

EVERY RECIPIENT GETS A PIN AS A SYMBOL OF YOUR APPRECIATION.



18,000 REASONS TO GIVE.

North York General Hospital is a nationally recognized leader in caring for over 18,000 infants, children and teenagers every year.



PARTNERS OF NORTH YORK



**NORTH YORK
GENERAL
FOUNDATION**

POSITION BRIEF
Senior Philanthropy Officer,
Major Gifts

This is the Front Line.





**NORTH YORK
GENERAL
FOUNDATION**

TABLE OF CONTENTS

The Opportunity.....	2
About North York General Hospital	3
About North York General Foundation.....	4
Key Duties & Responsibilities	5
Qualifications & Competencies.....	6
Leadership Biographies.....	7

FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of North York General Foundation. For more information about this Foundation leadership opportunity, please contact Ellie Rusonik, Associate Vice President by email at NYGFSP0@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 **October 4, 2021**.

The target hiring range for this position is \$80,000 to \$95,000

At North York General Foundation, we are committed to fostering an inclusive and accessible environment. We are dedicated to building a workforce that reflects the diversity of the community in which we live, including those with disabilities. North York General Foundation is committed to providing accommodations in all parts of the hiring process. If you require an accommodation, we will work with you to meet your needs.



**NORTH YORK
GENERAL
FOUNDATION**

Senior Philanthropy Officer, Major Gifts North York General Foundation

THE OPPORTUNITY

North York General Foundation (NYGF) is seeking a highly motivated and skilled **Senior Philanthropy Officer, Major Gifts** to help drive annual revenue by securing gifts in the \$100K+ range. In this new role, the SPO will cultivate a portfolio of active prospects and donors to maximize individual and corporate donor support; formulate strategies for soliciting six and seven figure gifts in collaboration with volunteer leaders and senior management; and grow the pipeline leveraging the high potential prospect pool of loyal donors and patients, with the support of the research team.

This is an exciting time to join NYGF and work with our high-performing team, committed to supporting the exceptional care our hospital provides to our diverse communities across the GTA. North York General Hospital is one of Newsweek's top 5 hospitals in Canada and among the top 100 globally.

Reporting to the Vice President, Philanthropy and Strategy, the ideal candidate will be a collaborative and driven fundraising professional who will expertly manage their major gift donor and prospect pipeline through the donor cycle in a way that strategically builds relationships and increases revenue.

Constantly redefining what it means to be a 'community hospital', our partner, North York General is a multi-site acute, ambulatory, and long-term care network for our diverse community, an incubator for applied research, a springboard for innovation in the health care landscape, and a destination for philanthropy. Supported by an outstanding board of governors, North York General Foundation is strategically expanding our team in philanthropy, events, business intelligence, and donor analytics in pursuit of new ways to reach our community, demonstrate impact, and raise funds for an incredible Hospital.

As we wrap up our \$180M 'Campaign for North York General', we are relentless in our quest to secure revenue for additional strategic campaigns as we ready ourselves for a \$1B capital expansion. We are driving towards the future, building our brand, and investing in volunteer leadership and staff who are changing the face of fundraising in community hospitals.

With a passion for healthcare philanthropy, the Senior Philanthropy Officer will be able to work independently and efficiently when working from a home office or in a traditional office environment.

ABOUT NORTH YORK GENERAL HOSPITAL

North York General Hospital (NYGH), affiliated with the University of Toronto, is one of Canada's leading community academic hospitals. We offer our culturally diverse community a wide range of acute care, ambulatory, and long-term care services across multiple sites. Through partnerships, collaboration, and academic endeavours, we seek to set new standards for patient- and family-centred care. Working together with our patients and their families, we are making a world of difference.

We provide an exceptional care experience for our patients and their families and have proudly served our diverse communities in North Toronto, and beyond, since 1968.

The hospital partners with 36 different academic institutions, including the University of Toronto, to prepare future physicians, nurses, and other health care professionals to work in interprofessional teams, providing essential care in a community hospital setting. NYGH programs are the training site for four core clerkship programs, and we provide a site for core rotations to 22 different University of Toronto Residency Programs. Over 300 North York General physicians have faculty appointments at the University of Toronto. Each year, 1,200 nursing students come here to learn and develop their clinical skills.

