

children's
HEALTH FOUNDATION
OF VANCOUVER ISLAND

Candidate Brief

Annual Giving and Stewardship Manager

March 2025



Ricci, Emma & Brian

Children's Health Foundation of Vancouver Island has invested in the health of Island kids for almost 100 years. Our vision is to ensure all Island kids have access to the health care they need. We believe the best way to give kids, youth, and their families access to care is by funding programs and initiatives in three main areas: Early childhood development, youth mental health, as well as children and youth living with complex needs.

Thanks to the generosity of our donors, we can bring supports closer to home and help transform the lives of children and youth living with physical and mental health challenges.

We have an exciting opportunity for an **Annual Giving and Stewardship Manager** to join our passionate and dedicated team. Reporting to the Director of Development, the Manager has a key role in managing and expanding the Foundation's annual giving program that includes managing the monthly donor and direct mail programs. A key element of the program is to expand the Foundation's geographic scope, ensuring people across the Island and surrounding islands have the opportunity to support children's health.



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The Manager is also responsible for developing a donor stewardship plan that encompasses strategies and activities to enhance the relationship between Children's Health Foundation of Vancouver Island and its donors through meaningful recognition, communication, and engaging experiences.

The Manager will lead a small team of fundraising officers and will have a key role in supporting their success in these program areas and further building a culture of philanthropy.

This is an exciting opportunity for an experienced leader who is passionate about children's health to:

- Lead an integrated and comprehensive donor relations and stewardship program that promotes gratitude, inspiration, engagement, connection, retention and recognition.
- Set, measure, and analyze annual fundraising revenue and stewardship goals and results.
- Coordinate and lead donor stewardship initiatives.
- Enhance fundraising practices to create efficiencies and improve donor engagement and retention.
- Collaborate with the team to develop appropriate recognition and stewardship opportunities.
- Contribute to a culture of philanthropy through fostering collaboration, creativity and excellence.
- Lead and support direct reports in all aspects of their role.

About us



We're here for Island kids.

For nearly 100 years, Children's Health Foundation of Vancouver Island has supported Island kids and youth with complex health needs. We know that thousands of Island families need to travel far from home to get health care for their kids. Our work focuses on supporting the health journeys of these families by reducing barriers to accessing care.

Our Homes Away From Home – Jeneece Place in Victoria and Q'walayu House in Campbell River – provide welcoming, affordable accommodation just steps from major hospitals, where out-of-town families can stay close to their child when they need health care. Our Bear Essentials program supports families with the cost of health-related travel and specialized equipment for their kids.

The Foundation's work is funded entirely by donors. Learn more at islandkidsfirst.com.

Our history: Here for Island kids since 1926

Our story dates back to 1922, when a Hornby Island parent fought to bring care for her stepdaughter closer to home. Five years later, her relentless activism and the generosity of hundreds of donors and volunteers led to the opening of a children's hospital, the Queen Alexandra Solarium for Crippled Children, located on the Mill Bay waterfront. It became a centre of excellence for children living with complex physical challenges, bringing help and hope to Island kids and their families. After relocating to its current location in Victoria in 1958 to offer care, treatment, and rehabilitation to even more Island children, the facility changed its name in 1973 to become The Queen Alexandra Hospital for Children (QA), acknowledging that children should not be defined by their illness.

The Queen Alexandra Foundation for Children was established in 1984 as a catalyst for the community to show its support for families whose children received care at QA. In 2012, the Foundation changed its name to Children's Health Foundation of Vancouver Island to better reflect its Island-wide mandate and evolving areas of focus.

Even though the names and places have changed over the decades, our Foundation will always remain connected to this proud history, and the compassionate volunteers and donors who have made it what it is today.

Most recently, we have solidified our operations around Vancouver Island to be sure we can reach as many children as possible. For instance, Q'walayu House, our Home away from home in Campbell

River, was opened in 2021 to welcome families from the North Island region and the surrounding Islands who need to travel to Campbell River to access maternal and pediatric care.

How do we help?

Homes Away From Home

Homes Away From Home is a program of Children's Health Foundation of Vancouver Island. The Foundation owns and operates two 10-bedroom homes on hospital campuses: Jeneece Place in Victoria and Q^walayu House in Campbell River. These homes provide welcoming, affordable accommodation for families who need to travel to these communities to access health care for their child. The average stay for a family is seven nights, but many need to stay for several months at a time. Staying at a Home Away From Home means they don't need to worry about commuting back and forth, finding a place to stay, or how to cover the expenses of being away from home. They can focus on the most important thing – their child's well-being.

Bear Essentials

Bear Essentials is a referral-based support program for Island families that helps with the costs of health-related travel and specialized equipment for their kids. The program prioritizes support for the families facing the most significant barriers to accessing health care, including low-income households, Indigenous and newcomer families, and those living in rural and remote communities. Since 2021, more than 2,275 Island kids have received support from Bear Essentials.



