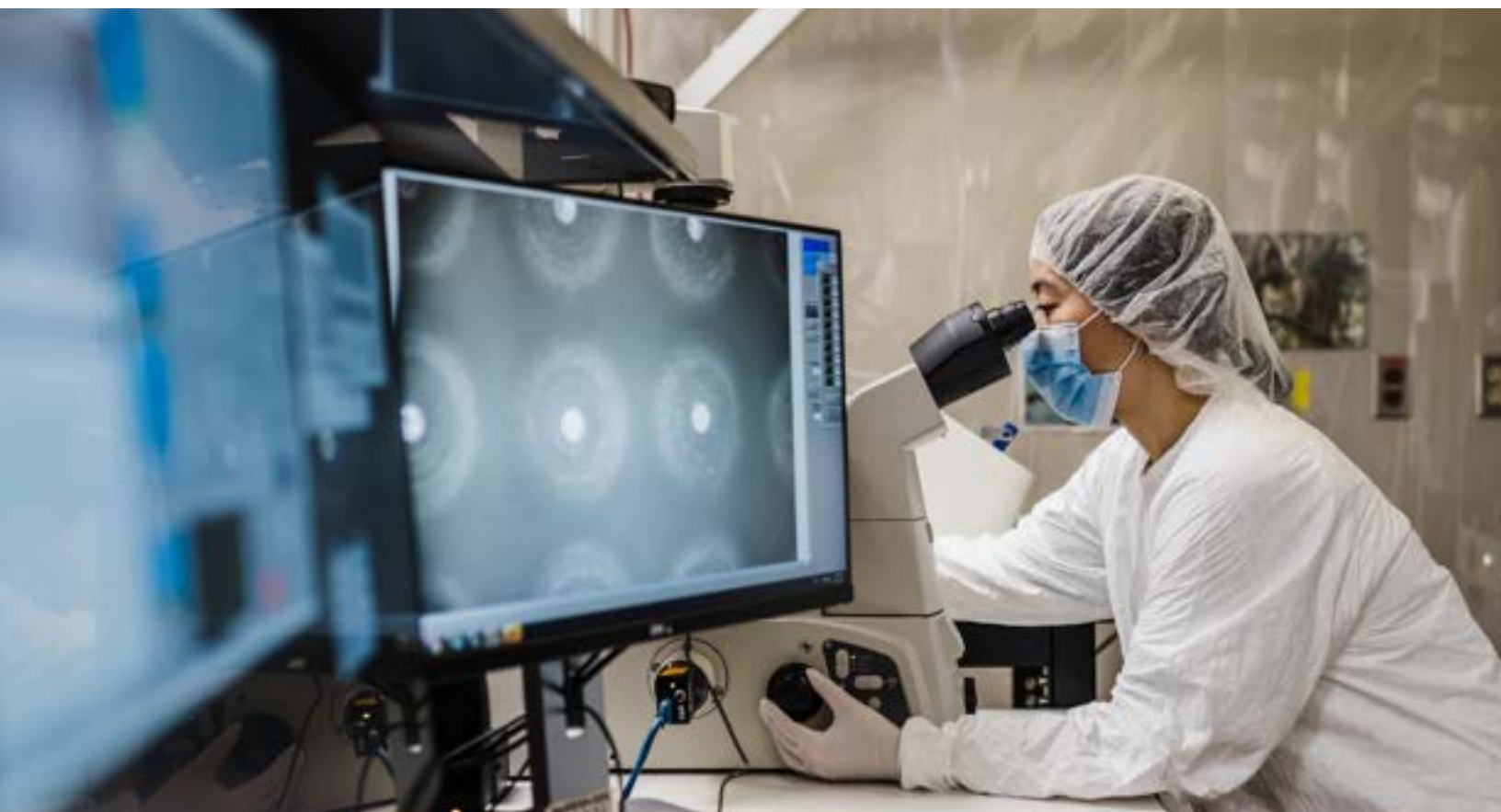




Executive Director, Gift & Estate Planning

Executive Profile Presented By

This is the most exciting time in the history of cancer research and care. We are on the cusp of true transformation.