Our staff, physicians, and volunteers have a history of transforming health care to better serve our patients. We are leaders who adopt the most innovative health information technology, strategists who carefully chart patient flow and find ways to reduce wait times, and visionaries who dream of, and work towards, the ideal patient experience. From boardroom to bedside, we go above and beyond to offer the best and safest care. We put our patients first in everything we do.



North York General continues to be a world-class hospital. It's no coincidence that for the third year in a row, *Newsweek* has recognized our high standard of care by naming us as the #1 community academic hospital in Canada, among the top 5 of all hospitals across the country, and one of the top 100 worldwide.

Areas of Care

North York General Hospital provides a wide range of acute care, ambulatory and long-term care services at multiple sites. Our goal is to provide an exceptional care experience for our patients and their families. Everyone's role at our hospital contributes to our shared purpose of providing patient- and family-centred care.

- [Cancer Care](#)
- [Family Medicine](#)
- [Laboratory Medicine](#)
- [Medical Imaging](#)
- [Mental Health](#)
- [Surgery](#)
- [Emergency Care](#)
- [Genetics](#)
- [Maternal, Newborn and Paediatric Care](#)
- [Medicine and Elder Care](#)
- [Palliative Care](#)

Our Values

Our team provides care with respect, integrity, excellence, and compassion.

Respect: We embrace the strength in our diversity and treat everyone with respect and dignity.

Integrity: Every day, we act in a professional and ethical manner.

Excellence: We strive to achieve better outcomes in everything we do, collaborating with patients, families, and partners.

Compassion: We provide an exceptional care experience to our patients and their families with empathy, sensitivity and understanding.

ABOUT NORTH YORK GENERAL FOUNDATION

Our mission is to raise and steward funds that enable North York General to deliver exceptional health care to our diverse communities.

Exceptional care requires exceptional support. At North York General Foundation, we know this to be true, which is why we are grateful to every one of our supporters who understand the central role that North York General plays in caring for our community.

The Foundation supports our hospital's most urgent needs, including equipment replacement and upgrades, capital projects, and funding our applied research institute and educational awards. We look beyond the needs of the day to day and seek to invest in programs and infrastructure that will transform how our hospital delivers care and how this improved care can be replicated and scaled across Canada.

Thanks to the support of our generous community, the hospital has achieved substantial capital growth across the hospital sites, including:

- New outpatient clinics have opened to better meet the needs of our diverse and growing community, including Phillips House and Maddie's Healing Garden for child and adolescent mental health, which is home to one of the largest hospital-based eating disorder programs in southern Ontario.
- Specialty Care Clinic that houses our Total Joint Assessment Centre, Hand Therapy Clinic and Minor Procedures Clinic.
- The Karen, Heather & Lynn Steinberg Breast Centre. The breast cancer care program once again received full accreditation from the National Accreditation Program for Breast Centers (NAPBC), administered by the American College of Surgeons. After the initial accreditation in 2016, it remains the only accredited breast cancer program in Canada.
- Last year, the new Baruch/Weisz Cancer Centre, which houses the Anne Tanenbaum Chemotherapy Clinic and BMO Oncology Assessment and Support Services opened. Patients in our community facing the uncertainty of a life-changing cancer diagnosis can now get the care they need, close to home and all in one location.
- In November 2020, the Steinberg Family Paediatric Centre officially opened. This is a hospital within a hospital designed specifically for children — newborns up to age 18. It is a place of comfort and healing for the children and grandchildren of this community.

COVID-19: Responding to Community Needs During the Pandemic

The Foundation's COVID-19 Emergency Response Fund was one of the first launched at a hospital in the Greater Toronto Area and we are proud to have had the first COVID-19 assessment centre in the city to be onsite and operational.

NYGF has raised over \$3.1M in philanthropic donations to help support pandemic and post-pandemic planning and have received over 1.5M pieces of personal protective equipment donated by generous individuals and corporations. This last year has been a trying time for our community — emotionally, physically, and mentally. North York General has remained at the forefront of patient care, enhanced by philanthropic support.

For more information about North York General Hospital and its Foundation, please visit:

- [North York General Hospital](#)
- [North York General Foundation](#)
- [Foundation Board of Governors](#)
- [Covid-19 Response](#)
- [Annual Reports and Financial Statements](#)
- [Ways to Donate](#)

KEY DUTIES & RESPONSIBILITIES

Revenue Generation:

- Contribute to the business planning process for corporate and individual giving.
- Build and manage a portfolio of 100-125 major gift prospects (\$100,000+ giving level) with specific annual revenue and pledge targets.
- Expand the donor pipeline adding individuals and corporate prospects in a methodical and strategic manner, supported by the prospect research team.
- Support Foundation special events through the solicitation of high-level sponsorships.
- Work collaboratively with the planned giving program to promote and solicit combined asks.
- Ensure data integrity of Raisers Edge by entering actions accurately and in a timely manner to support the measurement of key performance indicators.

