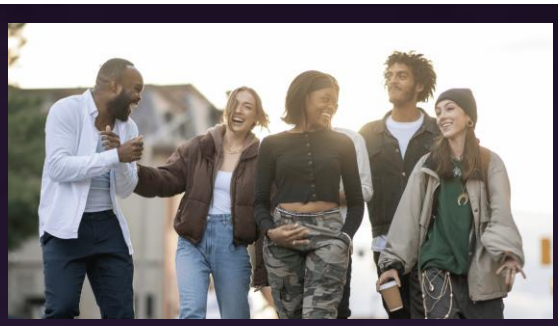
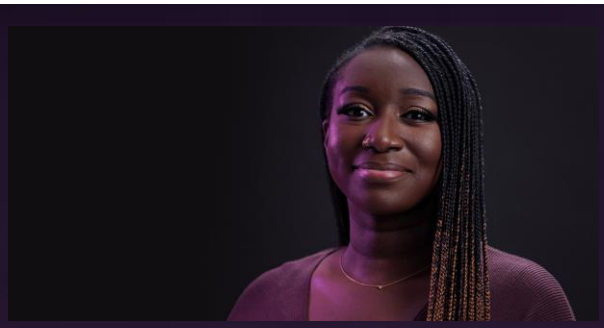
camh FOUNDATION

Position Brief

Director, Campaign









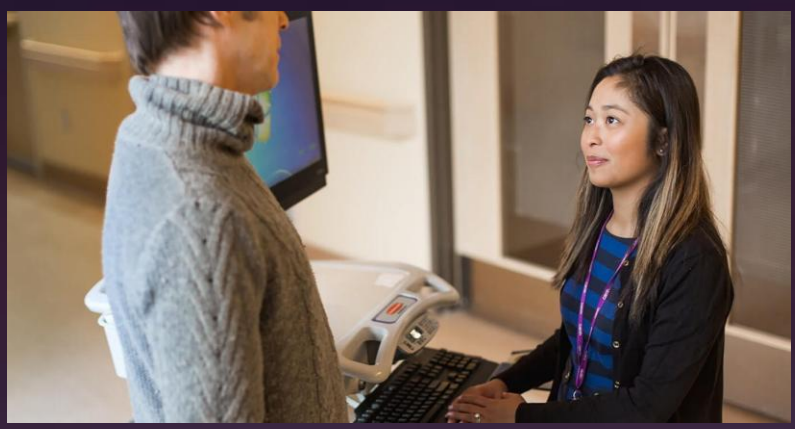




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KCI Search + Talent has been retained to conduct this search on behalf of the Centre for Addiction and Mental Health (CAMH) Foundation. For more information about this leadership opportunity, please email Meredith Roberts, Senior Consultant, KCI Search + Talent, at CAMHCampaign@kcitalent.com.

Interested candidates are invited to send a resume and letter of interest to the email address listed above by **December 13, 2026.**

The hiring salary range for this position is **$140,000 to $170,000** with comprehensive health benefits and enrollment in the Healthcare of Ontario Pension Plan (HOOPP).

CAMH Foundation is an equal-opportunity employer. We are committed to providing reasonable accommodations and will work with you to meet your needs. If you are a person with a disability and require assistance during the application process, please don't hesitate to reach out to the KCI Search Consultants. We celebrate our inclusive work environment and welcome members of all backgrounds and perspectives to apply.

CAMH is fully affiliated with the University of Toronto and is a teaching hospital and research institute. As a CAMH employee, you will be expected to actively support CAMH's teaching and research activities, in addition to supporting the clinical work of the hospital.

At CAMH, we strive to be an equitable and inclusive employer. Our commitment to equity is grounded in an institution-wide commitment to achieving a working, teaching, and learning environment that is free of discrimination and harassment.

CAMH actively seeks candidates from First Nations, Métis and Inuit, racialized and LGBTQ2S+ communities, women, and people with disabilities (including people who have experienced mental health and substance use challenges).

CAMH is a Tobacco-Free Organization.

Director, Campaign

THE OPPORTUNITY

CAMH Foundation is seeking an accomplished and strategic **Director, Campaign** to help shape, build, and launch our next transformational fundraising campaign.