Cancer is the world's biggest health crisis, with one in two British Columbians facing cancer in their lifetime, and cases rising due to a growing population.

The BC Cancer Foundation – the fundraising partner of BC Cancer – is positioned to lead the charitable sector and drive health care transformation to elevate cancer care for all British Columbians and beyond. The Foundation is driven by a collective purpose to be a catalyst, powering world-class innovation while supporting deeply personal cancer patient journeys.

The Foundation is made up of a professional, passionate, and positive team that believes that they can help make a difference in the lives of all British Columbians and bring us closer to a world free from cancer. With over 90 employees working across five sites in B.C., and an annual revenue of over \$100 million, it is one of the largest non-profit organizations in B.C., engaging with over 100,000 donors annually in communities across B.C. to inspire philanthropic investment in BC Cancer, and partner with some of the world's leading researchers, oncologists, and care providers.

The Foundation just concluded its incredibly successful Beyond Belief campaign, where over 284,000 people gave over \$529 million over the course of the 5-year [campaign](#). The Foundation now has a new strategic plan and refreshed vision to innovate for the future.

Part of this innovation is to build on its already exceptional gift and estate planning program, **so the BC Cancer Foundation is now seeking a strategic and visionary Executive Director, Gift and Estate Planning**, to lead and expand the program. Reporting to the Senior Vice President and Chief Development Officer, the Executive Director will be responsible for overseeing the development, implementation, and growth of the Foundation's province-wide strategy for planned giving and ensuring the long-term health of the organization through meaningful legacy gifts.

In this new role, the Executive Director will lead a team of eight high-performing professionals, provide strategic leadership across fundraising efforts, and support estate administration. As one of the Foundation's senior-most fundraisers and strategists, the ED will participate in collective efforts across the Foundation and model best-in-class fundraising work. The successful candidate will be a collaborative leader, seasoned fundraiser and subject matter expert leveraging innovative philanthropic initiatives.

This is an electrifying new leadership opportunity to:

- Lead the province-wide expansion strategy for the Gift & Estate Planning program;
- Join a passionate and dedicated team driving cancer care innovation in British Columbia;
- Oversee a well-established Gift and Estate Planning program in one of BC's – if not Canada's – strongest and most sophisticated fundraising foundations;
- Ensure BC Cancer Foundation remains at the forefront of legacy philanthropy work;
- Work with an engaged donor community of people wanting to save lives and support individuals and families facing their own cancer journeys.

Information for Candidates

This search is being led by the BC Cancer Foundation's search partner, The Discovery Group.

If you or someone you know is interested or curious, please connect with Christoph Clodius at christoph@thediscoverygroup.ca. We welcome questions and enquiries.

Application Timing and Selection Process:

All submissions should be received by December 12, 2025. Please apply with a cover letter/expression of interest and resume/CV in the same document.

Early submissions and enquiries are encouraged and will be reviewed on an ongoing basis.

Compensation & Benefits:

The successful ED can expect a starting salary between \$120,000 - \$160,000, and is eligible for the Foundation's Leadership Incentive Pay For Performance Plan. Time off includes five weeks' vacation, additional office closure during the winter holiday, and extra time off before each statutory holiday.

Generous comprehensive benefits include extended health and dental coverage, and the Municipal Pension Plan.

Location:

BC Cancer Foundation offices are located in Vancouver's west side at 686 W Broadway. The Foundation offers a hybrid work environment, and some travel throughout the province will be expected.

Diversity, Equity & Inclusion:

BC Cancer Foundation is committed to fostering, cultivating and preserving a culture of diversity & inclusion. All qualified applicants will receive consideration for employment regardless of age, ethnicity, gender identity or expression, language, national or Indigenous origin, family or marital status, physical and mental ability, political affiliation, race, religion, sexual orientation or socio-economic status.

