

# Associate Director, Legacy Giving





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### FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of St. Joseph's Health Care Foundation (SJHCF). For more information about this opportunity, please contact Jody Jacobson, Senior Consultant, KCI Search + Talent by email at: [SJHCF-LG@kcitalent.com](mailto:SJHCF-LG@kcitalent.com).

Interested candidates should send their resume and letter of interest to the email address listed above by **July 26, 2026**. All inquiries and applications will be held in strict confidence.

#### **Statement on Belonging, Dignity and Justice**

As our organization continues its own journey of learning and deeper understanding, we are committed to the principles of belonging, dignity and social justice. Every member of our community has a place of value and dignity in our organization. We will continue to strive to eliminate inequity and systemic barriers to participation. St. Joseph's Health Care Foundation will endeavor to develop competence, formal policies and structures to culturally embed these important principles into our operational and physical environments. Our commitment is rooted in our organization's values which include 'doing right' and further inspired by the traditions of inclusion and social justice of our founders, the Sisters of St. Joseph.

If you require accommodation, please notify the Search Consultant in advance and they will work with you to meet your needs. SJHCF is committed to providing accommodation throughout the recruitment and selection process.

*This posting is for a current vacancy. Artificial intelligence will not be used to screen resumes nor assess candidates in this search.*



## Associate Director, Legacy Giving

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### THE OPPORTUNITY

St. Joseph's Health Care Foundation (London) is seeking a relationship-driven and mission-oriented fundraiser to join their team as **Associate Director, Legacy Giving**. Reporting to the Director, Development (Major Giving), the Associate Director will take on an exciting mandate to strengthen and grow the Foundation's legacy giving program, building on an established pipeline of donors and prospects who are deeply connected to St. Joseph's and its mission.

Working in close collaboration with the Director of Development (Major Giving), the Associate Director will develop the strategies, structures, and systems needed to support the continued growth and evolution of legacy giving as a distinct program within the Foundation's fundraising function. The Associate Director will manage a portfolio of current and prospective donors, bringing thoughtful and individualized approaches to cultivation, solicitation, and stewardship. With deep experience soliciting legacy gifts, the Associate Director will be confident engaging directly with donors and prospects, guiding them thoughtfully through personal conversations about bequests, trusts, and other estate planning vehicles. At the same time, they will collaborate closely with colleagues across the Foundation to ensure that legacy giving is well integrated with the Foundation's broader fundraising strategy, identifying and engaging with donors with the capacity and interest to make meaningful gifts, both current and future.

Beyond managing their own portfolio, the Associate Director will serve as the Foundation's subject-matter expert on legacy giving, sharing expertise with colleagues, supporting them in recognizing planned giving conversations when they arise, and helping to build a culture where legacy giving is a natural part of how St. Joseph's engages its most loyal donors.

The ideal candidate will be energized by the opportunity to shape and grow the Foundation's legacy giving program. The Associate Director will bring genuine warmth and curiosity to their relationships with donors, be experienced with the long timelines that legacy giving requires and have a deep appreciation for what it means when someone chooses to leave a lasting legacy in support of health care in their community.

This is a full-time, in-office position based in London, Ontario. The salary range is \$85,429 to \$106,801, with an industry leading pension plan (HOOPP), and an excellent benefits package.

## ABOUT ST. JOSEPH'S HEALTH CARE LONDON

St. Joseph's Health Care London has been caring for the body, mind, and spirit of people in London, Southwestern Ontario, and beyond for more than 150 years. It is one of the most complex health care organizations in Ontario and a major patient care, teaching, and research centre that serves a wide range of needs across multiple sites, including St. Joseph's Hospital, Parkwood Institute, Mount Hope Centre for Long Term Care, and the Southwest Centre for Forensic Mental Health. Care.

A Catholic health care organization owned by the St. Joseph's Health Care Society of the Roman Catholic Diocese of London, St. Joseph's is also a proud partner in London's academic health sciences community. Its areas of clinical focus span acute and ambulatory care, complex and veterans care, long-term care, rehabilitation and specialized geriatrics, and specialized mental health care, making it a uniquely diverse and impactful institution.



