

Role Profile
Director of Philanthropy

Société Alzheimer Society

NOVA SCOTIA

Table of Contents

Organizational Profile	Page 3
Additional Information	Page 6
The Role	Page 7
Key Areas of Responsibility	Page 8
Key Competencies	Page 10
The Ideal Candidate	Page 12
Appendix 1: Media Posting	Page 13

Organizational Profile

- **Organizational Profile**
- **Our Values**
- **Board of Directors**
- **Alzheimer Society Federation**
- **First Link®**

Organizational Profile

The *Alzheimer Society of Nova Scotia (ASNS)* is the leading not-for-profit health organization working to improve the quality of life for Nova Scotians affected by Alzheimer's disease or other dementias and advance the search for the cause and cure. Since 1983, ASNS has been providing help for people with Alzheimer's disease and other dementias, and their caregivers – and that help comes in many ways. ASNS is part of the *Alzheimer Society Federation (the Federation)*, a nation-wide federation of 11 partners made up of 10 provincial societies and the *Alzheimer Society of Canada (ASC)*.

Alzheimer's disease is a progressive, degenerative disease. Over 560,000 Canadians currently have Alzheimer's disease, and according to experts this number will triple to 2.3 million Canadians by 2031. In our province alone, over 17,000 Nova Scotians live with the disease.

Mission Statement

ASNS is committed to alleviating the personal and social consequences of Alzheimer's disease and other dementias and promoting the search for causes and cures.

Vision Statement

- Provide leadership in addressing the reality of Alzheimer's disease and other dementias.
- Strengthen existing programs and create new ones in response to ever increasing needs.
- Advance and develop educational opportunities.
- Participate in and promote research.
- Provide an environment that attracts and retains high quality staff and volunteers.

Forget Me Not Symbol

ASNS uses the Forget Me Not flower as a symbol to represent memory loss, one of the symptoms of Alzheimer's disease. It is also a reminder to remember people with Alzheimer's disease and other dementias and their caregivers. The three flowers in the symbol represent the person with dementia, the caregiver, and the *Alzheimer Society*.

Our Values

Our values are C.A.R.E. Work is in process to ensure that ASNS values underpin all aspects of our working culture, from hiring and orientation to performance evaluations to how we manage our day to day and interact with each other:

- **Collaboration** - We work together as one organization, and actively engage with partners to fulfill our mission and achieve our goal – that Nova Scotians receive personal and responsive services throughout their dementia journey.
- **Accountability** - We measure our performance and follow a process of continuous improvement. We are wholly accountable for our actions, we lead with personal accountability, and must account to our stakeholders for our use of the financial and human resources available to us.
- **Respect** - We set for ourselves the highest standards of honesty, trustworthiness and professional integrity in all aspects of our organization and carry out our work with the utmost respect for the dignity and the rights of the people we serve, and those we work alongside.
- **Engagement** - We strive to engage stakeholders in meaningful ways. To inform, listen and be attentive to those we work with - people with dementia, families, community partners, donors, volunteers and staff members.

We are ASNS!

Our talented staff team works across three core organizational functions: *Finance & Operations, Programs & Services, and Philanthropy*. Each department has a director as lead (reporting to the CEO), with a small, supporting management structure. Even though we recruit and work based on specialties it is widely understood that anyone who joins our team ‘works as one’ with their colleagues. We all have a role to play in ensuring the health, success, and sustainability of our organization and its deliverables across all functions and we work as needed to meet mission and fiscal goals.

Diversity & Inclusion

Dementia does not discriminate. We put personhood at the centre of our work, and we continue to build an inclusive culture that encourages, supports, and celebrates the diverse voices of our employees, clients, and stakeholders. All qualified applicants will be considered for our team, and we encourage applicants from diverse communities to self-identify in their application. Please request any accommodation required to facilitate the recruitment process.

Board of Directors

The dedication, enthusiasm, and expertise of our Board of Directors makes it possible for us to continue helping those living with Alzheimer's disease or other dementias.

