

# Manager, Annual Giving

Position Brief





# Manager, Annual Giving

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### FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of St. Joseph's Healthcare Foundation Hamilton. For more information about this opportunity, please contact **Meredith Roberts Senior Consultant, KCI Search + Talent by email at [SJHF-AG@kcitalent.com](mailto:SJHF-AG@kcitalent.com)**.

To ensure an equitable and inclusive process, KCI staff will respond to all enquiries and will individually review all resumes. 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 9, 2026**.

*St. Joseph's Healthcare Foundation is an equal opportunity employer committed to equity, diversity, and inclusion. We aim to reduce barriers and support accessibility and as such, we will accommodate any needs set out under the Canadian Charter of Rights and Freedom, Accessibility for Ontarians with Disabilities Act, and the Ontario Human Rights Code.*

*This posting is for a current vacancy. Artificial intelligence will not be used to screen resumes or assess candidates in this search.*



## Manager, Annual Giving

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### THE OPPORTUNITY

St. Joseph's Healthcare Foundation Hamilton is seeking a strategic, results-driven **Manager, Annual Giving** to lead and grow a multi-channel fundraising portfolio encompassing direct mail, digital marketing, lottery and gaming, tribute and commemorative giving, mid-level giving, sustainer (monthly) giving, and employee giving programs. The Manager will oversee the planning and execution of integrated campaigns designed to achieve annual and campaign specific revenue targets while increasing and enhancing donor engagement and experience.

Reporting to the Director of Database, Donor Services and Annual Giving, the Manager will design and lead comprehensive annual giving strategies to drive donor acquisition, engagement, and retention to strengthen and advance the Foundation's donor pipeline. Working collaboratively with marketing, communications, donor relations, major gifts, and finance teams at the Foundation, as well as with hospital stakeholders, the Manager will inspire generosity, enhance stewardship, and deepen donor relationships across all giving channels.

The ideal candidate is strategic, analytical, and creative and able to translate data into strategy, identify new growth opportunities, optimize campaign performance, and is committed to donor-centred best practices. The Manager, Annual Giving will supervise and support the Direct Marketing Officer and provide coaching and mentorship to foster growth and performance. They will bring purpose-driven leadership, a data-informed mindset, and a passion for innovation in a fast-paced and complex environment.

The salary range for this role is \$79,600 – \$88,200 and includes an industry-leading pension plan (HOOPP) and a comprehensive benefits package.

St. Joseph's Healthcare Foundation Hamilton offers a hybrid work model with three days per week at the Foundation office (224 James Street South, Hamilton) and two days from a home office.

## ABOUT ST. JOSEPH'S HEALTHCARE FOUNDATION

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At St. Joseph's Healthcare Foundation, we're dedicated to raising funds to support the highest priority needs of St. Joseph's Healthcare Hamilton, an academic health sciences centre committed to exceptional patient care, research and the education and training of healthcare professionals.

For more than 50 years, St. Joseph's Healthcare Foundation has partnered with grateful patients and our community of donors and friends to raise funds that enable our Hospital to deliver the very best care to all those in need while pursuing healthcare research to advance the future of care. It is with this legacy in mind that we embarked on the implementation of our 2023-2028 strategic plan.

We leverage the *Building, Leading, Learning and Caring pillars* of St. Joseph's Healthcare Hamilton's strategic plan, integrate the innovative work of the Research Institute of St. Joe's Hamilton, and remain true to the values of our Founders, the Sisters of St. Joseph of Hamilton. Through our relationship with St. Joseph's Health System, we will strive to bridge the gaps in healthcare funding for our Hospital, foster innovation in care, research, and education and impart how every donation to St. Joseph's Healthcare Foundation has an unstoppable impact on the lives of the patients our care teams are honoured to serve.



At St. Joseph's Healthcare Foundation, we care about our culture. We believe the talent of our team is our greatest strength, and we are better when we work together. Acting with integrity and kindness isn't just something we do, it's who we are. We are building and strengthening a culture of teamwork where the balance of work and life is respected and where we encourage and support one another as individuals.

St. Joseph's Healthcare Foundation is accredited through Imagine Canada's Standards Program for its excellence in fundraising, financial accountability and transparency, governance, volunteer involvement and staff management.

### St. Joseph's Health System

St. Joseph's Healthcare Hamilton is part of the St. Joseph's Health System. When the Sisters of St. Joseph arrived in Hamilton in 1852, they began their work in the freight sheds at the docks in Hamilton's harbour, treating the victims of a cholera epidemic, often putting their own lives at risk caring for the sick and the vulnerable.