Talia and Kelsey

Manager responsibilities

Annual Fundraising and Stewardship

- Lead a comprehensive fundraising portfolio that includes managing the monthly donor and direct mail programs as well as providing strategic insight for all stewardship and direct mail initiatives.
- Design, implement, and lead an integrated and comprehensive donor relations and stewardship program that promotes gratitude, inspiration, engagement, connection, retention and recognition at all levels.
- Set annual revenue and stewardship goals and develop an annual work plan in consultation with the Director of Development, to support annual fundraising revenue growth.
- Measure and analyze Annual Giving revenue activities to identify areas for improvement and areas for growth, specifically reporting out on assigned KPI's.
- Manage the relationships with external vendors
- Coordinate and lead donor stewardship initiatives, such as the planning and execution of annual donor recognition events, and impact reports.
- Ensure timely and appropriate acknowledgement, recognition, and reporting for all donors, sponsors and partners.
- Maintain and enhance fundraising best practices to create efficiencies and improve donor engagement and retention.
- Develop, maintain, and evaluate an annual engagement and stewardship calendar inclusive of diverse opportunities for varying levels of internal and external partners, sponsors and donors.
- Participate in stewardship and follow-up activities including phone calls and mailings to donors.
- Collaborate with the Fund Development team to develop appropriate recognition and stewardship opportunities that align with fundraising priorities.
- Maintain the integrity of the database by complying with policies and procedures for data collection and entry systems.

- Contribute to a culture of philanthropy within the organization, fostering collaboration, creativity and excellence.

Administration, Operational Planning and Budget

- Develop and set an annual budget (both revenue and expense) in consultation with and approval from the Director of Development; monitor budgets and provide ongoing forecasting.
- Contribute to developing a fundraising strategy of income-generating activities for the direct response program, drawing on knowledge of fundraising best practices to grow or surpass revenue goals.
- Develop, evaluate and report on KPIs to monitor progress and modify as needed.
- Provide progress updates to colleagues at regular meetings.

Team Leadership



Baby Nellie

- Manage and support direct reports in all aspects of their roles, providing mentoring, coaching, performance reviews, and professional development planning.
 - Provide leadership and support to the Fund Development team to execute all logistics associated with annual donor engagement, solicitation, stewardship events and third part events.
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- Prepare briefing packages, develop invitations, display materials, and takeaways.
 - Obtain donor awards, secure venues and catering, and initiate post-event follow up planning with all Foundation staff.
 - Consult with Donor Services to ensure all event and donor specific information is recorded in Raiser's Edge.

Candidate profile

- Relationship Building (*Builds and maintains ethical relationships, networks, and contacts.*)
- Strategy Execution (*Achieves goals and objectives in support of strategic priorities.*)
- Stewardship (*Applies laws, policies, regulations, and guidelines to protect the vitality of the organization.*)
- People and Culture (*Motivates and directs employees to optimize workplace productivity and promote professional growth, and can communicate effectively and interact with people through positive behaviours and attitudes to support a healthy workplace culture.*)
- Communication (*Articulates thoughts and expresses ideas effectively using written, visual and non-verbal communication skills including adapting that ability to various contexts and listening to gain understanding.*)



Qwalayu House

Desired skills and experience

- A minimum of 3 to 5 years of previous experience in a leadership role and in working in a related non-profit environment.
- Demonstrated innovative leadership skills, analytical and problem-solving skills, creative thinking, and a proven ability to foster a collaborative team approach to discussions and decision making.
- High level of organizational ability, attention to detail, and ability to manage tight timelines.
- Ability to anticipate, understand, and respond to the needs and expectations of donors.
- Experience with Raiser's Edge data system and event management, an asset.
- Solid knowledge of Microsoft Office programs and data collection systems.

Qualifications and education

- Diploma in Marketing, Communications, Fundraising or equivalent experience.
- Certified Fund-Raising Executive designation or in progress.
- Involvement in the Association of Donor Relations Professionals (ADRP), Association of Fundraising Professionals (AFP) or Canadian Association of Gift Planner (CAGP) or a similar professional organization an asset.

Working conditions

- 7.5 hour workday / 37.5 hour workweek.
- Evening and weekend work occasionally required for special events and presentations.
- Valid Class 5 Driver's licence and access to a vehicle required to travel on Vancouver Island.

Application and selection process

To apply, submit your application at [Children's Health Foundation of Vancouver Island Job Board - Annual Giving and Stewardship Manager](#). To learn more about us, please visit our website at <https://islandkidsfirst.com>.

Deadline: All submissions should be received by **April 2, 2025**.

Compensation, perquisites and flexible hours: CHFVI's benefits plans are designed with the continuing health and wellbeing of our staff, and their families in mind. Examples of CHFVI staff benefits include a generous vacation package, extended health and dental coverage, health spending account, a hybrid work model, and enrolment in the Municipal Pension Plan. The Manager's compensation range is between \$72,515 and \$90,909.

Equity: The Foundation welcomes applications from all qualified individuals, including, but not limited to, persons with disabilities; racialized persons; First Nations, Inuit, and Métis; and persons of any gender identity and sexual orientation. The Foundation is committed to providing an inclusive and barrier-free recruitment process and work environment.

All qualified candidates are encouraged to apply; however, candidates must be legally entitled to work in Canada.

Bio: Veronica Carroll, CEO



Veronica Carroll is the CEO of the Children's Health Foundation of Vancouver Island. With both an MBA in Management Consulting and over two decades as a Certified Fundraising Executive, Veronica has a proven track record of philanthropic success and is a highly respected leader in Canada's philanthropic community.

Veronica has over 30 years' experience raising funds for pan-Canadian, provincial, regional and community health-related charities, environmental causes, and social service agencies. In her most recent leadership positions in health care philanthropy, Veronica has successfully raised capital campaign funds for medical equipment and new acute health care buildings and improvements supporting three health authorities in British Columbia.

As CEO of the Children's Health Foundation, over the past seven years Veronica has championed a total deployment of \$30 million in donor dollar grants to the three impact areas supporting access to health care services and programs across Vancouver Island and the Gulf Islands. In addition, during the onset of COVID restrictions, Veronica and her team launched a \$7 million-dollar capital campaign to build and operate Qwalayu House – a Home away from home in Campbell River, which opened to the first family in August 2021.