Territory Acknowledgement:

BC Cancer Foundation is grateful to all the First Nations who have cared for and nurtured this land for all time, including the x^wməθkwəy̓əm (Musqueam), Sḵwx̱wú7mesh Úxwumixw (Squamish), and səliłwətał (Tsleil-Waututh) First Nations on whose unceded and ancestral territory our head office is located.

About BC Cancer Foundation

Founded in 1935, the BC Cancer Foundation is the largest philanthropic funder of cancer research and enhancements to care in British Columbia. As a catalyst in the cancer system, it brings together BC Cancer, donors, and the government to drive forward and accelerate innovative solutions.

It is raising funds to:

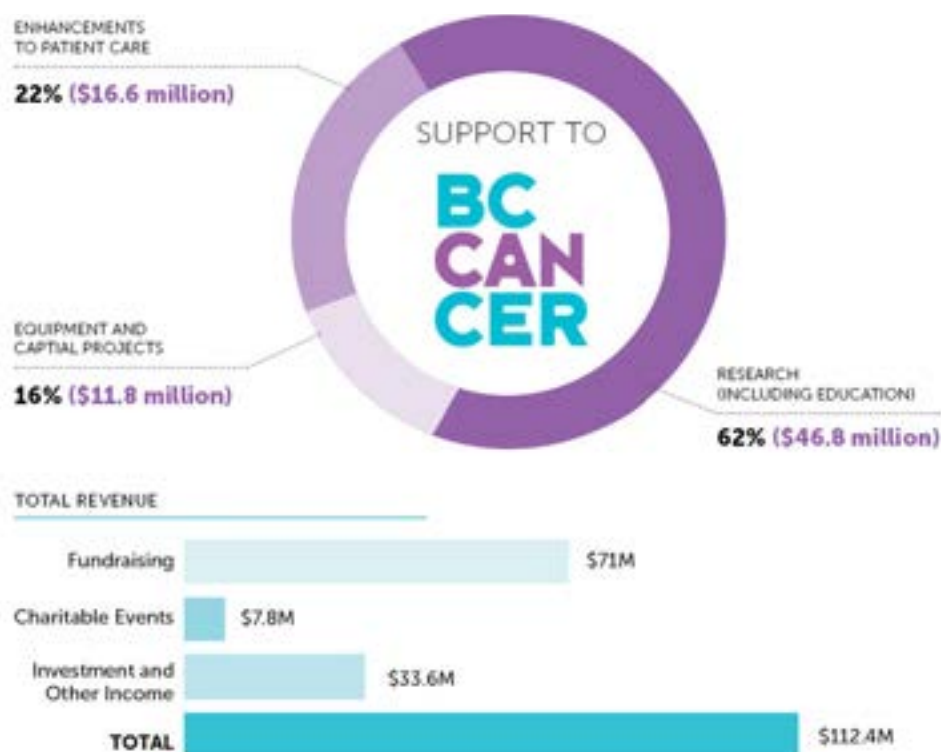
- Power world-class innovation across BC Cancer's research programs and regional cancer centres;
- Accelerate access to cutting-edge treatment and care for patients, closer to home;
- Transform the future of cancer treatment and empower BC Cancer experts to elevate standards of care.

Every dollar raised stays in B.C. to support BC Cancer's provincial research and care, creating tangible impacts for local patients and families. Donations fuel hope for the 80,000 patients who depend on BC Cancer each year.

Donor support has enabled BC Cancer to:

- Quicken the pace of research to better understand cancer;
- Develop tailored treatments;
- Facilitate early detection.

Together, the Foundation and its donors have created incredible momentum, with BC Cancer research hubs and new centres being developed across the province, including world-leading immunotherapy and genomics programs; cutting-edge precision radiation research; and a first-in-Canada, province-wide lung cancer screening program.