This is an exceptional opportunity to build a campaign from the ground up, establish best-in-class operations and bring to life a bold vision to revolutionize how mental health is understood, supported, and treated.



Working closely with the Chief Development Officer and executive and senior leadership, the Director, Campaign will lead the planning, coordination, and execution of all campaign activities. This includes developing the campaign roadmap and building a strong pipeline of prospective donors, enhancing fundraising systems and processes, and lead business planning, budgeting and financial forecasting.
The Director will play a critical role in bringing together teams across the Foundation, ensuring campaign priorities are understood, plans are moving forward, and opportunities and challenges are addressed. They will also help recruit and mobilize volunteer leaders, including establishing and supporting a future Campaign Cabinet, while providing leadership and mentorship to one direct report.

The ideal candidate will bring the vision, creativity, and influence to challenge conventional approaches, inspire donors, engage senior leaders, and build momentum around a cause that touches us all.

CAMH Foundation currently operates a hybrid work model with a minimum of two days per week in the office at 100 Stokes Street in Toronto.

ABOUT THE CENTRE FOR ADDICTION AND MENTAL HEALTH (CAMH)

The Centre for Addiction and Mental Health (CAMH) is Canada's largest mental health teaching hospital and one of the world's leading research centres in its field. CAMH is fully affiliated with the University of Toronto and is a Pan American Health Organization/World Health Organization Collaborating Centre.

With a dedicated staff of more than 5,000 physicians, clinicians, researchers, educators, and support staff, CAMH offers outstanding clinical care to more than 38,000 patients each year. The organization conducts groundbreaking research, provides expert training to healthcare professionals and scientists, develops innovative health promotion and prevention strategies, and advocates on public policy issues at all levels of government.

Vision
Health redefined.

Mission
We are dedicated to patient, family, and community well-being. We improve access to integrated care, answer the most difficult questions about mental illness and remove barriers to belonging. Together, we choose hope.

Values
Courage, respect, and excellence.

CAMH PATIENT NUMBERS 2021-26

	Total Unique Patients	Total ED Visits	Total Unique Inpatients	Total Unique Outpatients
2021-22	36,065	14,573	3,531	32,869
2022-23	38,646	16,143	3,526	34,792
2023-24	40,405	16,463	4,664	34,845
2024-25	38,544	15,691	3,741	35,467
2025-26	39,637	16,929	3,926	36,144

ABOUT CAMH FOUNDATION

CAMH Foundation is charged with raising and stewarding funds in support of CAMH. Its role is to help transform the way we understand and address mental illness by raising awareness and increasing engagement across the country. Generous and dedicated supporters help CAMH advance discovery and innovation, build spaces that promote recovery, and break down the stigma of mental illness.

CAMH Foundation drives change for mental health. We inspire philanthropy that enables leading- edge research, care, and education at CAMH—Canada's leading hospital for mental health. The CAMH Foundation team of over 95 staff works closely with donors, sponsors, partners, and stakeholders to advance this work. CAMH Foundation raises funds for the highest priority needs of the hospital. With these funds, CAMH advances world-leading research, delivers high-quality clinical care, educates the mental health care professionals of the future, builds new patient care facilities, and raises awareness.

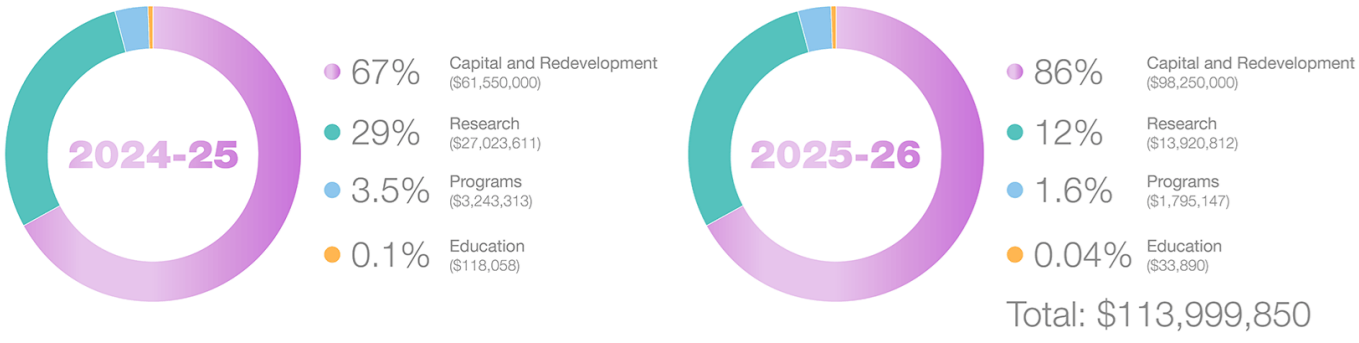
CAMH's work has never been more important. Our donors have helped lay the foundation for discovery and excellence at CAMH. We are now seeing the results of the many years of support through the historic **No One Left Behind campaign,** the world's largest fundraising campaign to support hospital-based mental health research. Finding mental health support shouldn't leave you feeling more lost. At CAMH, we're revolutionizing the way people access mental health care. Our promise, "No One Left Behind," means creating clear, accessible pathways to support for everyone, no matter who or where they are.



