



Calgary
Health Trust

Director, Development and Campaigns
Position Profile



Calgary Health Trust

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For More Information

For more information about this exciting leadership opportunity, please contact **Christoph Clodius, Vice President** at KCI (Ketchum Canada Inc.) by email at CHT@kciphilanthropy.com or 604-315-5629. All inquiries and applications will be held in strict confidence.

We are evaluating candidates on an ongoing basis, expressions of interest are requested as soon as possible.

The deadline for submissions of interest is January 31, 2019



Director, Development and Campaigns

The Opportunity

Calgary Health Trust raises funds to transform healthcare in Calgary and southern Alberta. The incredible generosity of our donors has helped to raise more than \$459 million for healthcare and our many hospital and care sites around the city since 1996.

As the Calgary Health Trust evolves under new leadership and establishes its strategies and priorities for the coming years, we are seeking a **Director, Development and Campaigns**, to lead our major gifts team. Reporting to the Vice President, Development, the Director will provide direction and support to a dedicated team of five frontline fundraisers in managing their respective pipelines.

The Director, Development and Campaigns will collaborate closely with the Vice President, and develop meaningful partnerships with the President and CEO, peers such as the Director of Strategic Giving, and the Director of Communications, an influential and high-profile Board, key site volunteer groups and key AHS stakeholders to build and enhance our major gifts fundraising efforts. The Director will be a key member of the leadership team and participate in the business and strategic planning process.

About Calgary Health Trust

Calgary Health Trust serves as a catalyst that connects donor passion with transforming care, treatment, education, and research in Calgary hospitals and the medical community by fundraising for some of the biggest issues the city faces. Working in close partnership with Alberta Health Services, Calgary Health Trust works with the community to raise and disburse philanthropic healthcare gifts and other funds across Calgary and the surrounding area.

Calgary Health Trust was established in 1996 by some of Calgary's most influential leaders when they saw an opportunity that would allow for more impactful investments to be made in healthcare throughout Calgary. They shared a vision that all the healthcare foundations that existed in Calgary would come together with the idea that the sum would be greater than the parts and more could be done for healthcare overall. Six health care foundations that serviced the Calgary Health Region, became Calgary Health Trust with the mandate to do something great; to create a world-class health system right here in our city. Since then, Calgary Health Trust has raised over \$459 million for healthcare.

Working with passionate donors, Calgary Health Trust transforms healthcare in Alberta by funding state-of-the-art technology, innovative programs, research and education. The funds raised by the Calgary Health Trust benefit Foothills Medical Centre, Peter Lougheed Centre, Rockyview General Hospital, South Health Campus, many community health programs and 12 Carewest care centres in the Calgary community.

The Calgary Health Trust fundraising efforts are currently focused on three pillars:

1. Developing world-class care.
2. Impacting Albertans and their families.
3. Improving the quality of life for those in our community.

Our over 30 dedicated professionals work closely with AHS and community partners to identify key priorities where philanthropic support will ensure excellence. In addition to our hospitals, health programs, and Carewest centres, our priority needs seek to address some of the biggest healthcare issues facing our city and currently include:

- Newborn Health
- Emergency Pediatric Pod
- Hemodialysis
- Carewest: Close to Home
- Gastroenterology and Endoscopy
- Inflammatory Bowel Disease Research & Wellness Clinic

Calgary Health Trust operations have been funded in part with the support of granting through AHS. Now, the nature of our operations funding model is evolving away from the AHS-funded model, and is entering a new stage in our growth and development. We are seeking to move to a more engaged campaign model, and further our social enterprise options.

We are committed to building strong partnerships with donors, volunteers, and health professionals that are characterized by integrity, accountability, creativity, and results. We believe strongly in matching donor interests with healthcare priorities, ultimately making a difference and improving the quality of life for our community. We believe that every donor has a story, every gift has a vision, and every patient's life can be changed.

Fundraising at Calgary Health Trust

In the 2017/18 fiscal year, Calgary Health Trust provided \$11.1 million to hospitals and community programs, research initiatives held at the University of Calgary, and a number of other partners who are aligned with our vision to transform healthcare in Alberta.

Calgary Health Trust is grateful for the thousands of donors, contributors, event attendees, and lottery ticket buyers that support us every year. In fiscal 2017/18, our net revenue was over \$26.9 million, which includes \$16 million from individual and corporation donations. Net revenues from our lotteries were \$8.2 million and from events were \$3.2 million.

Our newest fundraising initiative is the "Newborns Need" campaign, now in development. This transformative approach to newborn health across the region seeks to raise \$60 million, and has already raised over \$34 million in gifts and pledges.