Specific examples of the Foundation's impact include:

- Foundation-fuelled BC Cancer research — from a breakthrough in stopping the spread of childhood bone cancer, which has the potential to increase survival rates by 50%, to a world-first study enabling early-stage endometrial cancer patients to preserve their fertility — is keeping families together, allowing them more moments, memories and milestones.
- Philanthropic investment is also forging new frontiers of hope, such as BC Cancer's first CAR-T clinical trial for leukemia and lymphoma, in which 43% of participants experienced complete regression — offering a lifeline to patients who had run out of options.
- Donor support is helping to bring four new BC Cancer centres to the province, in Surrey, Kamloops, Nanaimo and Burnaby. These will support the needs of these growing communities by increasing capacity for radiation therapy and chemotherapy visits, and will be hubs for clinical research and care.
- Thanks to BC Cancer Foundation funding, in May 2022, BC Cancer launched Canada's first provincial lung cancer screening program. Screening is now available across 36 sites province-wide, and over 20,000 British Columbians have received scans. Of the cancers detected, approximately 74% were identified at an early stage compared to less than 30% without screening.

Fundraising at the Foundation

The Foundation's fundraising program is a robust combination of giving channels and vehicles that engage British Columbians in a variety of ways. It includes major gifts, annual fundraising programs, bequests, and community fundraisers and events. Further, the exceptional investment management at the Foundation allows for significant interest, dividends, and realized gains on investments. This past year, the Foundation reached a milestone \$112.4 million in revenue – surpassing \$100 million for the first time in BC Cancer Foundation history.

As noted above, in 2019, the Foundation set out to raise \$500 million to transform cancer research and care in B.C. through the *Beyond Belief* campaign. Thanks to more than 84,000 donors, the Foundation exceeded that goal and raised \$529.6 million.

Legacy and Planned Giving at the Foundation

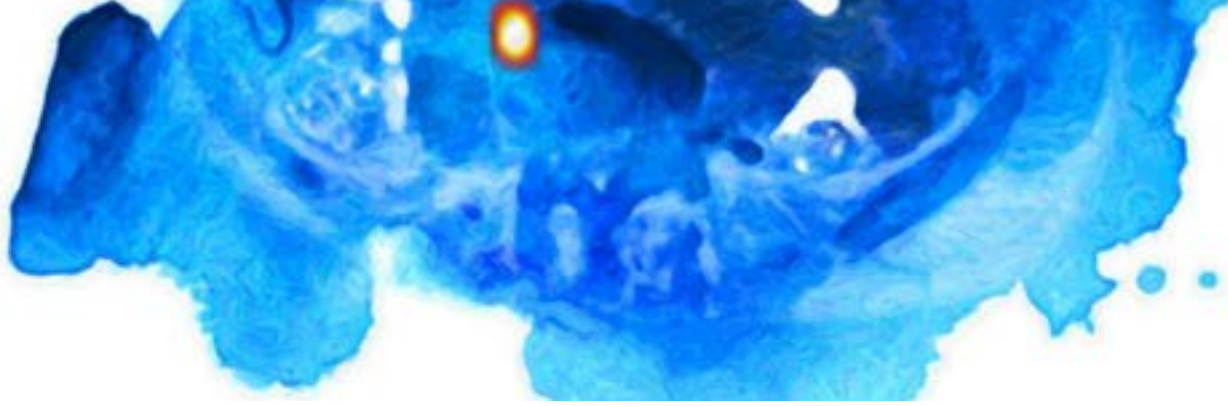
The Foundation has a rigorous, effective, and data-driven estate planning program. Last year, donors collectively gave over \$20 million in realized gifts through their estate plans, an amount that has grown steadily over the years and includes several 7-figure estate gifts, and an average estate gift value of over \$100,000.

The program also includes an exceptional estate management process and team that oversees the 2185 estates on file, representing potentially over \$227 million. The Foundation has developed excellent relationships with professional advisors to help support these efforts.

Estate commitments are recognized, celebrated, and encouraged through the John Jambor Legacy Circle. Many Circle events happen throughout the province every year to bring donors, advisors, and prospects together. It's named after the late John Jambor. William McCarthy, businessman and the grandson of John Jambor and creator and executor of his estate plan, gifted an astounding \$21.4 million through the Jambor-McCarthy legacy to the BC Cancer Foundation. This was the largest charitable bequest in B.C.'s history at the time.

