

QEII

HEALTH SCIENCES CENTRE
FOUNDATION



MAJOR GIFTS OFFICER POSITION BRIEF



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FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of QEII Health Sciences Centre Foundation. For more information about this opportunity, please contact Mona Ip, Senior Search Consultant by email at QEIIFoundation@kcitalent.com

All inquiries and applications will be held in strict confidence. Interested candidates should send resume and letter of interest to the email address listed above by August 25, 2022.

The QEII Foundation strives to move from intentional diversity and inclusion to authentic inclusion through learning and education, our day-to-day operations, and with our community engagement. Accommodations will be provided at any stage of the hiring process upon request. Applicants requiring accommodation during the interview process should contact Mona Ip with any enquiries or for assistance.

The QEII Health Sciences Centre Foundation requires full COVID-19 vaccination for all employees. Exemptions will only be considered for defined medical conditions as determined by the provincial Ministry of Health.

Please note that the hiring salary range for this position is \$70,000 - \$77,000.



Major Gifts Officer

THE OPPORTUNITY

The QEII Health Sciences Centre Foundation is seeking a dynamic and motivated professional to join our team in the role of Major Gifts Officer, adding capacity to our major gift team.

This is a very exciting time to join our supportive and highly dedicated team as the Foundation reaches the halfway point of its transformative capital campaign – the largest healthcare fundraising campaign ever in Atlantic Canada! With a goal of \$100 million, the new Major Gifts Officer will play a vital role in this once-in-a-generation multi-year capital campaign.

More specifically, the successful candidate will manage a portfolio of 125 major gift prospects and donors and coordinate fundraising efforts, with a focus on securing major gifts at the \$25,000 + level to support of the QEII Health Sciences Centre funding needs and priorities. By developing strategies for the identification, qualification, cultivation, solicitation, and stewardship of major gift donors and supporters, the new incumbent will contribute to ensuring innovative care and top of the line equipment and technologies for QEII patients now and into the future.



Reporting to the Vice-President, Philanthropy, the Major Gifts Officer will work collaboratively with the rest of the Major Gifts team, the QEII Foundation Board of Directors, campaign committee volunteers, and other senior volunteers to raise funds and build relationships.

Thoughtful and genuine, with exceptional communication abilities and a high degree of emotional awareness, the new incumbent will contribute to significant growth in the major gifts portfolio by fostering and building strong relationships with individuals, corporations, and foundations as well as with senior volunteers, medical leaders, researchers and healthcare professionals.

The new Major Gifts Officer will be able to work according to a hybrid model, working both from home as well as from the Foundation office.

ABOUT THE QEII HEALTH SCIENCES CENTRE

The QEII Health Sciences Centre is the largest teaching hospital and adult academic health sciences centre in Atlantic Canada. Located in Halifax, Nova Scotia, the QEII is made up of 10 buildings and spans both the Halifax Infirmary (HI) and Victoria General (VG) sites, with more than 700 physicians, 7,000 staff and 1,200 volunteers working to provide the best care possible. The QEII is the specialized care centre in areas such as heart health, cancer care, neurosurgery and organ transplantation. In addition to providing the most advanced care available, the QEII is the leading research centre and training facility for tomorrow's healthcare professionals.

Innovation in patient care, medical education, research and community-based disease prevention are at the forefront at the QEII Health Sciences Centre. General hospital services for Halifax and the Nova Scotia Health Authority are provided in close collaboration with community-based providers, health care education programs and other local hospitals.

As the pre-eminent centre of excellence in health research in Atlantic Canada, the QEII is affiliated with the Faculty of Medicine and Health Professions at Dalhousie University and is accredited by the Canadian Council on Health Services.



QEII New Generation

Health care in our province is changing. These changes will impact each and every Atlantic Canadian now and in the future. The redevelopment of the QEII Health Sciences Centre, is a once in a generation opportunity to rethink and rebuild the way we deliver health care. It is a massive, multi-year project that's laying out how we'll meet the health care needs of Nova Scotians for the next 50 years. It will also allow services to be moved out of the aging Centennial, Victoria and Dickson buildings on the Victoria General (VG) site of the QEII. By moving care and services to new, modern facilities, the QEII Health Sciences Centre will continue to provide top quality advanced health care to all Nova Scotians, as well as immediate outpatient care and emergency services to Halifax residents. Plans include extensive renovations at several hospitals, a modern cancer centre, and new outpatient centres.

The redevelopment and expansion of the QEII's Halifax Infirmary campus will move acute inpatient care services to one site, becoming one of the largest health sciences complexes in the country. The construction of a second outpatient centre, the Bayers Lake QEII Community Outpatient Centre, is scheduled to be complete in 2023.

