



## **Philanthropy Associate Permanent, Full Time**

Do you enjoy working one on one with donors and prioritize a meaningful donor journey? Do you want to be part of a dynamic team that is making significant impact on the advancement of healthcare on Vancouver Island? If so, the Victoria Hospitals Foundation may be your next opportunity!

*The Victoria Hospitals Foundation (VHF) works in partnership with Island Health to enable donations to every area of care at Royal Jubilee, Victoria General, and Gorge Road hospitals. As Island Health's charitable partner, we raise donations for medical equipment, special projects, education, and research. VHF donors fund an incredible 40% of the equipment in Victoria General and Royal Jubilee hospitals.*

*In 2021/22, we raised over \$17.9 million for our hospitals, including gifts from over 5,400 donors. Since 1989, the Victoria Hospitals Foundation has raised more than \$180 million to benefit our hospitals. Our community generously funded thousands of pieces of urgently needed medical equipment and special projects to help these hospitals provide care to all 860,000+ residents of Vancouver Island.*

The Philanthropy team plays a vital role in VHF's fundraising efforts through our work with individuals, corporations and foundations. The current team of three is looking forward to welcoming a new member for this exciting and unique role.

The **Philanthropy Associate** is responsible for inspiring community and major gifts through the effective management of a donor pipeline. This position will cultivate, solicit and steward a portfolio of community gift donors (\$1,000-\$9,999), major gift donors (\$10,000+) and prospects, with a focus on upgrading community gift donors to the major gift level. This position also leads the strategy and roll out of quarterly engagement initiatives for internal prospects with major gift capacity. The Philanthropy Associate plays a key role in writing and editing donor proposals, solicitation letters, impact reports and stewardship letters. Through these activities, the Philanthropy Associate will help the team achieve long-term growth of the philanthropy program.

The Philanthropy Associate professionally represents the Foundation in interactions with donors, Island Health staff, patients, volunteers and other external stakeholders. The Philanthropy Associate will need to demonstrate excellent interpersonal and collaboration skills, build and maintain relations within the VHF team and grow VHF's positive reputation with peers and the community.

This position will report to the Manager, Philanthropy and will work closely with the Philanthropy team and in consultation and collaboration with the entire VHF team. This position can enjoy a mix of hybrid and in-office work. A core responsibility of this role is to be onsite or in the community for donor events and meetings.

## **Key Responsibilities:**

### Major Gift Fundraising

- Grow and manage a pipeline of donors and prospects, including individuals, corporations and foundations; this role will largely focus on community gift level donors (\$1,000-\$9,999)
- Personally cultivate, steward and solicit donors and prospects with a goal of retaining and upgrading their gifts through email, personal notes, calls and in-person connections
- Secure one-on-one in-person donor meetings to establish or strengthen donor commitments to long-term support
- Develop and implement strategies that nurture donor loyalty and foster relationships with the organization
- Understand and be able to speak to legacy giving and planned giving options
- Manage a segment of defined internal prospects; develop and execute quarterly strategies for cultivation and stewardship with a goal of upgrading to the major gift level
- Support the execution of VHF's recognition strategies, including our new donor welcome series, the thank you call process, donor events, stewardship letters and impact reports
- Fully utilize the Raiser's Edge NXT platform to document all donor engagement
- Attend community networking events as a VHF representative
- Be accountable for achieving personal and team goals and budget projections
- Proven ability to instill a shared vision and sense of purpose that leads to a call to action amongst stakeholder groups
- Attend Vancouver Island CAGP and AFP events, webinars and professional development regularly

### Written Correspondence

- Develop strong solicitation letters for individual and corporate donors to support VHF's philanthropy program
- Write persuasive and engaging content for proposals both within and outside of our campaigns
- Using donor-centric language, write thank you letters, impact reports and stewardship letters that demonstrate impact and enhance the donor journey
- Assist with editing and proofreading of fundraising materials as needed

## **Qualifications:**

- Post-secondary education diploma or degree in a discipline related or transferable to the duties of the position; or equivalent combination of education and experience
- 3-5 years of experience in a fundraising or sales role, ideally with experience in acquiring community or major gifts
- Proven track record in upgrading and retaining donors, or equivalent sales experience
- Excellent written and verbal communication skills, with a keen eye for detail and the ability to adapt writing style to various platforms and audiences
- Strong storytelling ability and experience in crafting persuasive narratives



- Familiarity with fundraising techniques, strategies, and best practices
- Experience with Raiser's Edge NXT, Canva and Gratavid considered an asset
- Driver's license and access to a vehicle

#### Skills and Abilities

- Embodies trust
- Passionate about community causes and volunteerism
- Demonstrates excellent judgment and interpersonal skills
- Communicates with tact, diplomacy and empathy
- Highly creative, innovative, and comfortable embracing new technologies and techniques
- Must be goal-oriented, self-motivated, reliable, and detail-oriented
- High regard for privacy and confidentiality of business information
- Highly organized
- Able to manage competing priorities and take the initiative

#### **About Us:**

Our team is highly collaborative with a strong connected purpose. We are passionate about supporting the health and well-being of our community through philanthropy and deeply care about the health of our hospitals. Our team is innovative and approaches feedback as an opportunity to learn and grow, seeking understanding of different perspectives. We lead by example and hold ourselves to a high standard of professionalism. Above all, we share the same values and support one another in the profound work we do.

#### **Join Us:**

We welcome qualified candidates to submit a detailed cover letter and resume to [VHFHR@islandhealth.ca](mailto:VHFHR@islandhealth.ca). This position is open until filled.

Please include "Philanthropy Associate" in the subject line.

The salary range for this position is \$63,000-\$83,000 per year and features a comprehensive benefits and vacation package.

Based on Island Health policies, any offer of employment will be contingent on the provision of proof of a double COVID-19 vaccine.