

POSITION PROFILE

Chief Development Officer

Société
Alzheimer
Society
C A N A D A



CONNECTING GREAT HUMANS IS OUR CAPITAL
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Position Overview

Organization: Alzheimer Society of Canada (ASC)

Title: Chief Development Officer (CDO)

Reports to: Chief Executive Officer (CEO)

Team: Five direct

Location: Anywhere in Canada; Head office is 20 Eglinton Ave. West, Toronto, ON

Is This You?

Are you an experienced hands-on fundraising executive who has a deep understanding of various fundraising verticals including: major and mid-level giving, corporate, planned-giving, annual, foundation support, community fundraising and events? Do you have an excellent reputation for building and leading high-performance teams directly and cross functionally?

Alzheimer Society of Canada works within a federated network; in this position you put the needs of the network first and help your colleagues across the country develop, perform, and strive for excellence.

Your role is to coach, mentor, and build capacity with your team and by enabling the network. Our ideal candidate understands that, while achieving one's goals is critical, achieving through strong partnerships, authentic and trusting leadership, and integrity leads to greater long-term success.

You are a natural storyteller - a connector with no ego. You have an executive presence and feel comfortable in any environment – from pitching top executives on their corporate support in high-rise boardrooms in downtown Toronto, to rolling up your sleeves and stuffing envelopes with your team. You can and will do it all. To you, that is what being a team player is all about. You are known by your peers and by people who have worked for you as a bridge-builder. You listen, take suggestions, and collaborate. You do not need or want to see your name in lights – in fact, you would rather let your team have the glory! You lead from behind and because of your style, folks *trust* you regardless, whether they work on your team or in another department. As a result, you get it *done*. Donors respect and appreciate you because you build lasting

relationships on a foundation of trust and integrity. You are not 'salesy'; you are authentic, passionate, and real. You bring an entrepreneurial approach to fundraising that creatively matches donor interests with organizational needs.

You are data-driven and grounded in strategy. You have extensive experience partnering with the leadership team in developing philanthropic strategies designed to maximize financial commitments for your organization across all philanthropic verticals. Colleagues speak of you with admiration and respect.

If this sounds like you, then please read on.

The Organization

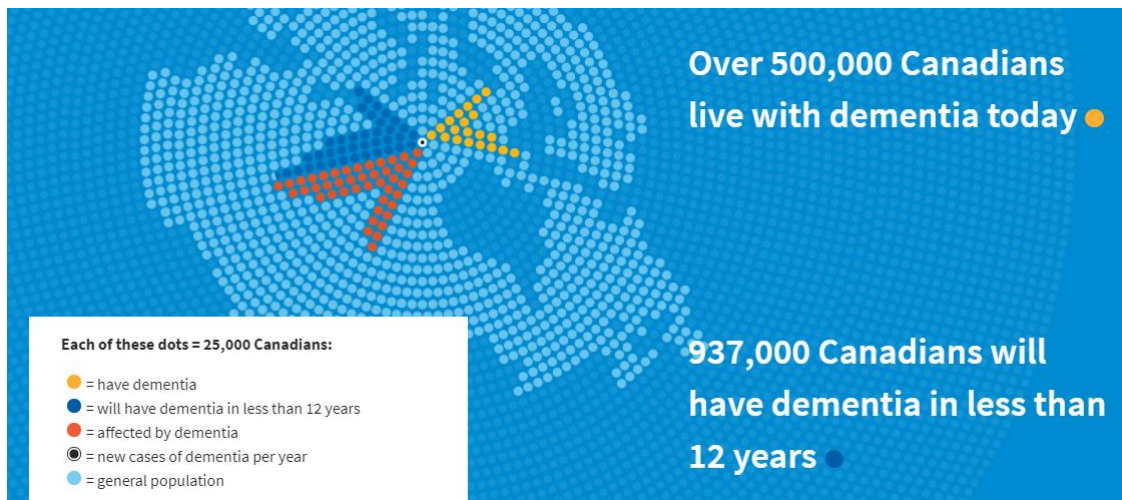
The Alzheimer Society of Canada (ASC) is a Canadian health charity for people living with Alzheimer's disease and other dementias. Active in communities right across Canada, the Society partners with Alzheimer Societies in every Canadian province including NWT, to offer information, support, and education programs for people with dementia, their families and caregivers.

