



# POSITION BRIEF



# ASSOCIATE DIRECTOR, MAJOR GIFTS



Boys and Girls Club of Ottawa  
Repaire jeunesse d'Ottawa



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### FOR MORE INFORMATION

KCI (Ketchum Canada Inc.) has been retained to conduct this search on behalf of The Boys & Girls Club of Ottawa. For more information about this leadership opportunity, please contact Sylvie Battisti, Vice President or Ellie Rusonik, Associate Vice President, KCI Search + Talent by email at [BGCottawa@kcitalent.com](mailto:BGCottawa@kcitalent.com)

All inquiries and applications will be held in strict confidence. To apply, please send a resume and letter of interest, to the email address listed above by **September 23, 2020**.

*Boys and Girls Club of Ottawa values diversity. We are committed to providing equal opportunities in employment and to providing a workplace which is free from discrimination and harassment. This means that all job applicants, employees and volunteers receive equal treatment regardless of race, colour, ethnic or national origins, sex, marital status, disability, age, sexual orientation, religion or belief.*

*Boys and Girls Club of Ottawa welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.*



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## Associate Director, Major Gifts

### THE OPPORTUNITY



The Boys and Girls Club of Ottawa is seeking a mission-driven Associate Director, Major Gifts who will play a key role in driving revenue growth and donor engagement in support of children and youth in Ottawa.

With dynamic new leadership at the organization and the Advancement team, this is an exciting opportunity for a motivated and skilled relationship builder eager to be part of a passionate team.

Reporting to the Chief Advancement Officer, the Associate Director, Major Gifts will be responsible for building and managing a personal portfolio of major gift donors and prospects and providing fundraising support to volunteer leaders, including the Board of Directors and Advancement Committee. As a key member of the Advancement team, the Associate Director will work collaboratively to build and execute strategic, long-range cultivation, solicitation, and stewardship plans for current and prospective major donors.

Intuitive with people and thoughtful about interpersonal interactions, the ideal candidate will possess sound judgment and high emotional intelligence. The Associate Director will be energetic and thrive in a fast-paced environment where just 'ok' is not good enough. Motivated by ambitious targets and unwilling to let a day go by without donor interaction, the ideal candidate will be pleasantly persistent, unafraid to ask, and excited to develop long term donor relationships.

This is an excellent opportunity for a proven major gifts fundraising professional who is passionate about the work of the Boys and Girls Club of Ottawa that allows children and youth living in vulnerable neighbourhoods the opportunity to Belong, Believe and Achieve, and who will aid the BGCO in its mission to be the leader in child and youth development, impacting every vulnerable neighbourhood in Ottawa.



# ABOUT THE BOYS & GIRLS CLUB OF OTTAWA

The Boys and Girls Club of Ottawa (BGCO) has been helping children and youth across our city for nearly 100 years. With more than 100,000 visits per year, the BGCO provides a safe space during the most vulnerable hours of the day, and FREE access to life-changing programs in four key programming pillars.



**Education, Physical Activity and Healthy Lifestyle, Leadership and Social Skills, and Creative Arts programs** are purposefully designed to drive personal development. The BGCO also runs **Camp Smitty** to ensure that every child has the opportunity to experience summer camp.

## EDUCATION

Fostering knowledge-inspired development and applied learning skills to promote positive attitudes towards education

- Key programs:
- Homework Club
  - Raise the Grade
  - Science Programs
  - Scholarships

**46,000**  
total program pillar visits

19 scholarships awarded to deserving BGCO Members

88% of respondents stated that *At the Boys and Girls Club I participate in education programs* (e.g., Homework Club)

82% of respondents stated that *The Boys and Girls Club has helped me improve my grades*

88% of members that attended the BGCO in 2018 participated in programs under the Education pillar

## PHYSICAL ACTIVITY & HEALTHY LIFESTYLE

Fostering self-development through constructive group and individual physical activity that promote a positive attitude towards physical well-being

- Key programs:
- Sens Sports and Leadership League
  - Nutrition Programs
  - Healthy Lifestyle Programs
  - Non-competitive Athletic Programs
  - Cooking Club

**1662 participants**  
**176,423** total program pillar visits

85% of respondents stated that *At the Boys and Girls Club I am physically active*

85% of members that attended the BGCO in 2019 participated in programs under the Physical Activity pillar

## LEADERSHIP & SOCIAL SKILLS

Fostering character building and confidence through participation in leadership and skill development activities that promote both self-actualization and civic responsibility

- Key programs:
- Leaders "4" Life (L4L)
  - Youth Council
  - Torch Club/ Keystone Club

**13,165**  
total program pillar visits

82% of respondents stated that *Coming to the Boys and Girls Club helps me think positively about my future*

85% of respondents stated that *Being a member at the Boys and Girls Club helps me feel more confident*

83% of respondents *I feel like I am important in the Boys and Girls Club community*

## CREATIVE ARTS

Fostering creative expression and identity development through active participation in the arts to promote positive self-attitude

