)



medicine, long waits, and long drives for care somewhere else. Together with the support of their community, they will expand the existing campus in Barrie and build a new site in Innisfil, as they expand the complex, life-saving care they offer in their specialized regional programs.

PEOPLE & CULTURE LEADERSHIP

At RVH Foundation, people leaders play a central role in shaping a workplace where individuals feel fulfilled by having a meaningful impact, growing in their roles to reach their potential, and connected by a sense of belonging.

RVH at a Glance



516,227
patient visits



3,973
employees



94,100
emergency
visits



531
credentialed
staff



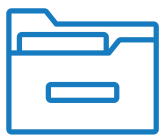
272
volunteers

[Learn More About RVH](#)

Leaders are expected to:

- Create team environments rooted in trust, clarity, and belonging
- Provide regular coaching, feedback, and encouragement to support individual growth
- Foster a sense of purpose by connecting daily work to meaningful impact
- Model values-aligned behavior and address issues that undermine team culture
- Build a workplace where people feel cared for, supported, and proud of what they contribute

Leading people at RVH Foundation is not just about delivering results. It's about helping each other thrive while we achieve those results together.



The Role

The Director of Development leads the pursuit of transformational philanthropy that will change the future of health care in Simcoe-Muskoka. Reporting to the Chief Executive Officer (CEO), the Director shapes the strategy and drives the execution of major gifts and planned giving, ensuring the success of the \$100M Keep Life Wild campaign.

At the heart of this role is partnership and collaboration. The Director works side by side with the CEO, serving as their right-hand on campaign strategy, and partnering with hospital leadership to turn bold hospital priorities into opportunities that inspire donors' deepest ambitions.

The Director mobilizes and inspires senior volunteers—including the Campaign Cabinet and Board members—who are central to the success of this campaign. This is a unique philanthropic market: many volunteers are highly successful, self-made business leaders and entrepreneurs. Harnessing their networks and enthusiasm will be a critical factor in achieving ambitious goals.

Equally important is team leadership. The Director manages a high-performing and cohesive team of fundraising professionals, fostering a culture of collaboration, trust, and accountability. Every team member is expected to build and actively manage a robust portfolio; the Director ensures the systems, coaching, and mentoring are in place so that everyone can succeed.

The Director personally manages a select portfolio—expected to generate \$2–3M annually—while setting the overall development strategy and ensuring that both staff and volunteers are inspired and supported. The Director will help build a sustainable philanthropic foundation that lasts well beyond the current campaign.

In every facet of the work, the Director builds the bridge between investment and impact, ensuring every donor, volunteer, and hospital partner feels the power of what is possible through philanthropy.

REPORTS TO:

[Chief Executive Officer](#)

DIRECT REPORTS:

Manager, Donor Advising (2), Development Coordinator.

INDIRECT REPORTS:

Donor Advisors (4)



Key Responsibilities

STRATEGIC & OPERATIONAL LEADERSHIP (APPROX. 30%)

- Lead the design and execution of major gifts and planned giving programs to achieve the Keep Life Wild campaign goal (currently a \$100M, 10-year campaign).
- Translate the Foundation's strategic plan and hospital priorities into clear, actionable fundraising strategies with ambitious yet achievable goals.
- Develop trusted partnerships with clinical leaders and medical staff to gain insight into funding priorities and emerging opportunities.
- Serve as a trusted advisor to the CEO, Board and Campaign Cabinet, bringing donor intelligence, philanthropic trends, and market insights to sharpen strategy and decision-making.
- Champion discipline and accountability: ensure portfolios are actively managed, pipelines are healthy, and donor relationships move with purpose.

TEAM LEADERSHIP & PERFORMANCE MANAGEMENT (APPROX. 30%)

- Lead, mentor, and motivate a major gift fundraising team, ensuring systems, reporting, and training are in place for consistent moves-management and portfolio advancement.
- Foster a culture of trust, collaboration, and mutual respect—celebrating the work of all teams and maintaining unity across departments.
- Provide coaching on when to advance prospects and when to pause, helping staff focus on high-quality, high-potential relationships.

MAJOR GIFT PORTFOLIO & DONOR ENGAGEMENT (APPROX. 30%)

- Personally manage a select portfolio of high-capacity donors and prospects, leading cultivation, solicitation, and stewardship strategies to secure \$2–3M in gifts annually.
- Partner with hospital clinical and operational leaders to translate clinical priorities into compelling donor opportunities.
- Collaborate with the Director, Marketing & Donor Experience on proposals, cultivation and recognition strategies, and impact reporting that build donor trust and loyalty.
- Engage with volunteers and community leaders across Simcoe and Muskoka to expand the donor base and mobilize networks.