## Lawson Research Institute

At the heart of St. Joseph's research mission is Lawson Research Institute. It's one of Canada's premier health research institutes and the research arm of St. Joseph's Health Care London. Affiliated with Western University through shared faculty appointments and collaborative research programs, Lawson is guided by a simple but powerful purpose: discovery-driven and patient-focused.



Lawson's researchers are recognized nationally and internationally for their work across six priority areas: aging, chronic diseases, imaging, mental health, mobility and activity, and surgical specialties. In October 2024, St. Joseph's relaunched Lawson as its own distinct research institute, marking a new chapter in its history and signalling a continued commitment to attracting top scientific talent, building new infrastructure, and deepening the integration of research and clinical care. With a new [2025–2030 strategic plan](#), Lawson is well-positioned to shape the future of health care in London and far beyond.

## ABOUT ST. JOSEPH'S HEALTH CARE FOUNDATION

Since 1977, St. Joseph's Health Care Foundation has been inspiring community investment in health care at St. Joseph's Health Care London. The Foundation's mission is clear and enduring: to transform health care through the power of giving. Every gift makes possible the kind of innovation and discovery that public funding alone cannot support, from advanced medical equipment to groundbreaking research to exceptional patient care experiences.



The Foundation is guided by a deep commitment to its donors. Accredited under Imagine Canada's Standards Program and a signatory to the Financial Accountability Code of Conduct, it holds itself to a high standard of transparency and stewardship.

With a vision to transform health care through the power of giving, and a mission to inspire community investment in health care excellence, the Foundation is at an exciting moment. Alongside an engaged board of directors and a community of dedicated volunteers, it continues to build a culture where people feel genuinely connected to the difference their support makes.



### Mission

To inspire community investment in healthcare excellence at St. Joseph's.



### Vision

Transforming healthcare through the power of giving.



### Values

We believe in: Doing right, creating impact and giving thanks.

## FUNDRAISING AT ST. JOSEPH'S HEALTH CARE FOUNDATION

St. Joseph's Health Care Foundation has a strong and growing culture of philanthropy, built on decades of trust between the Foundation and the London community. Donors at every level are drawn to the Foundation's track record of putting resources to work in ways that are meaningful, measurable, and mission-aligned.

The 2024-25 fiscal year was an extraordinary one. Donors across the community raised more than \$13.6 million in cash gifts, enabling the Foundation to disburse more than \$8.7 million to priorities across St. Joseph's funding essential patient care equipment in rehabilitation, surgery, and imaging; advancing research in diabetes, mental health, and Alzheimer's disease; and enriching education for nurses, volunteers, and medical learners. The year also marked a significant milestone: a record \$36.1 million in pledged revenues, anchored by a transformational 10-year commitment from Ontario's Workplace Safety and Insurance Board. In partnership with Lawson Research Institute, this investment will establish a first-in-Canada research hub dedicated to addressing the human and health costs of occupational injury and illness. This was the largest single grant ever received and stewarded by the Foundation.

The Foundation’s fundraising program spans a broad range of giving channels, including annual giving, major gifts, planned giving, and special events, all working in concert to deepen donor relationships and grow philanthropic revenue. Annual giving plays a foundational role by building the pipeline of engaged donors whose commitment to St. Joseph’s deepens over time.

As the Foundation looks ahead, it is focused on strengthening the programs and donor relationships that will sustain its growth, ensuring that St. Joseph’s continues to have access to the resources needed to innovate, care, and discover in ways that make a real difference for patients and families in London and beyond.



### ADDITIONAL INFORMATION

- [About St. Joseph’s Health Care Foundation](#)
- [St. Joseph’s Health Care Foundation Team](#)
- [2024-2025 Community Impact Report](#)
- [Your Impact Stories](#)

- [Fundraising Priorities](#)
- [2024 – 2025 Financial Statement](#)
- [St. Joseph’s Health Care London](#)
- [2025 – 2030 St. Joseph’s Strategic Plan](#)