- Key programs:
- Art Now
  - Performing Arts (Dance, Drama, Improv)
  - Visual Arts
  - Music

**32,413**  
total program pillar visits

86% of respondents stated that *At the Boys and Girls Club I learn to express myself creatively*

85% of respondents stated that *I like to try activities like music, art and drama at the Boys and Girls club*

Afterschool and weekend hours are a critical time for youth. That time can represent either an opportunity to learn and grow or be a time of risk to youth's health and safety. Experts agree that after-school programs offer a healthy and positive alternative. They keep kids safe, improve academics and help relieve the stresses on today's working families. They can serve as important intervention strategies for youth. Since the pandemic began, the BGCO's nimble team shifted focus quickly and developed and launched our Virtual Clubhouse to ensure we remain connected to members, even when clubhouse doors are closed.

At BGCO, we dream of a community where every child is given the opportunity to succeed in life and experience a brighter future regardless of race, religion, social or economic status.

## Quick Facts

- Established in 1923, the BGCO has been offering innovative youth programs to generations of Ottawa residents
- The BGCO provides after-school, weekend and summer programs for kids aged 6 to 18
- The BGCO operates out of seven locations in Ottawa plus one summer camp
- Each year approximately 4,500 children and youth visit the BGCO
- Membership and programs are completely FREE
- In 2018, the BGCO saw more than 100,000 visits. From those visits, Members attended more than 250,000 programs and activities across our pillars
- In 2018, 900 volunteers donated 30,000 hours

### BGCO Mission Statement:

To provide a safe and supportive place where children and youth can experience new opportunities, overcome barriers, build positive relationships and develop confidence and skills for life.

### BGCO Vision Statement:

All children and youth discover and achieve their dreams and grow up to be healthy, successful, and active participants in society.

## OUR VALUES:



### belonging

We welcome everyone in a safe, accepting environment based on belonging and positive relationships



### respect

We ensure that everyone—children, youth, families, volunteers, staff—is heard, valued, and treated fairly



### encouragement

We encourage and support every child and youth to play, learn, and grow to achieve their dreams



### speaking out

We speak out for children, youth, and families so that we can make our world better



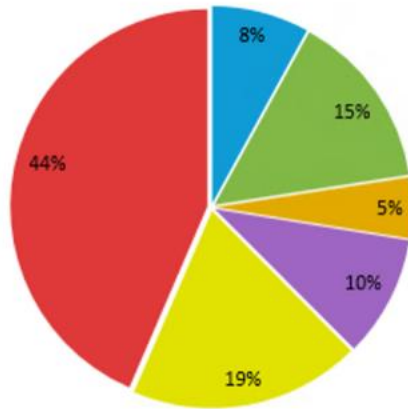
### working together

We work together with young people, families, volunteers, our communities, and government

# ADVANCEMENT AT THE BOYS & GIRLS CLUB OF OTTAWA

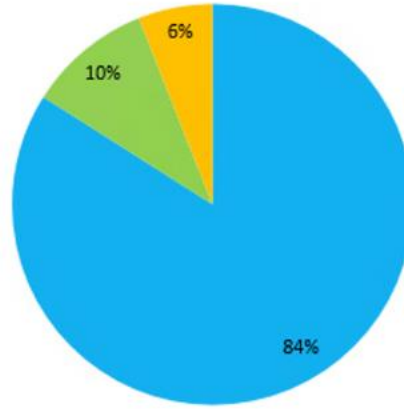
Fundraising Revenue: Based on 2019 total Operational Budget of \$5.675 million.

## Revenue Distribution



- United Way
- Province of Ontario
- City of Ottawa
- Other
- Events
- Fundraising

## Funding Distribution



- Program Delivery
- Administration
- Fundraising

### Measurable Impacts:

## MEASURING SUCCESS



## ADDITIONAL INFORMATION

[2019 Annual Report](#)

[2019 Financial Statements Report](#)

## KEY DUTIES AND RESPONSIBILITIES

The Associate Director, Major Gifts, will focus exclusively on building a prospect pipeline and securing major gifts which further the mission of the BGCO. Reporting to the Chief Advancement Officer, the candidate will:

- Identify, cultivate and solicit individuals, foundations and corporations for gifts of \$10,000-\$100,000+.
- Actively build and manage a portfolio of 125-150 prospects and donors.
- Commit to key performance targets of meetings and solicitations.
- Identify new prospects and perform research on those individuals.
- Work with Board and Advancement Committee members on prospect and stewardship strategies.
- Collaborate with team members and marketing and communications staff in the development of proposals, reports and other related collateral targeting major gift donors.
- Ensure that proper recognition and stewardship practices are implemented based on the level of donation and gift direction.
- Act as an ambassador for BGCO on the community, support the execution of and attend major donor events and cultivate and steward attendees.
- Develop effective relationships with BGCO program and administrative staff as a representative of the advancement team.
- Document information related to major prospects and donors in Abila database, including inputting, updating, reporting and moves management tracking.
- Develop annual work plans and budgets in keeping with BGCO's annual targets.
- Assist CAO in the creation of the Fundraising Plan for Major Gifts.
- Contribute to the strategic direction of the department and advise on industry best practises.
- Provide expertise and serve as a role model for colleagues relative to best practices for relationship development and management.
- Be passionate about the role and mission of BGCO.