This campaign raised over $600 million, surpassing its $500-million goal. The groundswell of support from our CAMH community of donors, advocates and champions has inspired us. With their support, we have funded critical research and advanced construction on two new buildings, including the Temerty Discovery Centre, which is nearing completion.

In 2025-2026, CAMH received a total of $114 million in grants from the Foundation with 86.2 per cent directed to capital and redevelopment, 12.2 per cent to research, 1.6 per cent to programs and less than 0.1 per cent to education.

GRANTS TO CAMH



ADDITIONAL BACKGROUND & RESOURCES

- CAMH Strategic Plan 2024-2030
- CAMH Annual Report 2025-2026
- CAMH Foundation Leadership
- Board of Directors
- CAMH Leadership
- Corporate Partnerships
- Sunrise Challenge
- UnMasked
- No One Left Behind Campaign
- *womenmind*™ Initiative
- CAMH Discovery Fund







KEY RESPONSIBILITIES

Planning, Strategy, and Operational Leadership

- Create, implement, and evaluate an enterprise-wide strategy to support a new comprehensive fundraising campaign, while also keeping line of sight to setting the Philanthropy and Partnerships team up for future success beyond campaign.
- Develop, manage, and monitor the campaign critical path, including progress toward goals, deliverables, and milestones.
- Consult on the development of, and implement and monitor, strategies identified in the campaign plan and by the Executive Team.
- In collaboration with business partners and fundraising team members across the Foundation, develop annual operating goals that support long-term campaign objectives.
- Identify and chair internal campaign team meetings to achieve continuous alignment, focus, and progress towards campaign goals.
- Work with campaign partners from all business units to ensure that campaign strategies and priorities are well understood and implemented across the organization, in alignment with organizational activities, communications and programming.
- Collaborate with the Impact Communications team to support the development of fundraising tools, materials, and related collateral required to cultivate and solicit gifts and partnerships in support of fundraising priorities.
- Work with Marketing and Donor Experience teams to develop audience-specific campaign messaging and materials aligned with brand and fundraising strategies.

- Collaborate with the Stewardship team to ensure all facets of donor engagement and stewardship are well understood, implemented, and executed. This includes donor recognition, gift announcements, and celebrations of transformational gifts, and campaign stewardship reports.
- In partnership with the Chief Development Officer, lead the delivery of internal training and facilitate ongoing communications with the Philanthropy and Partnerships teams to ensure alignment on approved funding priorities and awareness of emerging opportunities.
- Collaborate with the Research team on lead generation projects to identify prospects and prospect gaps for each funding priority.
- Serve as the Philanthropy and Partnerships segment lead, ensuring effective communication and alignment on broader organizational fundraising strategies and initiatives, including annual giving campaigns, peer-to-peer fundraising events, and digital engagement initiatives developed by the Direct and Digital Fundraising team.

