



Hôpital général juif
Jewish General Hospital
Fondation | Foundation

DIRECTOR, ANNUAL GIVING PROGRAMS (MONTREAL, QUEBEC)

THE OPPORTUNITY

The Jewish General Hospital Foundation is seeking a **Director, Annual Giving Programs** to continue building life-long engaged relationships for the Foundation with key constituents. The Director will lead and successfully execute strategies that identify, cultivate and gain or heighten the interest and involvement of prospective annual giving donors, including mid-level donors, an area ripe for growth. The objective is to secure philanthropic gifts that will serve to enhance extraordinary patient care, to further scientific discovery and to acquire the most recent and innovative medical equipment for the Jewish General Hospital.

As a senior member of the Development team, and reporting to the Vice President and Chief Development Officer, the Director, Annual Giving Programs will be focused on the strategic development and execution of all annual fundraising programs utilizing a variety of multi-channel communication strategies and techniques to implement and execute well-thought out, strategic, fundraising plans on an annual basis.

ABOUT THE JEWISH GENERAL HOSPITAL

The Jewish General Hospital (JGH) is a 637-bed McGill University teaching hospital renowned for the excellence of its healthcare services and the calibre of its medical and research staff. As one of Quebec's leading acute-care hospitals, providing general and specialized care to a diverse patient population, the JGH plays a vital role in the Quebec healthcare system.

The JGH, through its internationally-renowned Segal Cancer Centre, is at the forefront of the development of personalized medicine in Canada. The Centre provides therapies that are precisely designed to treat the patients' particular cancers. The Centre is also a national leader in immunotherapy, which seeks to harness the patient's own immune system to fight cancer, as well as a pioneer in robot-assisted surgery.

The Lady Davis Institute for Medical Research (LDI) is the research arm of the Jewish General Hospital. Founded in 1969, the LDI has a roster of more than 200 researchers, and it is an important North American biomedical research institute. LDI researchers have made major breakthroughs in the areas of HIV/AIDS, aging, cancer and genetics. Researchers at the LDI are awarded approximately \$40 million in research grants from external sources each year. This places the LDI at or near the top of the list in funding per researcher in Quebec's hospital-affiliated research institutions.

The JGH is located in one of Canada's most culturally and ethnically diverse neighbourhoods and cares for patients of many ethnic and religious backgrounds from across Quebec, as well as parts of Eastern Ontario and the Maritimes.

ABOUT THE JEWISH GENERAL HOSPITAL FOUNDATION

The Jewish General Hospital Foundation's mission is to advance health care and medical research for the people of Quebec by supporting Montreal's Jewish General Hospital. The Foundation provides essential assistance to the hospital in order to enhance its extraordinary patient care, to further scientific discovery and to acquire the most recent and innovative medical equipment.

Community involvement has been an intrinsic aspect of the JGH's activities since the day the hospital opened. Donors and benefactors at all income levels, from all walks of life and from a multitude of ethnic and religious backgrounds have been instrumental in enabling the Jewish General Hospital to upgrade its services to patients on an ongoing basis.

The 2017-2018 fiscal year was yet another example of what the combination of a fabulous brand, devoted stakeholders, generous donors and passionate leaders can accomplish. It was one of the JGH Foundation's best fundraising years yet bringing in some \$47 million. The annual direct mail program brought in \$1,487,962 in donations with 3,245 people enjoying the benefits of membership in The Governors' Circle. Tribute funds, which are comprised of Honour Funds that celebrate a milestone in someone's life, and Memorial Funds, established in the memory of a loved one, raised \$921,905.

Online donations totaled \$698,231. Major events hosted by the Foundation during the year benefited from the leadership, commitment and hard work of devoted and passionate chairs, volunteers and participants who rallied support from every sector of Montreal and beyond. Together these signature events and those organized by grateful patients and other interested third parties grossed \$9.3 million. All of these fundraising programs, activities and events were orchestrated by our JGH Foundation team that is currently comprised of close to 40 professionals.

POWER TO HEAL CAMPAIGN

The JGHF just completed the most ambitious and successful fundraising campaign in its history. Launched in April 2011, the Power to Heal campaign proved to be highly compelling and effective in rallying support from every sector of the Montreal community and beyond. Over 3,100 individuals and 1,295 organizations contributed financially to the campaign, whose success is a testament to the long-standing support and generosity of the philanthropic community who support the JGHF. It also highlights the dedication and hard work of the community of volunteer fundraisers who donated their time and talent to ensure the campaign's success, as well as the commitment from the Development team at the Foundation. The campaign not only reached but surpassed its \$250 million goal, reinforcing and strengthening the JGH's commitment to providing excellence in patient care, research and teaching to all Quebecers for many generations to come.