### BOARD OF DIRECTORS

- Alfonso Campos Reales, Chair
- Paul Hubert, 1<sup>st</sup> Vice Chair
- Jennifer Quick, 2<sup>nd</sup> Vice Chair
- Bill Tucker, Past Chair
- Amir Shenouda, Treasurer
- Ashley Conyngham
- Mike Elkassem
- Jaafer Haidar
- Alex Lau
- Lucy Lee
- Jay Nash
- Louise Poole
- Carrie Ramsay
- McMichael Ruth

## KEY AREAS OF ACCOUNTABILITY

- In collaboration with the Director, Development (Major Giving), develop and implement the strategy for a robust legacy giving program and moves management activity of legacy prospects.
- Manage a portfolio of approximately 100-150 current and prospective legacy giving donors.
- Build and maintain relationships to identify, cultivate, solicit, and steward donors who make charitable gifts through bequests, trusts and other estate planning strategies. This involves identifying potential prospects, utilizing prospect research, developing individual cultivation, solicitation and stewardship strategies.
- Develop and implement solicitation strategies for legacy gifts, including making direct asks and including others in the solicitation process as required, i.e. foundation and hospital leadership and board members.
- Understand the identified fundraising priorities and articulate those to potential donors, matching their passions and interests.
- Integrate legacy giving opportunities into broader fundraising initiatives, campaigns and events.
- As a subject-matter expert, provide guidance and support to colleagues as needed on legacy giving best practices.
- In collaboration with Major Gift colleagues, identify legacy prospects with the capacity to make current mid-level and major gifts, and explore opportunities for blended gift arrangements that combine a current outright gift with a future legacy commitment. Participate in donor meetings alongside major gift fundraisers when appropriate.
- In collaboration with the Annual Giving team, identify and engage loyal donors whose sustained commitment to St. Joseph's may indicate an interest in making a legacy gift.
- Oversee the administration of planned gifts, including working with donors' legal and financial advisors, executors and lawyers, managing necessary documentation and acknowledgement processes.
- Utilize Raiser's Edge/NXT, tracking and managing donor interactions, donations, and engagement activities, ensuring accurate and up-to-date records.
- Attend Foundation and purposeful community events to identify potential new prospects.
- Together with the Donor Relations and Stewardship Officer, ensure that legacy donors receive appropriate recognition and stewardship for their support, including personalized stewardship plans.
- Ensure all interactions are respectful, donor-centred and in keeping with the organization's values.
- Work as a team player promoting a positive and professional work environment and conducts the role with integrity and respect.
- Support the work of the Foundation and its team with other duties and special projects as assigned.
- Serve as an ambassador of the Foundation and the Hospital to the broader community.
- Abide by the policies and procedures of St. Joseph's Health Care London and the Foundation.

## QUALIFICATIONS AND KEY COMPETENCIES

### Skills, Experience & Education

- Progressive experience in fundraising, with demonstrated experience in legacy gift fundraising. Candidates with a strong major gifts background and genuine interest in transitioning into legacy work may also be considered, particularly those who have proven exposure to estate planning or bequest-related discussions with donors.
- Knowledge of legacy giving vehicles and strategies, including bequests, gifts of insurance, gifts of securities, and other deferred giving arrangements.
- Demonstrated experience managing a personal portfolio of donors through identification, qualification, cultivation, solicitation, and stewardship. Experience personally soliciting donations from individuals, including in the context of complex or sensitive conversations.
- Working knowledge of tax laws, estate planning and planned giving vehicles.
- Experience working with professional advisors such as estate lawyers, financial planners, and trust officers.
- Ability to work collaboratively with senior leadership, volunteers, professional advisors, and cross-functional fundraising colleagues to advance donor relationships and philanthropic opportunities.
- Strong project management and organizational skills, with the ability to effectively present complex information in a clear and compelling manner.
- Working knowledge of Raiser's Edge software is a definite asset.
- University degree is preferred, and an equivalent combination of experience and training will also be considered. CFRE professional designation and/or CAGP membership or coursework is an asset.