Today, the health system encompasses five cities, with over eight thousand staff serving a population of over 2 million, where the Sisters' mission shapes and informs our unique culture, which is the hallmark of our service.

Their legacy lives through each one of our physicians, staff, researchers, learners, donors and volunteers of St. Joseph's Health System (SJHS). SJHS is a sought-after leader in the delivery of integrated care, which is transforming patient care and outcomes.

### Mission

A strategic partner in the advancement and transformation of healthcare, we work with our generous community to support excellence in patient care, research, and education at St. Joseph's Healthcare Hamilton and in the communities, we are honoured to serve.

### Vision

A leader in healthcare philanthropy in Canada, we empower the mission and vision of St. Joseph's Healthcare Hamilton to create a healthy future for all.

### Values

In who we are as a team, in the decisions we make and the work that we do, these values are our guide:

- ✓ Accountability
- ✓ Collaboration
- ✓ Compassion
- ✓ Inclusion
- ✓ Innovation
- ✓ Respect



## STRATEGIC PLAN 2023-2028

At St. Joseph's Healthcare Foundation, the 2023-2028 Strategic Plan is focussed on four strategic pillars; proudly sharing our story, building our donor base, advancing the future of healthcare and making every moment matter.

[Click here for information on the pillars of our Strategic Plan.](#)

## Fundraising for our Robotic Surgery Revolution

### *The Robotic Surgery Campaign*

Fourteen years ago, with the support of our generous community of donors, the Boris Family Centre for Robotic Surgery at St. Joseph's Healthcare Hamilton embarked on a journey to explore the power and the promise of robotic surgery. Today, St. Joe's is an international leader in this innovative field. We're one of only a few hospitals in the country with multiple robotic surgery platforms and our program is the first of its kind in Canada, where the specialties of Urology, Thoracics, Head and Neck, and Orthopaedics work together to advance the science of robotics for the ultimate benefit of our patients. Now, we're planning for the next phase of the robotic surgery revolution at St. Joe's, and we have launched a \$20 million robotic surgery campaign.



The Robotic Surgery Revolution Campaign will help our hospital to:

- Bring an additional surgical robot to our fleet at St. Joe's so we can double the number of robotic procedures we perform from 370 to 740 per year. This will help to reduce wait times and improve outcomes for the patients we serve.
- Continue to offer robotic surgery to patients living with cancers of the mouth, head, neck, chest, lung, and bladder, and to patients requiring hip and knee replacements.
- Discover new procedures, pursue novel research, and train the robotic surgeons, nurses and technicians of tomorrow, today.

In order to stay on the forefront of this rapidly evolving field, we must continue to push the boundaries of care, discover and test new procedures, and invest in maintaining our leadership. We know there are many more applications for robotic surgery that are not OHIP funded, and still more that have yet to be discovered. That's why we're working with our generous community to raise \$20 million over the next three years to fuel the next phase of our robotic surgery revolution.

This is one example of a campaign we are currently fundraising for. To learn more about our other campaigns and initiatives, you can read about our fundraising priorities [here](#).

### Our Partners



## ADDITIONAL INFORMATION

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- [About Us](#)
- [Our Hospital](#)
- [Board of Directors](#)
- [Financial Impact Report 2024/2025](#)
- [Audited Financial Statement 2024/2025](#)
- [Foundation Policies](#)
- [Ways to Give](#)
- [Get Involved](#)
- [The Robotic Surgery Campaign at St. Joe's](#)

### Foundation Board of Directors

#### **Scott Galbraith, Chair**

District Vice President, TD Bank Financial Group

#### **Gordon Albini, Vice-Chair**

President and CEO, Queenston Automotive Group and Setay Holdings Limited

#### **Chantal Copithorn, CPA, CA, TEP, Treasurer**

Partner, Family Enterprise Services, PricewaterhouseCoopers LLP

#### **Dr. Nina Ahuja**

Ophthalmic Surgeon, St. Joseph's Healthcare Hamilton

#### **Hugh Bowman**

President and CEO, Global Citrus Group

#### **Justin Campbell**

President, Day & Campbell Limited

#### **Elham Farah**

Management Director of Fallwood Lavender Farm, Director of Special Projects, Hasty Market Corp.

