

camh
FOUNDATION

Executive Brief

Vice President, Major Gifts





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FOR MORE INFORMATION

KCI (Ketchum Canada Inc.) has been retained to conduct this search on behalf of CAMH Foundation. For more information about this fundraising leadership opportunity, please contact Tara George, Partner / Lead, KCI Search + Talent, Sylvie Battisti, Vice President, Search + Talent or Christoph Clodius, Vice President by email at CAMHF@kcitalent.com.

Interested candidates are invited to send a resume and letter of interest to the email address listed above by **July 2, 2019**.

As an employment equity employer CAMH actively seeks Aboriginal peoples, visible minorities, women, people with disabilities, (including people with who have experienced mental health and substance use challenges), and additional diverse identities for our workforce.



Vice President, Major Gifts

THE OPPORTUNITY

The Centre for Addiction and Mental Health (CAMH) Foundation is seeking a senior development leader to serve as our Vice President, Major Gifts and to inspire philanthropy that enables leading-edge care, research, advocacy and education at CAMH. As the Foundation's lead fundraiser of major and transformational gifts, the Vice President will foster engagement in our community from across the country by building and strengthening relationships with donors and key stakeholders, and by working with and supporting exceptionally driven and successful volunteers.

The Foundation is the fundraising arm of CAMH, Canada's foremost mental health teaching hospital, and a global leader in mental health research. The Foundation has had incredible fundraising success – including a recent \$100 million gift. As we gear up for our largest campaign ever, and as the stigma of mental health continues to lessen, the time is right for our new Vice President to have incredible impact in this field.

Reporting to the President and CEO, the Vice President, Major Gifts will be accountable for all aspects of major and transformational giving from individuals and foundations. The new incumbent will provide strategy, leadership, direction and management of campaign efforts, and will be responsible for developing and implementing fundraising programs designed to increase major gifts and transformational gifts.

The Vice President will lead, mentor, and motivate our high-performance Major Gifts team of 10 as they achieve ambitious fundraising goals, and will actively collaborate with Foundation colleagues in other departments such as Corporate Development, Direct Marketing & Community Giving, Marketing & Donor Experience, and Finance & Operations. Working closely with CAMH's President and CEO and with clinical and research leadership, the new incumbent also will establish and leverage critical connections between the Foundation and the Hospital to maximize philanthropy.

CENTRE FOR ADDICTION AND MENTAL HEALTH (CAMH)

The Centre for Addiction and Mental Health (CAMH) is Canada's largest academic health sciences centre and one of the world's leading research centres in mental illness. Dedicated to improving the lives of patients today and tomorrow, CAMH is a leader in clinical care, research, education, and system building, nationally and globally.

With a dedicated staff of more than 3,000 physicians, clinicians, researchers, educators and support staff, CAMH offers outstanding clinical care to more than 34,000 patients each year. The organization conducts groundbreaking research, provides expert training to health care professionals and scientists, develops innovative health promotion and prevention strategies, and advocates on public policy issues at all levels of government. Through its Foundation, CAMH is breaking ground in mental health philanthropy globally.

Through its core values of **Courage, Respect and Excellence**, CAMH is implementing its Strategic Plan: *Vision 2020*, to transform lives, ignite innovation and discovery, revolutionize education and drive social change. CAMH is more than a hospital, it is a cause. CAMH is on a mission to change the way society thinks about and responds to mental illness. They aim to eliminate prejudice and discrimination and shape a world where mental illness is central to our healthcare system – a world where Mental Health *is* Health.

Vision

Transforming Lives

Purpose

At CAMH, we Care, Discover, Learn and Build – to Transform Lives

Values

- Courage
- Respect
- Excellence

Six Strategic Directions

1. Enhance recovery by improving access to integrated care and social support.
2. Earn a reputation for outstanding service, accountability and professional leadership
3. Build an environment that supports recovery
4. Ignite discovery and innovation
5. Revolutionize education and knowledge exchange
6. Drive social change

ADDITIONAL BACKGROUND AND RESOURCES

- CAMH [Strategic Plan: Vision 2020](#)
- [CAMH and CAMH Foundation Annual Report 2017-2018](#)
- [CAMH and CAMH Foundation Leadership](#)
- [CAMH Foundation Financial Statements](#)

ABOUT CENTRE FOR ADDICTION AND MENTAL HEALTH FOUNDATION

Philanthropy is one of the ways we drive positive change for the Centre for Mental Health and Addiction. CAMH Foundation is a separate legal entity charged with raising and stewarding funds in support of CAMH's high-priority research, education and advocacy needs, all with the goal of improving patient outcomes. The CAMH Foundation team works closely with donors, sponsors, partners and stakeholders to advance this work.

Our role is to help transform the way we understand and address mental illness by raising awareness and increasing engagement across the country and around the world. Our generous and dedicated supporters help CAMH advance discovery and innovation, build spaces that promote recovery, and break down the stigma of mental illness. We earn the trust of supporters by aligning their passions with the work of CAMH and through transparent communication and stewardship.