Even with these successes, the program has significant growth potential: the program already has an established pipeline of over 7000 prospects, only 10% of whom are assigned.

Additionally, the Foundation's 80,000 annual donors make up a viable pool of potential supporters going forward. Specific metrics and goals exist both within the estate planning team and across the Foundation to support estate fundraising.



The Executive Director Role

The ED will have responsibility and accountability for the full scope of the estate planning program, which includes:

Strategic Leadership & Program Management

- Lead the design and execution of the GEP strategy, driving the growth of planned gifts to ensure alignment with the Foundation's overall fundraising strategy.
- Develop and implement comprehensive plans for GEP fundraising programs and campaigns, driving growth in comprehensive philanthropic strategies across the province.
- Oversee the annual budget for the GEP program, ensuring effective resource allocation while meeting financial and fundraising targets.
- Collaborate with senior leadership to integrate GEP strategies with other Foundation programs, ensuring coordinated and aligned fundraising activity.

Fundraising & Donor Engagement

- Cultivate and steward a dedicated portfolio of major and planned giving prospects.
- Achieve a target of 20+ new planned giving confirmations annually by proactively engaging donors, leading with a donor-centered stewardship approach.
- Integrate major gift fundraising with planned giving efforts, ensuring alignment with the overall fundraising strategy.

Team Leadership & Development

- Lead, mentor, and develop a team of 4 direct reports (8 total), providing guidance and support to foster a high-performance culture.
- Engage senior volunteers and stakeholders, leveraging their relationships to strengthen donor engagement and increase support for the GEP program.
- Set clear goals, track progress, and provide regular feedback to ensure the team's success in meeting fundraising objectives.

Estate Administration & Expertise

- Work in close partnership with the Senior Director, Estates & Trusts—whose expertise guides the Foundation's estate administration—to ensure gifts are administered effectively and in alignment with donor intentions and legal standards, and provide input on complex estate issues.
- Review and advise on strategic estate planning approaches, ensuring alignment with donor goals and regulatory requirements.
- Cultivate relationships with external advisors (e.g., lawyers, financial advisors, accountants) to strengthen the Foundation's planned giving efforts.

External Relations & Representation

- Represent the Foundation at public events, media opportunities, cultivation activities, and stewardship events across the province.
- Collaborate with BC Cancer teams to ensure GEP initiatives align with the Foundation's cancer care and research priorities.
- Act as the Foundation's ambassador at high-profile meetings and functions, building new relationships and deepening existing ones.

Strategic Planning & Risk Management

- Ensure all estate and gift planning activities comply with legal, ethical, and financial guidelines, and proactively manage risks related to the program.
- Stay informed on the latest trends and innovations in gift and estate planning to continually improve the Foundation's program and drive new revenue streams.
- Work closely with senior leadership to address complex gift & estate matters, ensuring alignment with Foundation policies and goals.