#### **Agnieszka (Nesha) Gibson**

Vice-President, People and Culture, ArcelorMittal Dofasco

#### **Tonia Jahshan**

Founder and President, Sipology

#### **Geoff Joseph**

President and CEO, Joseph Transportation Group

#### **Janet Knight**

Retired, Former Executive Vice President, Hamilton Oshawa Port Authority

#### **Victoria Mancinelli**

Director of Public Relations, Marketing and Strategic Partnerships, LiUNA

#### **Dr. James MacKillop**

Peter Boris Chair in Addictions Research, St. Joseph's Healthcare Hamilton

#### **PJ Mercanti**

Chief Executive Officer, Carmens Group

#### **Anandi Naipaul**

Partner and Personal Injury Lawyer, Ross & McBride LLP

#### **Steven Nixon**

Retired, Former Regional Vice-President – Hamilton Brantford Norfolk, RBC

#### **Dr. Bobby Shayegan**

Chief of Surgery, St. Joseph's Healthcare Hamilton

#### **Shendal Yalchin**

General Manager and COO, The Hamilton Club

## KEY DUTIES AND RESPONSIBILITIES

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- Working with the Director of Database, Donor Services and Annual Giving, lead the planning, strategy, and implementation of the Annual Giving program including direct mail, direct marketing (online, Grateful Patient/Miracle Worker program, monthly) employee giving, tribute and commemorative giving, lottery and gaming, and mid-level giving (\$5,000-\$9,999).
- Leverage industry best practice, campaign performance and data insights to develop and lead multi-channel strategies to optimize fundraising outcomes and ensure a sustainable donor pipeline.
- Manage a portfolio of mid-level giving prospects and work collaboratively with the Major Gifts team to cultivate, solicit, and steward donors through the donor pipeline.
- Prepare annual budgets and closely monitor revenue and expense targets.
- In collaboration with the Marketing and Communications team, write compelling stories and create solicitation letters and calls to action for direct mail, direct marketing, and digital campaigns.
- Lead and elevate the Grateful Patient/Miracle Worker program through storytelling, care provider recognition, staff and patient engagement, hospital presence, and direct mail and marketing tactics.
- Develop and support employee giving and engagement strategies and enhance Foundation presence at all three hospital campuses with a focus on increasing staff, community, and online engagement.
- Manage the sustainer (monthly) giving program and develop strategies to increase donor base, encourage conversion, stretch giving, and movement through the donor pipeline.
- Work closely with Donor Relations to develop best-in-class stewardship initiatives and foster relationships to enhance the donor journey.
- Build strong relationships with key hospital stakeholders and with third party vendors such as graphic designers, mail houses, printing partners, and Canada Post.
- Champion an environment that ensures effective sharing of information and collaboration with other Foundation programs and teams.
- Supervise and mentor the Direct Marketing Officer, fostering a collaborative and high-performing environment. Support their professional growth, celebrate their successes and conduct annual job performance reviews.
- Stay engaged and current with hospital news, health care topics, best practices, and new tools/technology related to direct response fundraising.
- Stay informed of developments at St. Joseph's and within the Foundation, including internal and external communications, emerging issues, and organizational positions, to ensure accurate and consistent representation.
- Assist in other duties and projects to further the mission of the Foundation.

## QUALIFICATIONS AND KEY COMPETENCIES

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- 5+ years of progressive fundraising experience with proven success in Annual Giving, preferably within healthcare or similarly complex mission-driven organization.
- Proven experience working with individual donors at the entry and mid-level levels including knowledge of direct mail and digital strategies.
- Excellent written, oral and verbal communication skills to engage with donors and stakeholders effectively.
- Strategic thinking, attention to detail, and strong program management skills.
- Ability to track, analyze, and interpret fundraising data to optimize strategies.
- Ability to establish rapport, effectively communicate the mission and impact of the Hospital, and build and maintain positive and collaborative relationships with staff and donors.
- A commitment to exceptional donor relations along with knowledge and experience moving prospects through all stages of the donor cycle (cultivation, solicitation, recognition, and stewardship) and towards greater engagement.
- Strong knowledge of the Hamilton area and broader region served by St. Joseph's Healthcare is an asset.
- Solid knowledge of Raiser's Edge or similar fundraising software.
- Healthcare philanthropy experience is an asset.
- University degree or college diploma is preferred, and an equivalent combination of experience and training will also be considered. A professional designation such as CRFE is an asset.

## LEADERSHIP BIOGRAPHY

### Amanda Leahy

#### Director, Database, Donor Services, and Annual Giving



Amanda joined St. Joseph's Healthcare Foundation in December 2007 as Manager, Database and IT, bringing a strong foundation in data analytics, database management, and direct marketing. In 2015, she was appointed Director, Database, Donor Services and Annual Giving, where she continues to offer steady, strategic leadership.