The Alzheimer Society of Canada acts as the national voice for the thousands of Canadians living with dementia and advocates on their behalf for positive change. The Society also funds young and established Canadian researchers working to find the causes and a cure through the Alzheimer Society Research Program.



The Society's vision is a world without Alzheimer's disease and other dementias. It was founded in 1978 and is based in Toronto, Ontario, Canada. Together with its partners, as of 2020, the Alzheimer Society of Canada has contributed over \$64 million to dementia research in Canada, supporting projects that investigate the causes, treatments, and an eventual cure for the disease, as well as quality-of-life research that leads to improvements in care.

The Society estimates that there are over 500,000 Canadians living with dementia today. By 2030, if nothing changes in Canada, this figure will increase to nearly a million.



Alzheimer's Awareness Month

Every January, the Alzheimer Society of Canada launches a campaign to raise awareness about Alzheimer's disease and other dementias and to reduce stigma.



IG Wealth Management Walk for Alzheimer's

The IG Wealth Management Walk for Alzheimer's is Canada's biggest fundraiser for Alzheimer's disease and other dementias. Monies raised support programs and services to improve the quality of life for people living with dementia and for their families, and to support other activities such as education and public awareness. Walks take place every year in over 400 communities across Canada.



The Position

Reporting to the Chief Executive Officer (CEO) in this newly created role, the Chief Development Officer (CDO) is accountable for the leadership, strategic direction, development, and implementation of all initiatives that enrich philanthropic engagement. The CDO is the catalyst to strategically grow ASC's development portfolio and increase financial support from various revenue streams including donations from individuals, foundations, Corporations, and others to support ASC's activities.

The CDO is responsible for creating an energizing environment that fully integrates and optimizes development efforts across the federation. A collaborative team-builder and leader who is comfortable working in a matrix environment, the CDO provides leadership, support, coaching and mentoring to a team of fundraising professionals throughout Canada.

The CDO functions in a highly visible, externally facing role and works with and supports the CEO and other senior leaders to cultivate and steward individual and corporate donors and partners. In addition, the CDO builds and maintains a portfolio of assigned major donors and prospects.



Primary Accountabilities

Revenue growth

- Develops and executes annual and multi-year development strategies, plans, budgets and forecast for ASC's development program, including cultivation and stewardship
- Monitors and reports on performance against plan and budget

Team leadership

- Provides leadership and support for the ASC's development team and across the federation, creating an environment that inspires motivation, high productivity, results, respect, accountability, and professional growth across the teams
- Leads fundraising initiatives ensuring effective recognition and stewardship programs are established
- Fosters strong relationships with key stakeholders internally and externally as well as a culture and understanding of philanthropy within the organization

Data & Evaluation

- Leads current data-analysis and branding exercise to ensure appropriate recommendations are implemented and tracked to determine ROI

- Ensures development of and adherence to appropriate tools, systems, and protocols for fund development, including but not limited to, volunteer and donor management, research and cultivation, gift processing, stewardship, and recognition
- Establishes and maintains accountability and compliance for fundraising metrics based on appropriate internal and external benchmarks
- Provides and presents statistical analysis to the CEO, the executive management team, and the Board, as required
- Establishes performance measures, monitors results, and helps the CEO, and others evaluate the effectiveness of the organization's fund development program

Mission Understanding & Execution

- Ensures that philanthropy and fund development are carried out in keeping with ASC's values, mission, vision, and plans
- Ensures that all fundraising programs and activities fall within ethical, fiscal, and legal standards, and within Society policies and regulations