Competencies and Traits

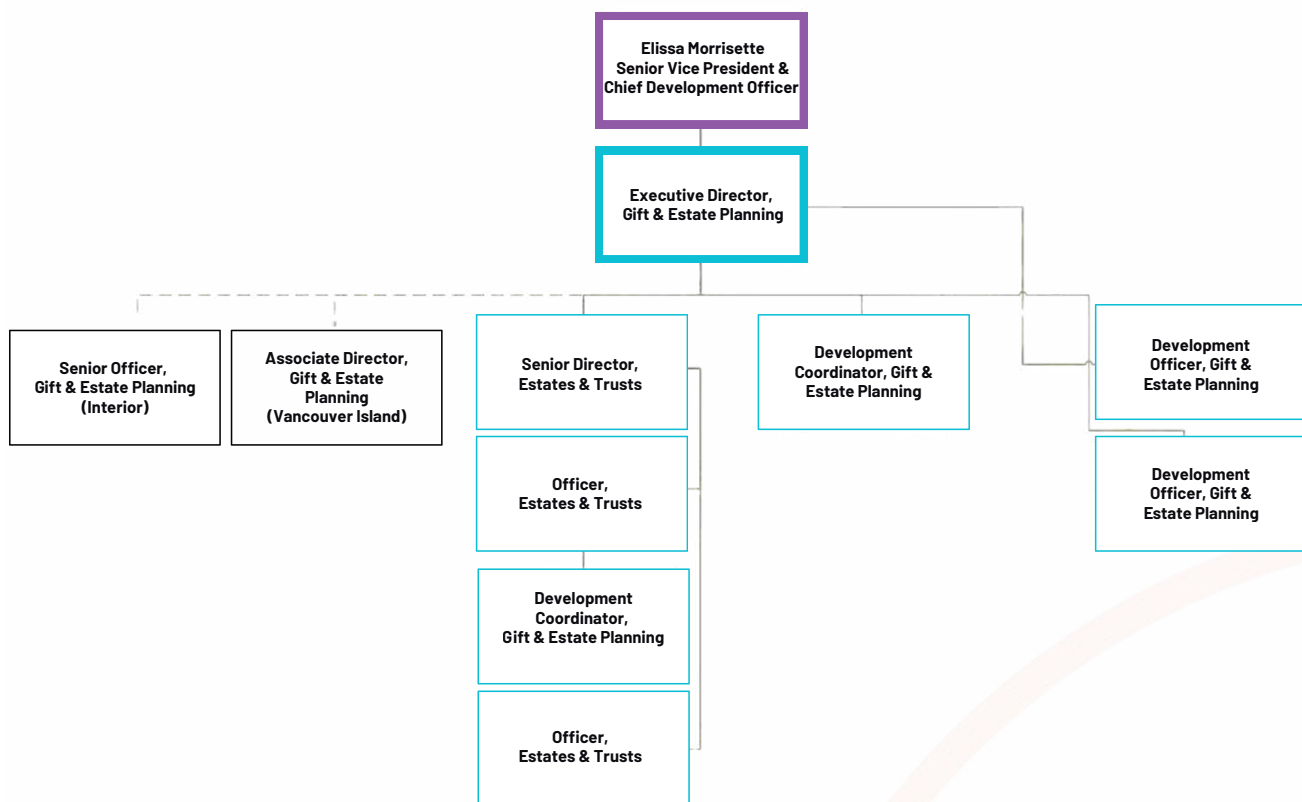
- Innovative, creative, and constantly seeking to improve; an ambitious and results-focused builder who sees possibility and seeks solutions.
- Highly relational and adaptive to different people and contexts; a dynamic and engaging presence.
- An exceptional colleague and partner across the Foundation; works with tact and diplomacy to get others aligned with GEP goals.
- A collaborative, experienced, and inspiring leader who can foster a supportive team culture. Collaborative and open to new ideas; non-hierarchical and shares credit.
- A proponent of metrics, accountability, and a culture of achievement.
- Strategic and thoughtful; balances the Foundation's big-picture strategic goals with the specific GEP program needs and development.
- Outcomes and impact-focused; exceptionally committed to the Foundation's mission with an unquestioned belief in the value of research, medical interventions, and the value of philanthropy in enabling them.
- Succinct and concise; able to communicate with clarity and precision.
- An exceptional translator of complex financial contexts for varied audiences.
- Data-driven and data-minded, with a history of making decisions based on data, evidence, and best practices.
- Decisive and brave; willing and able to make decisions in the best interests of the Foundation and its people.

Skills and Background

- Significant experience in a leadership role overseeing major or planned giving programs, with a track record of securing significant gifts.
- Front-line experience in fundraising or a related field, with a focus on planned and major gifts, and managing a personal pipeline of donors.
- Strong leadership skills with experience managing and mentoring a fundraising team.
- Deep understanding of Canadian tax law, estate planning, and various gifting vehicles, with the ability to communicate complex concepts to donors and staff.