For more information see the following:

- **Newborns Need:** <https://www.calgaryhealthtrust.ca/newborn-health/>
- **Other priority projects and site needs:** <https://www.calgaryhealthtrust.ca/our-causes/>
- **Calgary Health Trust overall:** <https://www.calgaryhealthtrust.ca/>

The Ideal Candidate

The new Director will possess the following traits and characteristics:

- A collaborative and effective leader who passionately motivates and inspires a team.
- A leader who believes in creating and fostering a trust based work environment.
- A relationship builder who has successfully established and nurtured strong relationships internally and externally.
- Committed to building a high performing team committed to excellence.
- Results and accountability-oriented; sets high goals for personal and team accomplishments.
- Measures progress with metrics and drives to meet or exceed those goals.
- Highly organized; able to effectively manage multiple priorities at one time.
- Proactive self-starter & solutions-oriented; enthusiastic, self-motivated and committed to excellence.
- A strong, insightful and straight forward communicator with excellent verbal and written communication skills.
- Drive and ability to achieve strategic objectives and goals.
- Is diplomatic with a strong sensitivity to various constituents; capable of working well with a variety of personalities and leadership styles.
- Excited to work collaboratively with a committed leadership team.
- Committed to getting the job done while building credibility to affect change with and through peers across the organization.
- Confident, positive and can-do attitude, with a hands-on approach; willing to roll up their sleeves to get the job done.
- Hard-working, hands-on, flexible, results-oriented.
- Acts in a confident and self-aware manner with an impeccable sense of integrity, character and personal values, coupled with ambition and drive.
- Entrepreneurial and creative; an ability to “think outside the box.”
- Recognized for a strong track record of astute leadership.
- Strong background in volunteer recruitment, management and cultivation.

Key Accountabilities

Strategy and Planning

- In collaboration with the Vice President, Development and Director of Strategic Giving, develop an overall strategic plan and structure for an integrated campaign and major gifts model that supports the overall mission of Calgary Health Trust with multiple funding priorities.
- Develop and implement short term and long term development and campaign strategies consistent with Calgary Health Trust’s strategic plan.
- Contribute to Calgary Health Trust’s overall strategic and business planning process, including participation in development of the annual budget and operational plan for the development department.
- Ensure that appropriate reports on progress, including operation key performance measures, for internal and external stakeholders are prepared, accurate and meaningful.

Fundraising Execution

- Lead, develop, and execute campaign plans.
- Personally manage a portfolio of key prospects and donors (ideally at the \$100,000+ level) and directly conduct cultivation visits, solicitation calls, and stewardship activities that set the example for the team for best practices in strategic fundraising.
- Build relationships with community stakeholders to advance the mission and fundraising goals of Calgary Health Trust.

- Ensure that new and current fundraising initiatives undertaken by Calgary Health Trust are coordinated across the organization with key partners and have excellent reporting and business process practices.
- Assist in positioning Calgary Health Trust as an industry leading fundraising organization.
- Assess, evaluate and implement changes as needed to development and campaign activities and practices; evaluate the effectiveness of the on-going fundraising campaign(s), including fundraising efficiency, , and overall success of the campaign.
- Ensure that the philanthropy, sponsorship, and fund development activities are aligned with the organizations' mission, vision, and values.
- Develop and execute diverse strategies and tactics for development and campaign initiatives; manage timelines for various campaign strategies to ensure strategic plans and critical processes are carried out in a timely manner.
- Supervise the maintenance of the campaign database including production of financial campaign reports, staff assignment reports, and tracking of pledges through database management; develop and implement strategies to identify and incorporate new donors in the campaign to enlarge the donor base.
- Work with the Vice President, Development, in collaboration with the Director of Communications to develop compelling case material.
- Develop, recommend, and monitor progress against annual and multi-year production and development targets for major gifts and planned giving.

Staff and Volunteer Leadership

- Lead a team of five passionate major gift fundraisers.
- Provide leadership and direction to staff to encourage results and follow-through.
- Manage and provide ongoing recruitment, training, direction, support, coaching, mentorship, and directing personal/professional development.
- Complete quarterly and annual performance evaluations and ongoing coaching to all direct reports.
- Collaborate with the Vice President, Development to create a development and campaign plan which increases revenues to support the strategic direction of Calgary Health Trust.
- Identify, develop, engage and support high profile volunteer fundraising committee(s) to support campaign, raise gifts and steward donors.
- Assist board members, cabinet members, CEO and other fundraising volunteers and staff to identify, cultivate and solicit charitable gifts.

Trust, Collaboration and Leadership

- Demonstrate leadership and passion for the organization.
- Lead health philanthropy in Calgary with the goal of improving the health of Albertans.
- Develop and maintain close and effective relationships with Alberta Health Services, fund development councils, campaign cabinet members and others.
- Ensure a culture and environment which meets delivery of organizational requirements, superior results, and service excellence.
- Maintain constructive relationships with co-workers.
- Appropriately represent Calgary Health Trust and Board to donors, prospects, sponsors, development committees, and fundraising volunteers.