ASNS Current Board of Directors

- Mark Gillis, President
- Kerrie Coady, Vice President
- Andrew MacIsaac, Past President
- Chris Trenaman, Treasurer
- Sean Burke, Member at Large
- Sandra Arab Clarke, Member at Large
- Blake Smith, Member at Large
- Melissa Andrew, Member at Large
- Rob Pulling, Member at Large
- Sean Bradley, Member at Large
- Alex Stewart, Member at Large
- Faye Forbes, Member at Large
- Vanessa Nevin, Member at Large
- Lindsay Cross, Member at Large
- Karen Nicholls

Alzheimer Society Federation

ASNS is a member of the *Alzheimer Society Federation* (the Federation) which consists of 10 provincial societies and the *Alzheimer Society of Canada (ASC)*. This Federation is defined as a network of partners committed to a common mission and a shared brand and program model, while remaining legally independent from one another. In addition to independent provincial strategic plans (the responsibility of individual societies), there is also a Federation-wide strategic plan and it is crucial each society is in support of effective execution of both. There are shared financial mechanisms relating to nationwide revenue sharing, provincial support of the nationwide Alzheimer Society Research Program, and an annual assessment for shared service provision.

As a Director, there will be a necessary learning curve pertaining to the Federation and how the programs and services of ASNS fit with Federation – many of which are in refresh or development. This will involve holding a seat on nationwide committees and task force groups, as necessary.

In addition, the ASNS CEO is a member of the nationwide CEO Council. The CEO Council seeks to facilitate and encourage efficiency in Federation-wide operations with the intent to become the fastest growing and most impactful charity in Canada. Directors will play a crucial role in supporting the CEO and other provincial and nationwide colleagues in ensuring successful execution of both Federation and Provincial priorities.

For more information regarding the Federation and the CEO Council, the CEO Council Terms of Reference document can be shared upon request.

First Link®

ASNS operates using the First Link® model of Programs and Service delivery. Persons living with dementia and their families/care partners are connected to Client Services of the Alzheimer Society for information, education, and supportive counselling. These connections are ideally made as early as possible in the course of the disease and are maintained throughout the progression of the disease via a combination of programs and services provided by ASNS, alone or in partnership with other health and community agencies. Clients may contact the society directly or be referred by a physician or other health care provider.

Additional Information

- Alzheimer Society of Nova Scotia - <http://www.alzheimer.ca/en/ns>
- Strategic Plan - <http://www.alzheimer.ca/en/ns/About-us/About-the-Alzheimer-Society/Strategic-Plan>
- Annual Reports - <http://www.alzheimer.ca/en/ns/About-us/Annual-Reports>
- Financial Statements - <http://www.alzheimer.ca/en/ns/About-us/Annual-Reports/Financial%20reports>
- Partnerships - <http://www.alzheimer.ca/en/ns/About-us/About-the-Alzheimer-Society/Our-Partners>
- About Dementia - <http://www.alzheimer.ca/en/ns/About-dementia>
- Research Program - <http://www.alzheimer.ca/en/Research/Alzheimer-Society-Research-Program>
- Services and Programs - <http://www.alzheimer.ca/en/ns/We-can-help>
- The Dementia Strategy - <http://www.alzheimer.ca/en/ns/News-and-Events/Media-centre/DementiaStrategy>

The Role

The *Director of Philanthropy (DP)* is a senior leadership position in the Society and, under direction from the *CEO*, is accountable for development, maintenance, and achievement of the Society's fundraising budget in line with the organizational strategic plan.

In recent years, ASNS has seen significant growth due to acquisition of Government funding for Programs & Services and continued expansion of our Philanthropy activities. Dementia numbers in NS will double by 2030, and we are preparing the Society for further expansion as we seek to fulfil our mission of supporting ALL Nova Scotians on their dementia journey. We have been successful in navigating the COVID-19 pandemic and leveraged the reality of the current fundraising landscape to begin expansion and diversification of revenue development streams. We have made major strides in the development of new and innovative fund development strategies, and we are seeking a dynamic leader to ensure we maintain our current momentum our revenue development keeps pace with growth needs as they currently exist, and to plan for and secure future fundraising growth as we reach more Nova Scotians on the dementia journey.