- Exceptional communication and interpersonal skills, with the ability to build relationships with high-net-worth individuals, financial advisors, and key stakeholders.
- Demonstrated ability to manage a diverse portfolio of prospects, prioritize tasks, and achieve measurable fundraising goals.
- Legal, financial planning, or estate planning background or experience collaborating with estate professionals is an asset.
- Familiarity with fundraising metrics, moves management best practices, and fundraising accountability frameworks.
- Proficiency in standard computer applications (Microsoft Office Suite), fundraising software and donor management systems.
- A degree from a recognized post-secondary institution or equivalent experience, volunteering, and/or training.
- Ability to travel throughout BC, including access to a vehicle for local meetings, and work variable hours based on key donor activities.

Gift & Estate Planning Org Chart



To learn more about the Foundation, see:

- Its homepage: bccancerfoundation.com/
- BC Cancer Foundation's history: bccancerfoundation.com/about-us/90-years/
- Fundraising priorities by region: bccancerfoundation.com/why-give/in-your-region/
- 2025 Annual Report here: [2025 Annual Report](#)
- Estate Planning: bccancerfoundation.com/ways-to-give/leave-a-gift-in-your-will

Leadership Biographies



Elissa Ming Morrisette

**Senior Vice President &
Chief Development Officer**

Elissa Ming Morrisette is the Senior Vice President, Chief Development Officer at the BC Cancer Foundation, where she leads all revenue-generating portfolios and serves as a key member of the Senior Leadership Team.

Elissa provides strategic leadership across development —driving philanthropic growth and impact for BC Cancer patients and families across British Columbia.

With 17 years of experience in healthcare philanthropy, Elissa is known for her ability to translate complex clinical and research priorities into compelling donor investment opportunities. She cultivates long-term relationships with donors, volunteers, and health system partners, and is deeply committed to building sustainable philanthropic capacity across the province.

Prior to joining BC Cancer Foundation, Elissa was based in London, England, leading an expert team at Cancer Research UK, raising funds and awareness for cancer research and programs. Originally from Montreal, she holds a Bachelor of Commerce degree from the John Molson School of Business at Concordia University.

Elissa was recognized for her leadership and proven track record by the Association for Healthcare Philanthropy 40 Under 40 Program.

Leadership Biographies



Sarah Roth

**President & Chief Executive
Officer**

Born and raised in New Jersey, Sarah holds a bachelor's and master's degrees in history and French from Washington University in St Louis and a Master of Business Administration from Northeastern University in Boston. She and her family moved to Vancouver in 2008 for lifestyle and professional reasons.

Sarah has an impressive 27-year career as a fundraising professional. In her present role, Sarah has elevated the BC Cancer Foundation's revenue to record heights in all lines of business during her nine-year term. To achieve such success, she has implemented a donor-centric strategy across the organization and championed a brand revitalization that saw the Foundation and its partner BC Cancer align toward a culture of one that embraces the opportunity for the community to give back and drive progress in cancer research and care across the province.

Throughout her career, Sarah has brought exceptional results in leading teams through large-scale fundraising campaigns in both the United States and Canada. She previously worked for Boston Children's Hospital and New York-Presbyterian Hospital, where she was a part of two multi-billion-dollar campaigns. Before arriving at the BC Cancer Foundation, she spent eight years as the Assistant Dean of Development and Alumni Relations in the University of British Columbia's Faculty of Medicine, where she launched and completed a \$437.6 million campaign, which included the Faculty's largest ever donation, as part of UBC's Start an Evolution campaign.

Sarah is proud to call Vancouver and Canada her permanent home, where she resides with her two children, Juliette and Jeffrey, husband Brian and their rescue dogs Snickers and Buddy.



Navigating complex challenges for social profits

The Discovery Group is an international consulting firm dedicated to the social profit sector. We believe that social profit organizations can change the world. Since 2017 it has been our mission to help social profits across the globe achieve their vision and elevate community impact. We work side-by-side with our clients to help them envision change, determine how to make it happen, and put the necessary tools and skills in place for success.

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