

Legacy Giving Officer

Location: Granville office and working remotely (hybrid)

Reporting to: Associate Director, Major Gifts & Planned Giving

Job status: Permanent Full-time 1.0 FTE (75 hours bi-weekly)

Compensation: \$67,254-\$73,337

We want our staff to “thrive” not just survive, so Canuck Place is committed to living our values of care exceeding not just minimum wage but living wage in B.C. This means that regardless of role our entry level salary is a minimum of \$28.20 per hour equivalent to \$55,000 full-time annually.

ABOUT US

Canuck Place Children's Hospice (CPCH) is British Columbia's recognized pediatric palliative care provider. For over two decades, through the many programs and services we provide, we have made a significant difference in the lives of children with life-threatening illnesses and the families who love them. Be part of a talented and innovative team that takes pride in supporting and providing the highest quality pediatric palliative care.

It is the expectation for all roles across the organization to know the organization's philosophy of pediatric palliative care and uphold a commitment to further ones knowledge. Our philosophy of pediatric palliative care is as follows: Pediatric palliative care improves quality of life, promotes comfort, and reduces suffering for children with life-threatening conditions (serious illness) and their families through a holistic approach addressing; physical, emotional, social and spiritual needs. It is collaborative person & family-centered care delivered using a team-based approach throughout the continuum of care across all ages and stages of illness, including bereavement. It values choice and honest and compassionate communication.

At Canuck Place we understand that uniqueness is powerful. We hold each other accountable for an inclusive environment where employees feel empowered to share their experiences and ideas and know that they belong. We believe diversity drives innovation and the best pediatric palliative care for children and their families therefore we welcome that every person brings an individual perspective and experience to advance our mission. We have more work to do to advance diversity and inclusion and we are building a culture where difference is valued. We have a commitment to inclusion across gender identity or expression, sexual orientation, religion, ethnicity, age, neurodiversity and disability status, to ensure our team members are empowered to bring their full, authentic selves to work. All staff are encouraged to contribute their perspective and lived experience through our internal employee groups such as Care 4 the Caregiver, Culture, DEIB (Diversity, Equity, Inclusion & Belonging), Green Team, Truth and Reconciliation and Wellness Committees.

WHY SHOULD YOU CHOOSE TO WORK HERE?

Canuck Place careers are full of connection, community, and care. We aim to nurture a supportive culture rooted in compassion, collaboration and support while providing expert care to children and families. Our team includes individuals with a special blend of sensitivity, compassion, and appreciation for life. Canuck Place is where no moment is missed. A place where you can make a difference.

We offer competitive compensation and a benefits package focusing on wellness and self-care that includes:

- 20 days' vacation (pro-rated to your full-time equivalency) to start with ongoing annual anniversary increases up to an organizational maximum of 45 days
- Up to two paid mandatory wellness days a year
- Generous paid leave including compassionate and special leave when you need it
- Municipal Pension Plan (MPP)
- 100% employer paid benefits package from your first day which includes extended health and dental and \$1,500 annually for counselling
- Health and Wellness Spending account that provides up to \$1,000 annually to ensure you can focus on the benefits that are important to you and your family
- Flexible working options
- Free meals on-site at the hospices
- Continuous paid training and development opportunities so everyone has the opportunity to learn new skills and grow
- Ongoing parental support including top up for maternity and parental leave and paid leave for new grandparents

YOUR ROLE

Working closely with and reporting to the Associate Director, Major Gifts & Planned Giving, the Legacy Giving Officer is responsible for engaging a portfolio of prospective legacy giving donors and for leading multi-channel legacy giving outreach, events, and in-life donor stewardship. The incumbent will build upon recent growth in Canuck Place's legacy giving program and make an impact well into the future.

This is an exciting role for an experienced legacy giving fundraiser, who is an excellent communicator, fundraising project manager, and has a sophisticated understanding of the philanthropic landscape in Metro Vancouver.

The primary purpose of this newly created role is to identify and engage with potential legacy donors to Canuck Place. We are seeking a candidate with robust experience working face-to-face with individuals to confirm future legacy gifts through relationships that are built on a clear understanding of donors' interests and values that align with those of Canuck Place. The Legacy Giving Officer thrives in donor meetings, brings a creative and adaptable approach to lifeline development for the program, and managing donor cultivation events, and has demonstrated experience with the legacy giving prospect journey.