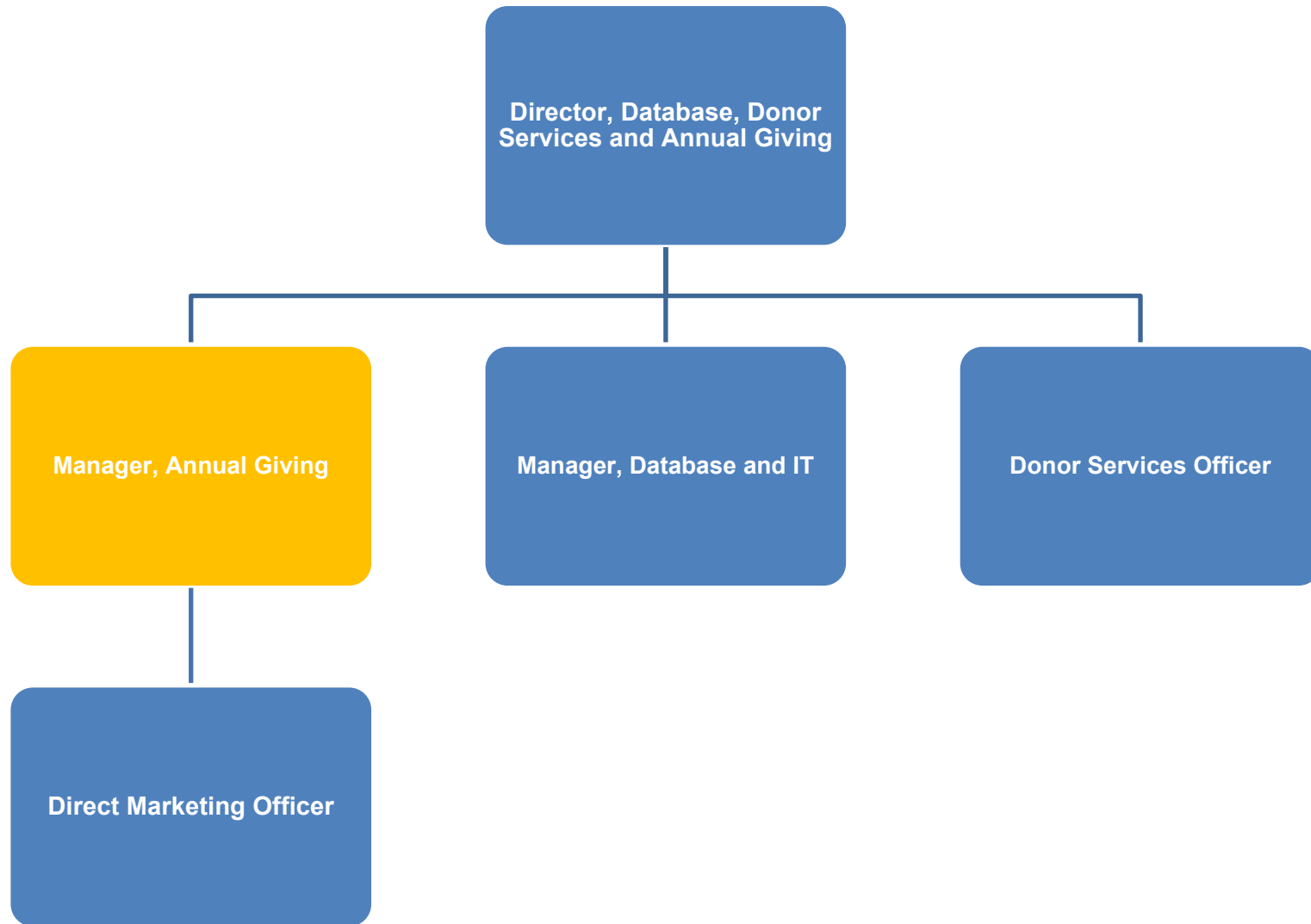
Known for a data driven, insight focused approach, Amanda has led multi-channel Annual Giving initiatives for more than a decade, strengthening donor pipelines, enhancing retention, and building programs that inspire generosity at every level. She has a proven ability to translate complex data into meaningful action, shaping campaigns and donor experiences that advance St. Joseph's mission of unstoppable impact.

Amanda is recognized as a compassionate and collaborative leader, fostering a culture of philanthropy where every gift, large or small, has the power to enhance patient care. Her enthusiasm for data, innovation, and all things Annual Giving continues to elevate the Foundation's work and deepen donor engagement across the community.

Before joining St. Joseph's, Amanda spent six years with World Wildlife Fund Canada, where she honed her database expertise and developed a strong grounding in direct response fundraising—experience that continues to inform her thoughtful, donor centered approach today.

## ORGANIZATIONAL CHART:

### St. Joseph's Healthcare Foundation, Database, Donor Services, and Annual Giving



# ORGANIZATIONAL CHART: St. Joseph's Healthcare Foundation Hamilton