ABOUT THE QEII HEALTH SCIENCES CENTRE FOUNDATION

Inspiring generosity to advance health care through the QEII



Since its formation in 1996 the QEII Foundation has connected donors with areas of care close to their hearts, and has been advancing health care at the QEII by funding new technologies, medical research, innovation, and professional education that contribute to life-changing moments experienced every day by patients and their loved ones.

Inspired by the drive and passion of QEII healthcare teams, the QEII Foundation staff and Board of Directors continue to give – in addition to their work to advance care – with 100 per cent staff giving participation. By working together with people who share a vision of better health and with incredible support from the community, the Foundation strengthens care delivered at the QEII, improving the health and lives of Atlantic Canadians.

Vision statement

Transformed health. Transformed lives.

With financial support from all levels of the community, and through generous support from our donor community, we provided \$11.73 million to the QEII in 2021-2022. \$8.6 million was provided to advance patient care through programs, equipment, technology and facilities. \$973,987 supported education initiatives and care areas in the health centre, and \$2.16 million supported research initiatives and other care areas.

We Are Campaign and Foundation Priorities

In January 2022, the QEII Foundation formally launched the We Are campaign, the largest ever healthcare fundraising campaign in our region. The major campaign marks a unique opportunity for donors to help address some of the biggest issues in health care such as better access to care, first-in-the-world technologies, improving wait times and patient outcomes, with research and innovation intersecting every project. The goal is to raise \$100 million by 2027 and based on the generous gifts and pledges we have received, as of July 2022 we are already halfway towards our goal.



Fundraising pillars of the We Are campaign include: cancer care, heart health, rehab, surgical innovation, research and innovation, mental health and more. Current projects include robotics technology (both ortho and spinal), a chair in mental health, and new world-first technology in personalized radiotherapy.

BOARD OF DIRECTORS

- Bruce Towler, Board Chair
- Gordon Cooper, Vice Chair
- Jamie O’Neil, Treasurer/Secretary
- Bill Adams
- Dr. Colin Audain
- Michelle Awad, QC
- Lydia Bugden, Past Chair
- Anne Campbell
- Don Clow
- Dr. Howard Conter
- Pam Davidson
- Kim Day
- Randolph deGooyer
- Monique Fares-Saleh
- Suzanne Fougere, Executive Member
- Ross Langley
- Larry MacEachern, Executive Member
- Bob Mussett
- Sherry Porter
- Vinita Savani
- Justin Scully
- Dr. S. Mark Taylor
- Melanie Nadeau

ADDITIONAL INFORMATION

- [QEII Foundation Website](#)
- [2021-2022 Annual Report](#)
- [2021 Financial Statements](#)
- [Foundation Current Priorities](#)
- [We Are Campaign](#)
- [Our Impact](#)
- [QEII Foundation News](#)

KEY DUTIES AND RESPONSIBILITIES

The Major Gifts Officer will work collaboratively with the Major Gifts team, the QEII Foundation Board of Directors, campaign committee chairs and volunteers, and other senior volunteers to raise funds and build relationships. Although this position reports to the Vice-President, Philanthropy, the Major Gifts Officer will report to the Senior Director, Gift Planning and Major Gifts on an interim basis until February 2023. The new incumbent will focus on a portfolio of high-capacity prospects and donors in various stages of the fundraising cycle and play a critical role in helping the Foundation team achieve annual financial targets relative to major gifts.

Specific responsibilities:

- Manage a portfolio of 125 quality major gift prospects. Includes responsibility for developing strategies for the identification, qualification, cultivation, solicitation, and stewardship of donors with the capacity of donating a minimum of \$25,000 with special emphasis on six figure multi-year gifts.
- Identify opportunities for growth from the existing pipeline and raise revenue from individual, corporate, association and foundation donors.
- Design, develop and implement strategies designed to enhance continued and increased contributions to the QEII Foundation in a major gift capacity.
- Ensure contributions are appropriately recognized and assist in the coordination of stewardship materials with major donors regarding the impact of their giving, use of funds and periodic

updates as necessary to maintain and build relationships to ensure their ongoing contributions to the QEII.

- Collaborate with the Associate Director, Major Gifts and VP Philanthropy to create Gift Agreements between the QEII Foundation and donors.
- Provide guidance and support to senior volunteers, senior fundraising staff as well as hospital staff and representatives.
- Engage and maintain positive, productive relationships with volunteers (Board members, campaign chairs and other committees), physicians, researchers and other Hospital representatives, to identify, cultivate and solicit donors for Foundation funding priorities.
- Provide ongoing updates on fundraising initiatives. Act as an ambassador for the QEII Foundation in the community; participate in major donor, networking or other events as needed, to cultivate and steward existing and new donors and develop new prospects.
- Effectively communicate QEII Foundation's vision and communicate to donors fundraising priorities and donor impact through storytelling.
- Meticulously maintain the donor database (Raiser's Edge NXT) using best practices and procedures for data entry and record keeping.
- Comply with all quality, health, safety and environmental regulations as required.
- Adhere to all Foundation policies, procedures and business ethics.