A key focus for the *DP* in the first six months of the role will be a full evaluation of current fundraising activities, a review and potential restructure of our existing fundraising team and developing and implementing a fundraising plan to support our current strategic planning activities.

The position is currently held by a term contract, interim DP who has been engaged with ASNS since January 2021.

This position is a permanent, full-time position (35 hours per week), with core hours of Monday – Friday, 8:30am to 4:30pm. Occasional evening and weekend hours may be required, which is compensated for on a flex-time basis. Currently, most staff work in the provincial Halifax office approximately 50% of the time and from a home office approximately 50% of time. This arrangement is subject to change. Directors often work in office more than 50% of the time.

A home office requires internet connectivity and a private working space. A laptop and cell phone are provided as are general stationary items such as paper, file folders and writing instruments as needed. Office furniture is not provided for home offices.

ASNS offers competitive salaries, a group RRSP plan and a comprehensive benefits package.

Accountability & Relationships

Reporting to the *CEO*, the *DP* plays a key role on the Senior Leadership Team (SLT) in collaboration with the *CEO*, *Director of Programs and Services (DPS)*, and the *Director of Finance and Operations (DFO)*. The position must develop and steward strong relationships with stakeholders including but not limited to donors, all ASNS and selected nationwide staff, Government representatives and other funding partners, and provincial and nationwide volunteers including our Board of Directors. The *DPS* oversees all staff within the Philanthropy Department.

Key Areas of Responsibility

Position Summary:

The DP is accountable for the overall development, maintenance, and success of all ASNS fundraising activities and following its Mission, Vision and Values and strategic directions.

Specific Responsibilities:

1. Revenue Development:

- Develops, implements, and oversees a sustainable fundraising strategy that spans a rolling five-year period and supports the strategic directions of the Society, to ensure stable and growing funding sources for ASNS projects.
- Develops and implements a Donor Relations plan that, through effective donor stewardship, increases the retention of donor support for ASNS in the future.
- Supports fundraising staff in the management of a diverse and effective annual giving program.
- Works closely with the DPS/P&S team to ensure continuous synergy between programs and services impact and fund development activities.
- Takes a leading role, with CEO and SLT, in development of the ASNS Case for Support/Value proposition.
- Promotes and stewards a culture of philanthropy among key provincial staff, volunteers, and other stakeholders.
- In collaboration with regional staff, provides leadership and expertise around Membership, Sponsorship, Mid and Major Gifts, ASNS Special Events, Planned Giving and 3RD Party Event initiatives
- Ensures collaboration with the SLT and all ASNS staff and volunteers to ensure that they understand, support and, where required, are involved in any fundraising activity that will support the Vision and Mission of ASNS.

2. Communications:

- Works with the SLT to develop a Case for Support to ensure all ASNS staff and volunteers, and all direct fundraising activities, effectively and consistently communicate the need for community support for the ASNS Vision and Mission and strategic directions.
- Works with the ASNS Marketing and Communications lead to develop the annual ASNS communication strategy and provide ongoing support to ensure it includes the required and effective fundraising content including:
 - Development of the ASNS annual report
 - Regular newsletters and email communication
 - Website and social media
 - Any other communications channel

- Provides leadership and oversight of all direct fundraising communications and ensures collaboration with, and the involvement of, other non-fundraising ASNS staff, as required.
- Ensures adherence to all ASNS and Federation Branding guidelines.

3. Volunteer Program:

- Supports the Volunteer Coordinator in the development and execution of a formalized Volunteer Engagement Strategy.
- Actively engages volunteers, at every level, in ASNS fundraising activities and ensures they are supported, acknowledged and recognized for their dedication and support of the ASNS Vision and Mission.