Volunteer Management

- Maintains a portfolio of assigned principal donors and prospects, making face-to-face donor solicitations, and meeting fundraising metrics
- Develops a balanced funding mix of donor sources and solicitation programs tailored to the needs of the organization that will enable it to attract, retain, and motivate donors and fundraising volunteers

Business Management

- Leads the continuous improvement process within the Society's philanthropy program to promote best practices and innovation and to adapt to changes in the environment
- Participates in fundraising initiatives, plans, and strategies with the federation
- Evaluates the effect of changes in the external environment on the fund development program and recommends short- and long-range strategies required to adapt to these changes



- Keeps informed of developments in philanthropy and fund development as well as the general fields of management and the not-for-profit sector

The Ideal Candidate

The successful CDO will possess a passion for health philanthropy and be a consummate professional and role model, with excellent communication skills, professionalism, and interpersonal skills. This will be a proven people leader, a strategic thinker, and an executor, well-respected in the philanthropy community, and with a track-record of building high performance fundraising teams. The CDO will have the skills and passion for doing fundraising personally and for building long-lasting relationships with donors and supporters.

The CDO will be an accomplished fundraiser who possesses high emotional intelligence. In leading the fundraising portfolio, we are looking for a respected fundraiser who can motivate with infectious energy, insight, and drive. The successful candidate will cultivate, solicit, and steward major gifts, corporate and foundation gifts, as well as oversee a well-established direct marketing program and community portfolio.

The Chief Development Officer will use an innovative and strategic mindset to align and enhance organizational strategy, operations, and management within a complex federated model. The ability, insight, and drive to navigate complex organizational dynamics with experience in a multi-stakeholder environment where they have led by collaboration is important. The CDO will be honest, open, transparent, and authentic – a role model for all.

Experience

- Minimum 7 years of senior development experience including 5 years of staff leadership
- A combination of skills, competencies, and education will also be considered
- 10+ years of professional fund-raising experience with progressive experience in successful development programs and knowledge of “best practices” in philanthropy
- Proactive leader with an established track record, with multi-million-dollar fundraising organizations, for increasing revenue from diverse constituencies including personally opening doors, cultivation, and successfully closing major gifts
- Demonstrated experience leading development and implementation of a broad-based fundraising program in a complex and fast-paced organization
- Demonstrated experience in driving branding and marketing work, as it relates to fundraising

- Tangible experience of having expanded and cultivated existing donor/client relationships over time

Personal characteristics/abilities

- Proven ability to lead, mentor, and coach teams with diverse levels of expertise
- Ability to relate well and work effectively with multiple constituencies and audiences; committed to developing and working within a collaborative environment and to ensuring the highest customer service orientation
- Ability to operate as an effective tactical as well as strategic thinker, demonstrating excellent judgment and creative problem-solving skills
- Excellent communication skills, both written and oral; ability to influence and engage a wide range of donors and build long-term relationships
- Flexible and adaptable style; a leader who can positively impact both strategic and tactical fundraising initiatives
- Ability to work both independently and as a team player who will productively engage with others at varying levels of seniority
- Strong organizational and time-management skills with exceptional attention to detail
- Excellent public speaking skills complemented by a demonstrated ability to interact in a wide variety of professional and social settings with donors and partners
- Bilingualism (English/French) is considered an asset
- Knowledge of office systems: MS-Office preferred and fundraising database systems (e.g., Raiser's Edge)

Education

- A University degree is required
- Masters-level education is preferred but not essential

Application Instructions

Alzheimer Society of Canada hires based on merit and is strongly committed to equality and diversity within its community and to providing a welcoming and inclusive workplace. ASC especially welcomes applications from Indigenous persons, visible minority group members, women, persons with disabilities, people of all sexual orientations and genders, and others with the skills and knowledge to productively engage with diverse communities.



If you are looking for an outstanding challenge with a great team in a uniquely focused organization then apply now by sending your application to Lindsay@phcap.ca.

Please include your cover letter, CV, and an overview of your fundraising accomplishments over the past five years.

Closing Date: Friday, May 21, 2021

Please note only qualified respondents will be contacted.