ADDITIONAL BACKGROUND AND RESOURCES

ABOUT THE FOUNDATION:

<https://www.jghfoundation.org/en/about>

JGH FOUNDATION BOARD OF DIRECTORS:

<https://www.jghfoundation.org/en/about/board-and-committees>

JGH FOUNDATION ANNUAL REPORTS:

<https://www.jghfoundation.org/en/about/reports>

JGH FOUNDATION PUBLICATIONS:

<https://www.jghfoundation.org/en/about/publications>

KEY AREAS OF RESPONSIBILITY

The Director, Annual Giving Programs will have responsibilities in the following areas:

- Develops and leads a comprehensive annual fundraising programs strategy, focused on renewals and upgrades, with the goal of retaining and providing meaningful stewardship to our most loyal donors.
- Develops and rolls out strategies for attracting new annual donors with a focus on both the general public as well as new target audiences including multi-cultural sectors.
- Identifies, cultivates, solicits, and stewards annual gifts from prospects, donors and patients treated at the JGH.
- Develops, plans and implements mass solicitation strategies including postal appeals, e-mail, online, and social media appeals as well as strategies and tactics to develop the monthly giving program.
- Develops and oversees annual objectives, budgets for each program, tactical action plans (including theme, content and segmentation), deadlines and production schedules.
- Develops and launches a comprehensive program for soliciting mid-level gifts from the current pool of donors and private foundations.
- Supervises the Development Officer involved in mid-level gifts, annual appeals, prospect research and hospital liaison. Provides leadership, clear goals, direction and guidance as needed.
- Develops relationships with current mid-level donors to deepen and broaden existing philanthropic commitments.
- Supports major gift and planned giving efforts by building the prospect pipeline and ensuring effective communications with colleagues about prospective donors and strategies.
- Works and collaborates closely with Foundation teams (Development, Events, Gift Processing, Donor Relations, and Communications) to achieve objectives.
- Monitors results throughout the year, and extracts and analyzes program achievements to recommend strategies that will improve program performance; oversees the consistent production and distribution of annual programs results.
- Acts as our internal expert-consultant on annual giving key performance indicators, strategic mass market segmentation, online and experiential mass marketing and mass recognition programs.
- Keeps abreast of the latest trends in health care policy and fundraising developments.
- Performs other duties, and special projects as required.

QUALIFICATIONS AND COMPETENCIES

- Significant relevant fundraising experience, with a demonstrated track record of success in creating and managing strategic and integrated multi-channel fundraising programs.
- Experienced idea generator with excellent interpersonal skills who can inspire others.
- Proven program and project management skills with demonstrated “hands-on” experience.
- Established track record in strategy development and implementation, budget and revenue forecasting and program analysis.
- Proven capacity to work on multiple projects simultaneously with sometimes competing deadlines while ensuring deadlines are met with rigour and attention to detail.
- Demonstrated successful experience in a fast-paced environment requiring a high level of professionalism and quick, appropriate decision-making skills.
- High data-comfort with strong analytical skills.
- Organized and strong planning skills.
- Ability to work independently and as a team player.
- Tact, discretion, maturity, and good judgment.
- Entrepreneurial, innovative, creative, and flexible character.
- Experience with multi-cultural markets preferred.
- Clear understanding of and strict adherence to ethical fundraising standards.
- Experience with customer relationship management systems. Knowledge of Raiser’s Edge is an asset.
- Experience with and knowledge of Microsoft Office.
- Excellent verbal and written communication skills in French and English.
- A university degree in a relevant discipline, or a combination of training and related experience.

FOR MORE INFORMATION

KCI (Ketchum Canada Inc.) has been retained to conduct this search on behalf of the Jewish General Hospital Foundation. For more information about this leadership opportunity, please contact **Sylvie Battisti, Vice President, Search + Talent** by email at JGHF@kctalent.com

To view the **full Position Brief**, please visit: <https://kciphilanthropy.com/kci-talent/>

Please send resume and letter of interest to the email address listed above by May 6, 2019

All inquiries and applications will be held in strict confidence.