Qualifications

- Proven track record and demonstrated major gifts fundraising successes that include campaign management and leadership.
- Success working with and leading a team of motivated, energetic and results driven major gift fundraisers in attaining their goals.
- Experience working with a wide array of internal and external stakeholders, donors, and community leaders.
- Experience in building an effective major gifts program, or significant exposure to a high-functioning, successful major gifts program.
- A proven track record of developing, integrating, and aligning business strategies to excel at development and fundraising in a dynamic environment.
- Experience with engaging leaders and volunteers in major gift prospect identification, cultivation, solicitation, and stewardship.
- Strong leadership skills; ability to coach and mentor leaders; encourages respectful debate within teams.
- A strong team player who works collaboratively and cooperatively with others.
- Experience with Raiser's Edge would be an asset.
- Demonstrated analytical skills and the ability to problem solve, as well as manage multiple tasks simultaneously.
- Outstanding verbal and written communication skill and the ability to present at public platforms.
- University education, or equivalent training and experience.
- Fundraising certification such as CFRE is considered an asset.
- Experience working with public sector organizations would be an asset.

Calgary Health Trust Leadership Team

Dr. Chris Eagle	President and CEO
Raymond Crossley	Chief Financial Officer
Richard Horbachewski	Vice President, Development
Julie Thomson	Vice President, Corporate Services
Valerie Ball	Director, Communications
Moses Gabriel	Director, Strategic Giving
Leigh Allan	Executive Assistant to the President and CEO

Calgary Health Trust Board of Directors

William Sembo	<i>Chair</i>
Lesley Conway	<i>Vice-Chair</i>
Sandy Edmonstone	<i>Vice-Chair</i>
David Routledge	<i>Vice-Chair</i>

Kirk Bailey	Dr. Richard Hu
Carlo Bellusci	Brenda Huband
Angela Butler	Sarah Kennedy
Barry Davy	Robert King
Rick Doman	Bobby Libin
Gary Durbeniuk	Cynthia Moore
Bruce Edgelow	William Osler
Robert Hawes	Dan Silvester
Beverly Higham-Linehan	Roger Smith
Kathy Hnatiuk	Greg Turnbull

Ex-Officio: Dr. Chris Eagle

Chair Emeritus: Ms. Ann McCaig

Fund Development Councils

The engagement of volunteers in the fundraising process is critical to the success of the Trust. Hospital-based Fund Development Councils are volunteer community representatives who provide strategic support to connect our donors and grateful patients with site or program specific initiatives. Fund Development Councils provide support for annual fundraising and development programs at each of the acute care hospitals – Foothills Medical Centre, Peter Lougheed Centre and Rockyview General Hospital and South Health Campus.

Foothills Medical Centre

Kirk Bailey, <i>Chair</i>	Robert Peabody, <i>Vice Chair</i>
Vic Bryant	Shawna Syverson
Laurie Edwards	Bruce Churchill-Smith, QC
Joni Hughes	Dr. Peter Jamieson
Dana Silver	Michael Suddes

Peter Lougheed Centre

Bruce Edgelow, <i>Chair</i>	Karen Foudy
Dr. Elizabeth MacKay	Jim Jenkinson
Dr. Ian Scott	Sherali Saju
Janice Stewart	Jasraj Singh Hallan
Kim Berjian	Dr. Mark Zivot

Rockyview General Hospital

Nancy Calvin, *Chair*
David Routledge, *Vice Chair*
Peter Blanchard
Anastasia Columbus
Laurie Harding
Feisal Keshavjee

Stuart Libin
Dr. Kelly deSouza
Debbie Goulard
Rick James
James S. Kinnear
Georgine Ulmer

South Health Campus

Sarah Kennedy, *Chair*
Lori Anderson
Dr. Colin Del Castillo
Jessica Schneider
Alexandra Zabel

Sharon McCormick, *Vice Chair*
Shannon Darragh
Jillian Dickson
Shelley Koch
Marc Staniloff

Biography

Richard Horbachewski

Vice President, Development

Richard Horbachewski brings a wealth of fundraising knowledge and experience to Calgary Health Trust, spending the last 10 years at Alberta's third largest post-secondary institution, SAIT. Through his career, Richard has been responsible for leading teams to excel in achieving multi-million-dollar fundraising targets. In his most recent position as Associate Director, Alumni & Development, Richard worked alongside senior leaders to identify key institutional fundraising priorities for SAIT, as well as developed strategies for and led a team responsible for Principal, Major and Leadership gift fundraising, Sponsorship, and Legacy Giving. He has been responsible for securing transformational gifts in excess of \$5 million.



Richard joined SAIT's Alumni & Development department at the early stages of the \$75 million Promising Futures Campaign. Once completed, the campaign raised over \$115 million from individuals, foundations and corporate partners in support of SAIT's transformational capital campaign. During this time, Richard worked in partnership the development team, a volunteer Campaign Cabinet, Executive Leadership and Faculty Deans to secure funding for a 750,000 square foot expansion to SAIT's main campus, providing access for an additional 4,500 students to attend SAIT.

Prior to SAIT, Richard began his fund development career in Calgary's art sector with Vertigo Theatre. While at Vertigo Theatre, Richard worked with a passionate board of directors to develop a culture of philanthropy and create a major gifts program that laid the foundation for a sustainable financial future.

Richard is committed to building a highly effective and high performing team at the Calgary Health Trust. Built on a foundation of trust, the team will be focused on working with donors to transform healthcare delivery in Calgary and southern Alberta.