BUSINESS PLANNING & FINANCIAL MANAGEMENT (APPROX. 10%)

- Develop and manage the annual Development budget; forecast major gift revenue and monitor progress against targets.
- Establish clear and measurable performance indicators and provide regular reporting and analysis.
- Ensure disciplined use of data and portfolio management systems to track activity and reinforce accountability.
- Embed rigorous prospect identification, qualification, and tracking as the foundation of program sustainability, ensuring a healthy pipeline that fuels both campaign success and long-term revenue growth.



The Ideal Candidate

The next Director of Development will be an accomplished major gifts leader and a strategic, hands-on fundraiser with the confidence and credibility to inspire donors, volunteers, and staff alike.

EXPERIENCE & EXPERTISE

- ★ 7–10 years of progressive experience in a hospital foundation or similarly complex organization, with depth in major gifts and planned giving. Candidates with private-sector business development experience will also be considered if they have previously served on a Board or as a volunteer fundraiser.
- ★ Demonstrated success closing six and seven-figure gifts and turning hospital or community needs into compelling cases for support.
- ★ Proven ability to design healthy pipelines, qualify prospects, and use data to forecast revenue and guide decisions.
- ★ Strong record of leading and mentoring high-performing teams with diverse personalities and work styles.
- ★ Skilled in volunteer leadership—equipping senior volunteers to open doors and advance relationships.

LEADERSHIP & PERSONAL ATTRIBUTES

- ★ A confident, down-to-earth leader who builds everyone up and operates with a high degree of trust and humility.
- ★ Strategic thinker who welcomes constructive challenge and brings fresh, creative ideas—capable of “changing the lens” and looking at opportunities differently.
- ★ Resilient and composed in a fast-paced, high-pressure environment; undeterred by hearing “no” and able to maintain momentum.
- ★ Clear and respectful communicator who can deliver tough messages and manage challenging conversations with grace.
- ★ Community-minded and passionate about mobilizing the people and resources of Simcoe-Muskoka.
- ★ Dynamic and engaging personality; able to connect with a wide variety of people—from entrepreneurs to professionals—adjusting style to suit the audience.

This is an opportunity for a seasoned development professional to partner closely with an inspiring CEO, lead a cohesive and talented team, and help shape a campaign that will transform health care for the region for generations to come.



Steps in the Selection Process

EXPRESSING YOUR INTEREST

To be considered for this role, please submit your resume and a cover letter to Vesna Markovic at vesna@searchsmart.ca. We assure you that all personal information will be handled with the utmost confidentiality.

CANDIDATE REVIEW AND SHORTLISTING

Upon receiving applications, we carefully review all resumes and cover letters against the client's requirements and compare candidates to ensure the best fit.

INITIAL SCREENING WITH OUR TEAM

If your qualifications align with the client's criteria, we will reach out to schedule a short telephone meeting. This conversation allows us to assess your interest and suitability for the role and to provide you with additional information about the opportunity. Candidates advancing to the next stage will be asked to sign a Candidate Agreement. We will keep you informed about your progress after this step and confirm your interest.

Candidate Charter

Our [Candidate Charter](#) is a testament to our commitment to treating candidates as valued partners in the executive search process. We believe that fostering trust, transparency, and mutual respect benefits all parties involved.

CLIENT INTERVIEW PROCESS

Shortlisted candidates will be invited to meet with the client for an interview. This will typically involve a detailed discussion and may include a presentation or other preparatory tasks. Depending on the client's needs, follow-up interviews may also be scheduled.

After you meet with the client, we will communicate their feedback promptly. If you are chosen to move forward to a second round of interviews, we will conduct an initial reference check with an individual familiar with your professional experience. This interview may involve a selection committee.

FINAL STEPS AND OFFER

Once all checks (reference, education, criminal, social media, and credit if applicable) are completed and you are identified as the preferred candidate, the client will extend a verbal offer. At this point, the terms and conditions of the offer will be discussed with you.

How to Apply

We thank all candidates in advance. We will, however, contact only those selected for an interview. To apply, please submit, in confidence, a resume along with a cover letter that sets out your interest and experience for the role. Please include your salary expectations for the role in your cover letter. Please send your resume to vesna@searchsmart.ca.

Commitment to Diversity, Equity, and Inclusion

At SearchSmart, we are deeply committed to fostering diversity, equity, and inclusion (DEI) in every aspect of our work. We believe that diverse teams drive innovation, equity promotes fairness, and inclusion ensures that every voice is valued.

Our approach to executive search prioritizes creating opportunities for individuals of all backgrounds, experiences, and perspectives to thrive. We actively work to identify and mitigate bias in our processes and to present candidates who bring diverse expertise and lived experiences.

By integrating DEI into our mission, we empower our clients to build leadership teams that reflect the communities they serve, unlocking potential and driving meaningful change. At SearchSmart, diversity, equity, and inclusion are more than values—they are foundational to who we are and what we do.



CONTACT DETAILS

Sandra Paquette, CEO | 416 763 0404 | sandra@searchsmart.ca

Vesna Markovic, Director of Research & Operations | 647 608 3595 | vesna@searchsmart.ca



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