Philanthropy and Partnerships Pipeline Management

- Develop and oversee campaign gift charts to create a roadmap to campaign success, identify and monitor prospect gaps and risks, and forecast in support of campaign priorities.
- Work closely with Philanthropy and Partnerships team to develop and manage prospect lists through regular and focused prospect reports and top prospect strategy meetings.
- Collaborate with Research, and Philanthropy and Partnerships teams to provide oversight of prospect pipeline, prospect identification and assignment, prospect management, portfolio development, and related activities.
- Develop portfolios for all new Philanthropy and Partnerships fundraisers and monitor existing portfolios for balance to advance fundraising goals.
- In partnership with Chief Development Officer, and Philanthropy and Partnerships leaders, conduct annual pipeline reviews for all frontline fundraisers on the team. In consultation, undertake pipeline evaluations and assessments to measure where team and individual pipeline growth is required.
- Lead annual operational planning activities for the Philanthropy and Partnerships team, with collaboration from Chief Development Officer and other leaders.
- Oversee the preparation and distribution of monthly pledge reports to the Philanthropy & Partnerships team, ensuring timely donor stewardship through courtesy reminders and follow-up on overdue pledge payments.
- Partner with the Research team on prospect identification projects, including lead generation projects and segment migration strategies.

Fundraising and Campaign Operations

- Lead annual business planning and financial forecasting for the Philanthropy and Partnerships team, collaborating with leadership to establish revenue projections, fundraising pipelines and expense budgets.
- Oversee quarterly forecast reviews and prepare financial forecast submissions for the Finance team.
- In collaboration with the Chief Development Officer, hospital leadership and Finance/Operations teams, operationalize funding priorities by establishing processes for communication, approvals, tracking and reporting; overseeing related materials and documentation; and aligning fund structures with campaign priorities.
- Oversee the accurate, consistent and proactive use of Raiser's Edge across the Philanthropy and Partnerships team, ensuring rigorous records management, data integrity and reliable reporting of key metrics.

- Identify needs and consult on the development or refresh of tools and reports required to report fundraising status and progress towards goals to senior stakeholders.
- Partner with Director, Business Intelligence and consult with the Senior Management Team to identify, implement, and evaluate new and existing operational processes that accommodate growth and efficient, integrated fundraising activity across the Leadership, Major Gifts and Legacy segments.
- Collaborate with the Marketing and Donor Experience team to support mass donor appeals harmonized with campaign strategy, and to plan and execute campaign-related events, including campaign launch event.
- Drive implementation, training, adoption, and compliance of business process and operating procedures across the Philanthropy team, and larger CAMH Foundation as relevant.
- In partnership with the Directors, Principal Gifts, support segment migration approvals and identify prospects for migration where applicable (with focus on Leadership to MG and integration of Legacy across Philanthropy & Partnerships channels).
- Provide guidance / consult with Project Officer, Impact Communications on development and execution of impact reporting structure and system.
- Partner with the Operations team and Director BI to improve operational effectiveness with the aim of continuous improvement and optimizing revenue generation in the following program areas:
    - Donor Agreement Process
    - Donations processing and gift coding
    - Friends of CAMH
    - Implementation and integration of business development tools (i.e. Omatic, QlikSense, Raiser's Edge, BI Reports)
    - Advise on Philanthropy and Partnerships team business operations needs
    - Team compliance to business process
    - Updating SOPs as needed, related to Philanthropy and Partnerships Teams and support rollout to team
    - Process mapping donor journey to identify gaps and opportunities for process improvement
- Support operational readiness for all phases of the campaign life cycle.

Volunteer Management

- In partnership with President and CEO and the Chief Development Officer, manage the development, recruitment, and ongoing activity of campaign volunteer groups, including a future Campaign Cabinet.
- Responsible for the development and execution of the Cabinet's meeting and engagement calendar including booking of meetings, guest speakers, development of agendas, speaking points, assembling presentations and preparatory materials.
- Support the ongoing recruitment, onboarding, training, offboarding, and management of campaign volunteers.
- Oversee prospect tracking framework to manage volunteer fundraising activity and provide recommendations as required.
- Working with the Chief Development Officer, develop and implement an annual volunteer engagement strategy (e-mails, communications, social engagements, learning opportunities, etc.), and identify and monitor metrics of volunteer success.
- Draft Philanthropy and Partnerships and campaign-related updates for inclusion in Board reports.