QUALIFICATIONS & KEY COMPETENCIES

- Ideally 3 to 5 years of successful relationship building experience in a high activity charitable, non-profit or private sector / business environment.
- A relevant post-secondary degree or equivalent combination of training, education and experience.
- Exceptional interpersonal skills with a demonstrated ability to build relationships with individuals, corporations and foundations, ideally in the philanthropic sector.
- Knowledge and experience of the health sector is an asset.
- Fundraising experience with demonstrated success in the area of major gift development at the five or six figure level, as well as experience in engaging and supporting senior volunteers for fundraising will be considered an asset.
- Ability to operate and thrive in a collaborative environment, as well as to work independently and be self-motivated in initiating contacts with potential donors. High degree of emotional intelligence and judgement in working with diverse stakeholders.
- Ability to use discretion and tact in handling highly sensitive, confidential information related to donor information.
- Proficiency with CRM databases and data entry; knowledge of Raiser's Edge specifically will be considered an asset.
- Excellent project management skills and ability to manage multiple projects as well as adjust to changing priorities concurrently while meeting deadlines.
- Ability to problem-solve, innovate and be creative. Willingness to learn.
- Proven research and analytical ability with a high attention to detail in order to gather and provide accurate and up-to-date information and offer recommendations based on research.
- Knowledge of graphic design programs and understanding of finance principles will be considered an asset.

BIOGRAPHIES

Susan Mullin, CFRE, President and CEO of the QEII Health Sciences Centre Foundation



Susan Mullin is President and CEO of the QEII Health Sciences Centre Foundation. She has more than three decades of experience leading teams and working with community and business leaders in the health and higher education sectors guiding campaign strategies. She was recognized as the 2010 Outstanding Fundraising Executive by the AFP Greater Toronto Chapter.

Susan served in senior executive roles with organizations in Ontario including CAMH Foundation, York University, and Southlake Foundation before returning home to Nova Scotia. Susan gives back as a volunteer and has served as chair of the Association of Fundraising Professionals (AFP) Greater Toronto Chapter; chair of AFP Canada's Government Relations Committee; and she currently serves on the board of Casey House, a specialty HIV/AIDS hospital in Toronto. Susan holds a Bachelor of Science degree from Mount Allison University.

Julie MacKean, Vice President, Philanthropy



Julie MacKean has close to 20 years' experience within the healthcare fundraising sector and is currently the Vice President, Philanthropy at the QEII Health Sciences Centre (QEII) Foundation.

She leads a development team that inspires philanthropy to advance health care through the QEII - Atlantic Canada's leading healthcare institution. She is passionate about addressing the big issues in health care through funding innovative solutions, leading-edge technology, and research.

The QEII Foundation is in the early stages of Atlantic Canada's largest fundraising campaign for health care and is in the fortunate position to be working with some of the region's most passionate business and community leaders.

Julie is dedicated to contributing to the growth of the industry and has served regionally as the Vice Chair of the Maritime Association of Fundraising Professionals. She currently serves as Vice President of the Nova Scotia Hospital Foundations. A proud Nova Scotia, she holds a bachelor's degree in Commerce from the Rowe School of Business, Dalhousie University, and an Executive Master of Business Administration from the Sobey School of Business, Saint Mary's University.

Geoff Graham, CFRE, Senior Director, Gift Planning and Major Gifts



Geoff Graham currently serves as the Senior Director of Gift Planning and Major Gifts for the QEII Health Science Centre Foundation in which he oversees the activities of the major and planned gifts development team. While gift planning has been Geoff's passion, major gifts has also been an on-going part of his portfolio. By doing so he has helped to raise awareness and visibility of strategic charitable giving opportunities for supporters.

Geoff's experience in philanthropy spans 28 years including areas of annual giving, donor relations, gift planning, major gifts, campaigns fundraising, and gift policy. Prior to coming to the QEII Foundation, he managed the gift planning portfolio at the IWK Foundation, and he has served in a variety of roles including director of planned giving and estates at the Scripps Research Institute; director of gift planning at the University of California, San Diego; vice president, director of annual giving at Scripps Health Foundation; and associate director of development at Moores Cancer Center of UC San Diego. Geoff holds a B.A. degree in Political Science and Visual Arts from the University of California, San Diego.

He is currently the Vice Chair for the national board of the Canadian Association of Gift Planners and has served in various leadership roles for Association of Fundraising Professionals, San Diego and Nova Scotia as well as the San Diego Planned Giving Partnership. He is a Certified Fund Raising Executive (CFRE) and has held memberships in the Association of Fundraising Professionals, National Association of Charitable Gift Planners, San Diego Planned Giving Partnership, Canadian Association of Gift Planners, and Association for Healthcare Philanthropy.

ORGANIZATIONAL CHART