In recent years, CAMH Foundation has led two successful fundraising campaigns that have propelled the Foundation forward as a leading fundraising organization, raising nearly \$500 million in philanthropic and private-sector contributions: *Transforming Lives* (2004-2011) raised \$108 million and *Breakthrough* (2011-2017) raised \$275 million. These results have allowed us to have a significant impact in supporting better mental health care and improved patient outcomes through the excellent work of CAMH.

Looking ahead, CAMH stands at a unique juncture. While CAMH has stepped forward as a global leader in mental health care, research, education, and advocacy, we know there is much more work to do.

It is the Foundation's goal to assist the Hospital in realizing its vision by building on our success and leveraging the opportunities before us. Philanthropic interest in mental illness is reaching unprecedented levels, powering discovery and creating hope for big breakthroughs into the causes and cures for mental illness. CAMH Foundation has the unique opportunity to capitalize on this moment and to provide an impactful contribution.

CAMH Foundation is currently undertaking planning for its most ambitious fundraising campaign ever in support of the Hospital's priorities, including the next phase of a multi-year redevelopment plan; the recruitment and retention of talented scientists; and innovative research programs.

The Major Gifts team plays a critical role in achieving our ambitious goals so that the Foundation is able to advance mental health in partnership with CAMH, by deepening support from existing donors and broadening the donor base to attract new major and transformational gifts.

THE IDEAL CANDIDATE

To be successful in this role, the new VP will possess the following traits:

- Courageous, aspirational and demonstrated intellectual depth and curiosity; a commitment to social justice and equity.
- Humble, generous of spirit and a clear dedication to the cause of mental health; a strong grasp of the nuance of the Hospital and Foundation's work in medical care, research, and advocacy.
- Excellent social and emotional intelligence, self-aware and an individual who engages with a combination of confidence and sensitivity; actively works to understand team needs and values, and builds on established strengths.

- Strong personal ambition and excited by a challenge, balanced by unquestioned tact and diplomacy.
- Proven leadership abilities and a reputation as a humble, accessible, inspiring coach/mentor who has enabled development, independence and a collaborative and respectful team environment.
- Provides strong “team-first” coaching and mentoring and delegates appropriately to develop and support individual and team goals, skill and confidence building and career progression.
- Sophisticated relationship-development abilities to work at the highest levels of Foundation, Hospital, and community leadership; credibility to be seen as a peer.
- Established excellence in recruiting, managing, and leading leadership volunteers, with a particular focus on volunteer fundraisers.
- Creates followership through interpersonal engagement, communication of the mission and clarity of direction and priorities.
- Thrives in ambiguity, but brings rigor and structure, to the team Willingness to leverage relationships and reputation with stakeholders to advance the mission of CAMH and priorities of the Foundation; stature and standing in the community and/or charitable sector as a recognized leader.
- Knowledgeable about industry trends and best practices.
- Ability to operate at the strategic level and to master details to ensure best outcomes for the team and organization.
- A strong service orientation, with the ability to work constructively with different people and styles, appreciating different opinions, backgrounds and characteristics.
- A collaborator, with a genuine interest in the opinions of others, and curiosity about donor motivations; intelligent, personable, and the ability to hit the ground running.

KEY ACCOUNTABILITIES

The Vice President Major Gifts will have responsibility for the following:

Major Gifts and Campaign Strategy & Planning

- Leads the development and execution of a plan to achieve the Foundation’s goals for growing major gift donors and revenues.
- Plays the lead role in the Foundation’s pending campaign planning and execution.
- Manages the campaign cabinet, including all recruitment, planning, and coordination.
- Participates in the identification and monitoring process of the funding priorities.
- Develops an annual operating plan which includes specific KPIs to ensure tracking on goals and a budget that ensures resources are in place to execute plans and achieve required outcomes.
- Continually monitors progress against goals and adjusts strategies as required.
- Strategizes, with business partners, in developing marketing/sales tools for the Campaign, including proposals, presentations and other campaign collateral.

Foundation Leadership

- Contributes to the development a multi-year strategic roadmap for the CAMH Foundation.
- Consistently demonstrates the behavioural norms in the Foundation’s Team Charter and holds major gifts team members accountable for the same set of behaviours.
- Works collaboratively and respectfully with Foundation and Hospital colleagues to achieve organization-wide priorities.
- Actively integrates and leverages other departments and their staff skill sets to further major gift success and mutual Foundation goals.

- Foster effective teamwork and build close alignment among the Board, staff, volunteers, hospital leadership and external stakeholders in advancing the philanthropic mission of the Foundation.
- Monitors changing priorities, trends, legislative requirements and/or other internal and external issues that may impact the Foundation's strategy and performance.
- Develops and manages and is accountable for the team's annual operational goals, performance and budget.

Revenue Generation

- Earns the trust and respect of internal and external stakeholders through demonstrated expertise and success in securing major gifts.
- Ensures a focus on the fundraising priorities identified by CAMH leadership.
- Sets goals, monitors work and evaluates results to support progress reporting to the CEO and Foundation Board.
- Works with Foundation colleagues and business partners to ensure full collaboration, transparency, and leveraging opportunities.
- Develops effective strategies for donor recognition, stewardship, and engagement to ensure effective donor relations are implemented for all major gift donors.
- Assure highly personalized individual stewardship strategies for the Foundation's top donors, with the goal of continuous re-engagement.
- Maintains a personal portfolio of transformational and major gift prospects and achieves personal fundraising goals.
- Strategically engages volunteers, board members and hospital and foundation leaders to cultivate prospects, solicit and close gifts.
- Establishes and coordinates the volunteer management framework to realize major gift segment objectives.