## QUALIFICATIONS AND COMPETENCIES

- Demonstrated track record of cultivating, soliciting and closing five and six figure gifts.
- Proven track record building a donor pipeline, and determining appropriate approach/strategies, including timing, giving interests, and request amount.
- Experience in working with senior volunteers to cultivate relationships, solicit and secure gifts.
- Exceptional communications skills in English. Ability to communicate in both of Canada's official languages will be considered an asset.
- Demonstrated experience developing meaningful relationships with people from all walks of life.
- Advocate for children and youth, and passion for major gift fundraising as part of a dedicated, donor centered team.
- Self-directed, motivated and a proactive thinker with an action-oriented mindset.
- Flexible, adaptable and tolerant of ambiguity with the ability to excel in an evolving organization.
- Highly analytical and detail-oriented with superior time management skills and ability to meet deadlines.

- Work well within a team structure.
- Proficiency with Microsoft Office, and a demonstrated ability to learn new software applications efficiently. Knowledge of Abila or other fundraising databases is an asset.
- Ability to work within a flexible schedule, including travel and occasional weekends and evenings.
- Adept at conflict resolution and problem solving.
- Related university degree or comparable combination of education and work experience.
- A valid driver's license is required for travel within Ottawa and surrounding areas.

## BIOGRAPHIES

### **Adam Joiner, Chief Executive Officer**

Adam started his Boys and Girls Club experience by attending one of the local clubhouses when he was nine years old (Police Youth Centre). Since that time Adam has had the opportunity to be a part of multiple Boys and Girls Club of Ottawa locations as either a Member, Volunteer, Part-Time Staff, Full-Time Senior Youth Worker, Manager, Senior Manager and now Director of Programs. As a member, Adam was a Youth Member of the Boys and Girls Club of Canada's Board of Directors while assisting in the development of the Boys and Girls Club of Ontario's Provincial Youth Conference. Seeing the difference the Boys and Girls Club has had on his friends and himself, Adam decided to try to help young people the way he was helped. After receiving a scholarship from the Boys and Girls Club of Canada, Adam completed the Social Service Worker diploma at Algonquin College where he now sits on the Program Committee for that program. Adam comes with a wealth of programming knowledge and contacts within the recreation field (including work with the Ministry of Children and Youth Services and the City of Ottawa) and is currently a registered trainer with the High Five Program (a Parks and Recreation Ontario initiative).

Adam currently resides in Ottawa with his wife and three children all of whom attend the Boys and Girls Club as members.

### **Jonelle Istead, Chief Advancement Officer**

Jonelle Istead is a fundraising leader with over 15 years experience in the not-for-profit sector. Jonelle has led two successful fundraising campaigns, first at the Canadian Nurses Foundation in Ottawa and more recently, a \$30 million effort for the Bishop Strachan School in Toronto.

With extensive fundraising and business development expertise, Jonelle's passion for people and building relationships has resulted in transformative major gifts and corporate partnerships.

When she's not at BGCO, Jonelle and her husband are busy raising three young boys. Jonelle is a proud BGCO donor and is thrilled to be part of the team!



## **Gary Zed, Chair of Advancement Committee**

Gary is an internationally-recognized lawyer serving the largest corporations in Canada and many of Canada's wealthiest families. He is the CEO of Treehouse Family Advisory.

Over the past 30 years Gary has served national senior executive roles in the public and private sector and continues with his deep community leadership. He previously served as Deputy Director General at the Canadian Revenue Agency and Counsel with the Department of Justice prior to embarking on a 20 year career as an executive and senior partner for two of Canada's major professional services firms.

Gary currently advises several Canadian families and businesses including the Family Office at KPMG Enterprises. His passion is counseling families on succession planning and generational transitions.

Gary serves as Chair and board member for several private companies and family advisor to many of Canada's most prominent families. Known for his philanthropy and commitment to building a strong community, Gary has been the recipient of numerous recognitions including The Queen Elizabeth II Diamond Jubilee Medal, the Order of Ottawa, Outstanding Volunteer Fundraiser and has been awarded the Governor General's Sovereign Medal for Volunteerism.

Gary holds a BA in economics, an MBA in management and marketing (Dalhousie), and an LLB (University of New Brunswick).

## **BOARD OF DIRECTORS**

Stephen Beckta – Chair

Meredithe Rechan – Vice Chair

Michael Wilson – Treasurer

Nate Behar – Director

Deputy Chief Steve Bell – Director

Jock Climie – Director

Brittany Forsyth – Director

Mark Groper – Director

Sean Lundy – Director

Graham Macmillan – Director

Stacey-Ann Morris – Director

Derek Noble – Director

Robyn Osgood – Director

Judi Shum-Mousseau - Director

Michelle Taggart – Director

Gary Zed – Director