4. Organizational Development:

- Participates on the SLT and management team to assist with strategic planning and policy and procedure development of the Alzheimer Society of Nova Scotia.
- Participates in all ASNS staff activities (Scrums, monthly meetings etc.) to ensure the effective communication and engagement of all ASNS staff in fundraising activities and how they contribute to the ASNS Vision and Mission.
- Leads the hiring process for staff responsible for the ASNS fundraising programs across the province and works with the Director of Finance and Operations to ensure all HR policies and procedures are maintained.
- Works with the Director of Finance and Operations and oversees the development and management of the annual Department of Philanthropy budget and ongoing forecasts.
- Represents ASNS on Provincial and National committees as appropriate.
- Budget and forecast experience

Key Competencies

1) Revenue Development

- Specializes in the development and implementation of diversified revenue streams and fund development programs and approaches to include annual giving, planned giving and bequests, mid-and-major-level giving, foundations and grants, corporate giving, direct mail and campaigns, and special events.
- Understands the need for and value of a Case for Support/Value proposition; able to translate the cause and feedback from P&S in compelling ways which promote philanthropy at all levels.
- Develops strong and meaningful relationships with organizational supporters from a wide variety of backgrounds, including major gifts, membership, monthly donors, healthcare partners, Government, foundations, and other figures of influence or relevance. Leads the fundraising team with a strong focus on relationship building and management.
- Stewards and promotes a culture of philanthropy and ensures revenue development is valued by stakeholders as an essential function of the Society.

2) Leadership, Strategic Planning & Long-Term Vision

- Provides direct leadership, management, mentoring, and coaching to the fundraising team; empowers team for autonomy and success and fosters accountability and a person-centered approach.
- Actively participates in the activities of the SLT, bringing a pro-active, solution-focused attitude to issues that affect the entirety of the organization.
- As part of SLT, actively supports the CEO in the creation and operationalization of the strategic plan. Takes a leading role in strategy development and monitoring for the philanthropy department.
- Supports the CEO and DFO in the development and implementation of the organization's annual budget and 5-year growth plan; takes a leading role in budget development for the philanthropy department and supports the fundraising team in development of individual budgets.
- Supports the CEO and Board in the development and review of its policies as requested.
- Collaborative and consultative in nature; sees the organization as a whole and promotes holistic dialogue around organization health. Supports the evolution of strong co-operative working relationships with staff and colleagues.
- Engenders ASNS's values, and promotes a culture of wellness, cooperation, vitality, possibility, and success.

3) Organizational Management, Administration, & Communication

- With the support of the DFO and the Marketing & Communications Lead, ensures timely dissemination of fundraising information to ASNS stakeholders across a variety of platforms.
- Leads the recruitment process for the philanthropy department, to include role profile development and interviews.
- Promotes adoption of best practices for ASNS operational process, including but not limited to HR, CRA, finance, IT, and data.
- Actively supports projects developed to improve ASNS efficiencies and promotes collaboration on Society-wide project work among the fundraising team.

4) Cultural Competency

- Displays empathy and understanding related to the complex realities of communities and populations experiencing barriers to equitable health care, and discrimination in general.
- Aware of own culture and openness to explore issues of unconscious bias.
- Enthusiasm to learn about and understand diverse behaviors, values, and attitudes.
- Understands how own position can support the improvement of systems and relationships that support equitable health outcomes for all Nova Scotians.
- Promotes ASNS's person-centered philosophy and embraces and promotes the necessity of our diversity, equity, and inclusion work.

The Ideal Candidate

Education & Experience:

- 10-years' experience of demonstrated success in fundraising in the charitable sector, including deep knowledge of revenue streams such as annual giving, special events, major gifts and planned giving. Required.
- 3-5 years of experience leading a fund development team at a senior level (or equivalent related experience). Required.
- University Degree or equivalent. Required.
- Has or is working toward a CFRE. Desirable.
- Understanding of the CRA regulations and procedures relating to fundraising. Required.
- Experience in using donor databases. Required.
- Direct Senior Leadership in NGO. Asset.