### Abilities, Qualities & Attributes

- Genuinely curious about people and skilled in building meaningful relationships.
- Active listening skills that build trust and establish rapport.
- Persistence and comfort with ambiguity and long timelines.
- Strong interpersonal skills to engage successfully with volunteers, donors and others in a highly professional manner.
- Exceptional organizational and time management skills, attention to detail, accuracy and professionalism.
- Strong oral and written communication skills.
- Self-motivated with ability to work independently and meet deadlines.
- Results-oriented with the ability to achieve identified metrics to contribute positively and effectively to the organization's goals and objectives.
- Optimistic attitude, skilled in having crucial conversations within the work environment.
- Comfortable navigating complexity, change, and ambiguity while maintaining focus on donor experience, growth, and long-term impact.

## BIOGRAPHIES

### **Michelle Campbell, MPNL, FAHP, (HM)FIA, ICD.D, MFA-P**

President & Chief Executive Officer



With more than 35 years of experience in healthcare development, Michelle leads a professional team of staff and community volunteers in the engagement of community groups, corporations and individuals who wish to support the many clinical and research programs of St. Joseph's Health Care London through private philanthropy. Under her leadership, the Foundation has grown to over \$130M in total assets under management.

She is a recognized leader in Canadian healthcare philanthropy as an accomplished professional, lecturer and educator.

She has also been recognized by her peers in the southwestern Ontario region with the Sirius Award for Fundraising Professional Excellence (1997), as an AFP Chamberlain Scholarship winner (2000), and has won the Association for Healthcare Philanthropy's international Professional Papers Competition twice for her original research. In 2012, she received the George H. Brakeley Jr. Award for her research/publication work in the same field.

Michelle has served as a member of the International Board of Certification for the Association of Health Care Philanthropy, the Board of Directors for the Canadian Association for Healthcare Philanthropy, and as President of the London & Region Fundraising Executives.

She is one of only a handful of professionals in Canada to hold a Fellows (FAHP) designation, the highest accreditation possible in the healthcare development profession. She also holds a Master's Degree in Philanthropy and Nonprofit Leadership – MPNL (2018) from Carleton University, an ICD.D certification from the Canadian Institute of Corporate Directors (2019), designation as a Master Financial Advisor – Philanthropy – MFA/P (2021), and a certificate in Philanthropic Psychology (2024).

Michelle is also an active volunteer in her community. In 2011, she chaired the Board of Governors of the Western Fair District and holds a lifetime appointment to its Senate. From 2010 to 2024, she served as a member of the Governor General's Canadian Leadership Conference Board of Directors. Currently, she is a federally-appointed member of the Board of Directors of the London International Airport Authority where she serves as Chair; and since 2023, she has served on the Imagine Canada Standards Council, which sets the standards for formal accreditation of Canadian charities.

In 2025, Michelle was inducted into the inaugural AHP Hall of Honor, one of three international honorees, in recognition for her contributions to healthcare philanthropy education and practice.

## Sara Cameron, CFRE

Vice-President, Chief Development & Communications Officer | People & Culture



Sara Cameron, CFRE, is a senior nonprofit executive and fundraising professional recognized for her leadership in development, communications, and community engagement within the healthcare sector. She currently serves as Vice President, Chief Development & Communications Officer, People & Culture at St. Joseph's Health Care Foundation in London, Ontario, where she leads integrated strategies that advance philanthropy, strengthen stakeholder relationships, and amplify organizational impact.

With a career rooted in advancing healthcare through philanthropy, Sara brings deep expertise across fundraising, donor relations, marketing, and communications. Her work focuses on building meaningful connections with individual donors, corporations, and community partners, leveraging storytelling, engagement, and collaboration to inspire support and drive measurable results.

Sara is a Certified Fund Raising Executive (CFRE), a globally recognized credential that reflects her commitment to ethical, best-practice fundraising and professional excellence. Over the course of her career, she has held progressively senior roles within St. Joseph's Health Care Foundation, contributing to major giving initiatives, annual campaigns, and communications leadership, and helping to shape a culture of philanthropy that supports high-quality patient care and innovation.

Known for her collaborative leadership style, Sara is passionate about developing high-performing teams and fostering a culture where creativity, accountability, and purpose thrive. She champions integrated communications and engagement strategies that deepen relationships with donors, partners, and stakeholders while elevating the Foundation's mission and impact.

Throughout her career, Sara has been driven by a commitment to community impact, connecting people to the work of St. Joseph's and helping to advance exceptional care that improves lives across the region.