JOB SUMMARY

RESPONSIBILITIES

- Manages a portfolio of approximately 50 - 100 prospective legacy donors and works with the Associate Director, Major Gifts and Planned Giving to determine strategies and tactics to meet annual goals for confirmed legacy expectancies.
- Oversees print and digital legacy giving marketing and related campaigns and/or ad placements, with oversight from Associate Director, Major Gifts & Planned Giving.
- Plans and executes annual Legacy Circle tea, working cross departmentally with leadership, events, annual giving and communications teams on planning and logistics.
- Employs integrated fundraising strategies for major and planned gifts (donor advised funds, gifts of securities, bequests, trusts, and gifts of life insurance), offering these as opportunities for current and potential donors.
- Monitors and evaluates activity and results; identifies challenges and manages up where required, showing discretion and involving leadership as needed to support donor relationship management.
- Personally cultivates and solicits a portfolio of 25 assigned major gift donors (Donor Advised Funds, securities and trust donors) and seeks opportunities for engagement, compelling reporting on Canuck Place's mission, and substantive tailored communications.
- Works collaboratively with the Associate Director, Major Gifts & Planned Giving, the Manager, Development, and the development team to advance Canuck Place's financial services sector strategy, engaging financial advisors and wealth managers through relationship-building, speaking opportunities, and participation in industry and Canuck Place events.
- Acts as backup support to the Legacy Giving Coordinator on estate administration, working closely with the Canuck Place Finance team and the Associate Director.
- Plays an active role in revenue forecasting and budgeting for assigned goals and for the overall Legacy Giving program, alongside the Associate Director.
- Works collaboratively with a cross-functional team in major gifts and legacy giving to lead and host engaging donor events. Identifies synergies with other fundraising teams such as communications, events, annual giving and donor services to support the collective goals of the organization.
- Assumes other related responsibilities, as assigned.

EDUCATION AND EXPERIENCE

- A minimum of 5+ years of progressive non-profit fundraising experience in gift and estate planning or legacy giving is necessary, including experience working with an individual giving portfolio.



- Experience confirming legacy gifts from existing or new donors.
- Demonstrated experience with varying gift planning vehicles including bequests, trusts, gifts of life insurance, RRSPs, Donor Advised Funds and gifts of securities.
- Involvement with the Canadian Association of Gift Planners (CAGP) is an asset as are knowledge of tax laws, regulations and compliance issues that govern charitable giving. Work experience which includes leading fundraising campaigns and events; ideally for legacy giving donors and potential donors.
- Experience in estate administration, budgeting and finance is an asset, ideally in a gift and estate planning environment.
- Involvement with the Association of Healthcare Philanthropy, the Canadian Association of Gift Planners, Association of Fundraising Professionals, or CFRE accreditation (or working towards this certification) are an asset.
- A related degree or diploma from a recognized educational institute or an equivalent combination of experience and education.

QUALIFICATIONS

What you bring to the role:

- A commitment to inclusive fundraising and communications practices.
- Skilled at storytelling and sharing the “why” behind why donors support their charities of choice.
- Robust experience and familiarity and interest in working with lawyers, financial advisors, wealth management firms and individuals who have made legacy gifts.
- Ability to inspire others; to develop and maintain meaningful, respectful, long-term relationships with current and prospective donors, their families and advisors.
- Superior interpersonal and communication skills; and the ability to confidently interact and build trust with individuals and rightsholders all levels.
- Excellent organization, prioritization, judgement skills; demonstrated ability to think strategically and creatively.
- Solutions-focused and able to consistently make decisions that lead to positive or constructive outcomes.
- Self-motivated and results-oriented; positive, collaborative work style with the ability to work as part of a multi-disciplinary team.
- Effective project management skills, with the ability to thrive and effectively manage priorities.
- Demonstrated ability to maintain discretion and confidentiality at all times, in working with sensitive and confidential information.



Canuck Place
CHILDREN'S HOSPICE

- Strong Microsoft Office Suite computer skills, and experience with Virtuous or similar donor CRM system. Exposure to and familiarity with remote work and planning software such as Trello, Slack and Teams would be an asset.
- Public presentation skills, both in person and virtually.
- Strong attention to detail (specifically with Excel, project timelines and database management).

Please note:

- Evidence of Health Canada approved vaccinations must be provided prior to your first day of work.
- Flexibility is necessary, as this position may require occasional weekend and evening work and travel within and outside Metro Vancouver and the Fraser Valley.

RECRUITMENT PROCESS

We understand that the recruitment process is not a one size fits all, our inclusion values and flexibility extend to your hiring experience. Canuck Place is committed to providing inclusive access and accommodations throughout the application and selection process. We are continuously working to improve our systems, policies, and practices to ensure our employees, in all their diversity, can succeed. Should you require accessibility accommodation through the recruitment process, please contact our People & Culture team at recruitment@canuckplace.org and we will work with you to meet your needs.

Canuck Place Children's Hospice hires on the basis of merit and is strongly committed to equality and diversity within its community and to a welcoming and inclusive workplace. We especially welcome applications from Indigenous persons, visible minority group members, persons with disabilities, people of all sexual orientations, genders and gender identities, members of the 2SLGBTQIA+ community.

APPLICATION PROCESS

Please submit your cover letter and your resume at <https://www.canuckplace.org/about-us/careers/>. **The position will remain open until filled.** Applications will be reviewed as they are received. We thank all applicants for their interest; however, only those candidates who have been short-listed will be contacted.