Staff Leadership & Management

- Working closely with a larger campaign team, oversees the efforts of major and principal giving team members in the identification, cultivation, solicitation and stewardship of major gift donors.
- Inspires the team through the development of comprehensive and high functioning plans and processes.
- Prioritizes the engagement and development of individual team members, and provides guidance and direction.
- Partners with the major gifts team in the setting of individual team member goals, providing clear direction and regular feedback, offering coaching and mentoring and growth opportunities to support skill development and career progression.
- Works at the strategic and operational levels, establishing overall objectives and priorities to direct the work of individual team members.
- Ensures adherence to the Foundation's gift acceptance policy.

REQUIRED QUALIFICATIONS & COMPETENCIES

- Deep experience as a philanthropy professional focused on major and transformational giving.
- Demonstrated track-record of cultivating, soliciting, and stewarding individual, corporate, and foundation gifts at the transformative level, ideally at the 7-figure level or higher.
- Ability to design and implement complex gift structures.
- Proven significant experience in the successful execution of complex fundraising campaigns including capital.
- Experience working within the health care sector and/or a large, complex environment will be considered an asset.
- A track record of strategic leadership and expert management, with an impeccable reputation for integrity and results achieved alone and in partnership with others.
- Experience attracting, retaining, leading and inspiring teams through significant growth.
- Proven ability to engage, inspire, build and sustain strong collaborative working relationships within the Foundation and with the Foundation's key stakeholders including CAMH leadership, researchers and clinicians; CAMHF Board of Directors and senior volunteers; and existing and prospective donors.
- Proven ability to effectively and passionately communicate with a wide variety of audiences both orally and in writing.
- Proficient in the use of Microsoft Office Suite and donor database management systems.
- An undergraduate degree, or equivalent experience and education.
- Knowledge of financial, legal and regulatory requirements of a non-profit organization.

CAMH FOUNDATION BOARD OF DIRECTORS

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David Wilson – Chair, Board of Trustees, CAMH

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Executive Officer, CAMH

R. JAMIE ANDERSON, CHAIR - CAMH FOUNDATION BOARD

Jamie Anderson serves as Chair of the Centre for Addiction and Mental Health (CAMH) Foundation Board of Directors, and is a member of the on the CAMH Board of Trustees. He co-chaired CAMH's Breakthrough and Transforming Lives campaigns, two of the largest fundraising efforts in support of advancing mental health in Canada.

He also sits on the boards of Charter for Business, Outward Bound Global and Loran Scholars Foundation—charitable organizations that offer opportunities to aboriginal youth, inner-city youth, young offenders, northern & rural youth, young people with disabilities, and young people of character who hold leadership promise.

Mr. Anderson is a Senior Advisor with RBC Capital Markets. Prior to this role, Mr. Anderson was Head of Corporate Strategy and Development of RBC, and Deputy Chair at RBC Capital Markets.



Mr. Anderson is a long-time mental health champion, and is passionate about working to ensure youth have meaningful opportunities to contribute to our communities. He resides in Toronto with his family.

DEBORAH GILLIS, PRESIDENT AND CEO - CAMH FOUNDATION



Deborah Gillis is President and CEO of CAMH Foundation. As a recognized thought leader on gender equality, diversity and inclusion, Deborah has dedicated her career to driving social change. Deborah's unique blend of passion, strategic vision and entrepreneurial spirit is helping her lead CAMH Foundation in transforming how Canadians understand and address mental illness, in the workplace and in society.

Deborah put her ideals into practice in her previous role as President & CEO of Catalyst, a global non-profit that helps build workplaces that work for women. She advised some of the world's most powerful CEOs and leading companies on how to accelerate and advance women into leadership.

Deborah began her career in the public sector, where her early work focused on employment equity, anti-racism and LGBTQI rights. She went on to become a consultant and practice leader with global professional service firms, PricewaterhouseCoopers and Grant Thornton, where she championed initiatives to mentor women. Deborah also worked in the Nova Scotia government, and stood as a candidate for elected office. It was during her time in politics that she first truly understood the power of role models—and the urgent need for more of them—to inspire girls and young women.

Deborah has received national and international accolades for her advocacy efforts and business achievements. In 2016, she was named as one of *Canadian Business* magazine's 10 Most Powerful Business People and was awarded the Foreign Policy Association Medal. In 2017, she was appointed to the Canada-United States Council for Advancement of Women Entrepreneurs and Business Leaders. Deborah has received two honorary doctorates in recognition of her advocacy for women's rights and equality. She received a second honorary doctorate in 2018. She serves on the Board of Governors of St. Francis Xavier University.

ORGANIZATIONAL CHART: CAMH FOUNDATION