Attributes:

- Demonstrated collaborative leadership style.
- Positive and pro-active; stewards a forward-thinking, can-do mentality.
- Professional communicator, open and transparent communication style.
- Friendly and approachable.
- Understands and embraces a person-centered philosophy of working that drives productivity and success but does not lose sight of team wellness.
- Energy, drive, and commitment that engages others.
- Big-picture thinker – sees the whole scenario and applies critical thinking to problem solving.
- A visionary, with the ability to inspire and communicate that vision to others.
- Analytical thinker; able to translate financial and other data into action.
- Engenders trust by being open, honest, and following through on commitments.
- Values-based leadership: decisions and actions reflect a sound moral compass and the shared values of ASNS.
- Passionate about and committed to the cause.
- Flexible; understands the nature of the NGO environment and the necessity to be fluid and adaptable.

Appendix 1 Media Posting

**Director of Philanthropy
Halifax, Nova Scotia**

Are you looking to be a leader in a well-established charity that is on the cusp of its next major growth phase? Are you looking for an opportunity to not only manage a critical organizational function, but to be a part of its growth and development? The Alzheimer Society of Nova Scotia is seeking an innovative, dynamic *Director of Philanthropy* (DP) to work with our dedicated leadership team and talented staff to take our organization to the next level.

The *Alzheimer Society of Nova Scotia (ASNS)* is the leading not-for-profit health organization working to improve the quality of life for Nova Scotians affected by Alzheimer's disease or other dementias and advance the search for the cause and cure. Since 1983, ASNS has provided help for people with Alzheimer's disease and related dementias and their caregivers – and that help comes in many ways. The organization has grown significantly in recent years and presently employs over 30 well-trained, committed, hardworking staff, including a highly motivated, knowledgeable, and dedicated leadership team. As we continue to plan for our post-COVID-19 future, we are excited to welcome a dedicated fund development leader to our table to ensure our revenue streams are diversified, sustainable, and scaled to grow. The number of Nova Scotians living with dementia is expected to double by 2030, and we are preparing the Society for further expansion as we seek to fulfill our mission of supporting ALL Nova Scotians on their dementia journey. We have made major strides in the development of new and innovative fund development strategies, and we are seeking a dynamic leader to ensure we maintain our current momentum, our revenue development keeps pace with growth needs as they currently exist, and to plan for and secure for future expansion.

Reporting to the *Chief Executive Officer (CEO)* and working closely with the *Director of Programs and Services (DPS)* and the *Director of Finance & Operations (DFO)* the DP provides senior leadership and management for the organization's revenue development strategy and budget achievement, manages and empowers a dedicated fundraising team, and plays a vital role in assuring the overall success of ASNS.

We are seeking a collaborative professional with a passion for the cause and the energy, strategic foresight, and experience to make a difference. Your experience is as important as your approach; ASNS is proud to foster a supportive, person-centered environment that promotes productivity and success while nurturing team wellness and embraces diversity in all its forms.

ASNS offers competitive salaries, a group RRSP plan, a comprehensive benefits package, and an Employee Assistance Program. The annual salary band for this position is \$70,000 - \$90,000. To learn more about this exciting opportunity, visit www.alzheimer.ca/ns/careers to view the full role profile.

To apply, please send a resume and cover letter, as one pdf document, to John Britton, CEO: john.britton@asns.ca. Your cover letter should include a description of how your skills, education, and experience make you a good candidate for this position. Application deadline is **Sunday, February 6, 2022, 11:59 pm.**

ASNS is an equal opportunity employer. We are committed to fostering an inclusive, accessible environment, where all staff, clients, donors, volunteers and stakeholders, are respected and supported. We are dedicated to building a workforce that reflects the diversity of the people and communities in which we live and serve, and to creating an environment where every employee has the opportunity to reach their potential.

We thank all applicants for their interest, however, only those candidates selected for an interview will be contacted.