People Management

- Provide oversight, mentorship and guidance to assigned direct reports.
- Support direct reports' professional development, goal setting, KPI development, and performance evaluation.
- Partner with fundraising leadership to establish clear roles and responsibilities across fundraising and support teams, ensuring accountability and effective coordination.
- Ensure consistency of business rules and guidelines for Philanthropy and Partnerships support team members to be highly proactive and coordinated (with each other and with other teams), enabling growth in fundraising and revenue generation.
- Lead regular check-ins with fundraisers to understand their priorities, gaps, emerging opportunities requiring support, challenges and areas for improvement.
- Drive the use of best practices and business processes within the Philanthropy and Partnerships team,
- Oversee the accurate, timely and proactive use of Raiser's Edge and other Foundation tools to support fundraising activity, including the collection and input of donor information and activity and proposal tracking.

QUALIFICATIONS AND COMPETENCIES

- Demonstrated knowledge of comprehensive fundraising campaigns, fundraising cycle and donor-centered principles.
- A minimum of 7 years demonstrated experience working with senior professional fundraising staff and volunteers.
- Experience leading, managing, and supervising people.
- Demonstrated exceptional judgement and high levels of initiative.
- Demonstrated excellence at building mutually beneficial internal and external relationships to achieve results.
- Established ability to find the best approach or solution to highly diverse challenges.
- Demonstrated strong analytical, organizational, conceptual and decision-making skills.
- Exceptional communication skills with evidence of strong and persuasive writing skills and ability to reflect varying voices and tones in communications.
- Demonstrated superior attention to detail.
- Experience working with senior volunteers and engaging senior corporate offices.
- Excellent organizational and problem-solving skills.
- Ability to manage competing priorities, adapt to changing demands and work independently in a fast-paced environment.
- Proven ability to exercise diplomacy, tact, and good judgment.
- Exemplary attention to detail with excellent planning, organizational and time management skills.
- Proficiency in the full suite of Microsoft Office products and internet tools. Familiarity with and aptitude for Raiser's Edge and Qlik Sense required.
- Demonstrated commitment to and the understanding of the vision, strategic direction, and guiding principles of CAMH and CAMH Foundation.
- University degree or equivalent experience.
- Fundraising experience in a hospital or university setting is an asset.

CAMH FOUNDATION BOARD OF DIRECTORS AND LEADERSHIP

Foundation Board of Directors:

Susan Armstrong
Chair, Board of Trustees
Maureen Dodig, *Chair, Foundation Board*
Michael H. McCain *Vice-Chair,Foundation Board*
Heather Kaine, *Treasurer, Foundation Board*
Jim Bantis
Susan Baxter
Bradley E. Berg
Ryan Couvrette
Kevin Doyle
Cameron Fowler
Meghann O'Hara Fraser
Sharon Haward-Laird
Dan O'Shaughnessy
Anthony G. Ostler
Jill Pepall
Richard Pilosof
Alicia Samuel
Dr. Sanjeev Sockalingam
Neelu Toor
Sandi Treliving
Dr. Aristotle Voineskos
John Wiggins
Michael Williams
Wojtek Wolski
Dr. Juveria Zaheer

Foundation Executive Team:

Sara Byrnell
Gina Daya
Derek Gross
Josh Lai
Alain Mootoo
Anne-Marie Newton
Kate Torrance
Kellie Ellis

LEADERSHIP BIOGRAPHY

Sara Byrnell, Chief Development Officer



Sara joined CAMH Foundation in January 2026 and serves as its Chief Development Officer. Sara has held progressively senior leadership roles at several of Canada's most respected charitable organizations, including SickKids Foundation, Plan International Canada, and Women's College Hospital Foundation. At SickKids Foundation, she played a critical role in securing major philanthropic investments that helped advance pediatric healthcare. During her tenure at Plan International Canada, she led global corporate partnerships that expanded essential programs for children, women, and families worldwide. As Vice President, Philanthropy and Partnerships at Women's College Hospital Foundation, she oversaw the organization's major gifts, foundation relations, annual and legacy giving, corporate partnerships, and cause marketing portfolios—advancing leading-edge care and research in women's health.

Most recently, Sara served as an Executive Director in KPMG Canada's Family Office, where she developed and led the national philanthropic advisory strategy for ultra-high-net-worth families. In this role, she mobilized more than $87 million to charities across Canada, provided strategic guidance and education on effective giving, and elevated the integration of philanthropy into clients' personal, legacy, and business planning.

A longstanding champion for mental health equity, research, and innovation, Sara is deeply committed to building inclusive donor communities and driving high-impact fundraising strategies that accelerate progress in mental health care and scientific discovery.