Collaboration, Relationship & Alliance Building

- Build, develop, and maintain effective and mutually beneficial partnerships with key stakeholders within North York General Hospital and the Foundation to facilitate ongoing awareness and support to raise funds.
- Support key Foundation volunteers and NYGH senior staff and physicians to develop and build linkages between the Foundation's major gifts prospects and the hospital.
- Work with colleagues to plan and execute proposals and targeted communications for current and potential major gift donors.
- Support the donor experience and special events teams through open communication that ensures alignment with both new and established donor plans.

- Assist the Vice President, Philanthropy and Strategy on special projects that will enable the team to meet annual and strategic planning goals.
- Work as a team player promoting a positive and professional work environment by conducting the role with integrity and respect.
- Act as a community Ambassador positively representing the hospital and the Foundation.

QUALIFICATIONS & COMPETENCIES

- Progressive fundraising experience, with a proven track record working in major gifts within a hospital, education, or other complex setting.
- Strong relationship building skills with experience working with diverse groups including donors, senior volunteers, committees, and Foundation and Hospital staff (or equivalent).
- Ability to demonstrate a bold, proactive fundraising approach with an aptitude for developing new revenue opportunities.
- A strong sense of urgency with proven rigor related to meeting targets, booking meetings; and closing gifts.
- An exceptional team player who can leverage cross functional relations to support enhanced revenue results.
- A forward-thinking approach to work that anticipates obstacles and plans for contingencies.
- An aptitude for implementing non-traditional fundraising methods across donor demographics to increase philanthropic opportunities.
- Excellent communications skills including superior verbal, written, and presentation skills.
- High level user with a well-developed understanding of database systems, ideally Raiser's Edge.
- Data-driven with the ability to use donor data and trends to drive priorities and decisions.
- Demonstrated ability to manage responsibilities and interact in the utmost professional manner with a value system and open communication style that contributes to individual and organizational success.
- Strong customer service-oriented approach that demonstrates the highest standards of professionalism, confidentiality and sensitivity complemented by excellent organizational and time management abilities.
- Excellent project management skills with the ability to efficiently manage competing demands and priorities and meet deadlines.
- Passion for healthcare philanthropy, North York General Hospital, and its leadership role in the Greater Toronto Area.
- CFRE designation is considered an asset.

LEADERSHIP BIOGRAPHIES

Terry Pursell, President & CEO, North York General Foundation



Terry joined the North York General Foundation as President and CEO in February 2010, and launched the comprehensive Campaign for North York General, the largest in the history of our Hospital. With the \$150M goal met in 2018, the Campaign was extended to \$180M to help meet the needs of the community. The North York General Foundation exists to help enable the hospital to fulfill its mission to lead the pursuit of excellence through learning, innovation, and

partnerships. Terry and the Foundation staff are dedicated to supporting the hospital's strategic plan by raising private funds for equipment, capital improvements, clinical programs, education, and research.

Terry has over two decades of experience in the public sector; prior to joining NYGF, she was Vice President of Global Business Development and Communications for Right To Play, a global organization that uses the transformative power of play to educate and empower children facing adversity. Previously, Terry's roles have included Associate Dean, Advancement at the University of Toronto, and Campaign Director at York University.

Rea Ganesh, Vice President, Philanthropy and Strategy, North York General Foundation



Rea's life aspiration is to help others. She has spent the last 20 years in health-based charities raising funds to help improve the lives of patients and their families. Currently, Rea is the Vice-President, Philanthropy and Strategy at North York General Foundation.

Prior to joining North York General, Rea's roles included National Director, Development and Marketing at Children's Wish Foundation, and Vice-President, Development at Crohn's and Colitis Canada. She also worked at Mount Sinai Hospital Foundation, Juvenile Diabetes Foundation, and Heart and Stroke Foundation. Rea strongly believes in working hard but also finding that balance to enjoy life. Beyond her passion for fundraising, Rea loves spending time with her daughter.