



Director, National Development Executive Brief



**Canadian
Blood
Services**

BLOOD
PLASMA
STEM CELLS
ORGANS
& TISSUES



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FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of Canadian Blood Services. For more information about this opportunity, please contact Sylvie Battisti, Senior Vice President, KCI Search + Talent by email at CBS@kcitalent.com.

All inquiries and applications will be held in strict confidence. Interested candidates should send resume and letter of interest to the email address listed above by **February 23, 2024**.

Diversity and inclusion play a vital role in ensuring health equity for patients across Canada. We are committed to reflecting Canada's population in our organization and fostering an environment where all employees can be their authentic selves, with equal opportunities to succeed and contribute.

Canadian Blood Services requires that all employees be fully vaccinated (COVID 19 vaccine doses as approved by Health Canada), subject to any medical or other human rights considerations. Persons who have been vaccinated outside of Canada must contact their local Public Health Unit in order to obtain a vaccine equivalency certificate.

We acknowledge that the work of Canadian Blood Services spans many Territories and Treaty areas across the country, and we are grateful for the Traditional Knowledge Keepers and Elders who have guided us in this important work. We recognize the land and waters that have inspired our work and offer gratitude to those Indigenous peoples on whose territory we work, live and play.



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Director, National Development

Preferable location: Ottawa or Toronto

THE OPPORTUNITY

Canadian Blood Services is seeking a seasoned development leader to join our team in the position of **Director, National Development**. The incumbent will lead the planning and implementation of a comprehensive fundraising and partner engagement plan that strategically and operationally supports the strategic priorities of the organization. This will include a meaningful partner engagement program with the goal of creating connections that help advance the mission and vision of CBS.

As part of the CBS strategic plan ([Keeping the Promise](#)) and our vision to help every patient, match every need and serve every Canadian, this is an exciting time for a senior fundraising professional to join Canadian Blood Services to help shape and grow our National Development program to the next level of success. We look forward to welcoming a new colleague and leader who will help us build on our past accomplishments as we move enthusiastically towards our ambitious goals and exciting future.

Reporting to the Vice-President, Public Affairs and serving as a member of the organization's leadership team, the Director, National Development will provide strategic and operational leadership to a current team of 8 full time staff members, with the goal of realigning this team in key functions over the next fiscal year.

The Director will work closely with the Vice-President, Public Affairs and his leadership team representing communications, marketing, stakeholder engagement, donor relations and brand, to shape the fundraising and partner engagement strategy, while acting as a key advisor on all matters regarding philanthropy, as well as development communications and partner engagement. This portfolio includes the strategic development and oversight of all fundraising (including major campaigns), partner engagement, development services and development communications for CBS.

CBS offers a comprehensive compensation and benefits package for this role, including extended health benefits and a Defined Benefit Pension Plan. Contingent on demonstrated experience, qualifications and competencies, the salary range for this position is \$136,000 - \$163,000 with an Annual Performance Award Opportunity (incentive bonus of 0 to 12%).

Please note that this role will work in a **hybrid environment**. The successful candidate will be working from one of our office locations in Canada, preferably **Ottawa (1800 Alta Vista Drive Ottawa) or Toronto (67 College Street, Toronto)** with a mixture of on and off-site work based on the parameters for our operations to meet the needs of our donors, our staff and our communities. Currently, employees are expected to have an in-person presence for at least 40% of their work time. This requirement may vary depending upon circumstances. Some regular domestic travel will be required for this position.



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ABOUT CANADIAN BLOOD SERVICES

A not-for-profit charitable organization, Canadian Blood Services is one part of Canada's broader network of healthcare systems and is the only national manufacturer of biological products funded by Canada's provincial and territorial governments. We provide blood, plasma, as well as transfusion and stem cell registry services, on behalf of all provincial and territorial governments (excluding Quebec). Our national transplant registry for interprovincial organ sharing and related programs extends to all the provinces and territories. We have a unique relationship with Héma-Québec, the provincial blood system operator that provides products to patients and manages Quebec's stem cell donor registry.

A fundamental conviction anchors the diverse responsibilities of Canadian Blood Services: what we do matters. We ensure Canadian patients have reliable access to safe, high-quality blood, plasma, stem cells, and organs and tissues. To support these activities, as well as the advancement of transfusion and transplantation science and medicine in Canada and around the world, Canadian Blood Services conducts a wide range of research and development activities and participates in research led by others. Through these efforts, we help to translate new knowledge, processes and technologies into the manufacturing environment. Our research and development work also supports problem-solving in the blood supply chain, contributing to improvements in quality and efficiency. We support professional education and public awareness activities related to transfusion and transplantation and share our knowledge and expertise with our healthcare partners, stakeholders and funders.

Our priority is to ensure the best possible treatment and care is given to patients. Every choice



we make is guided by a focus on the ultimate goal of excellent health care: safe, effective and accessible products and services that patients can rely on to improve their health and well-being.

With 4300 employees and an annual budget of over \$1 billion, Canadian Blood Services operates 43 permanent collection sites, more than 19,000 donor clinics, and collects and processes approximately 1,000,000 units of blood annually.

FUNDRAISING AT CANADIAN BLOOD SERVICES

As a registered charity, Canadian Blood Services relies on the generosity of financial donors and partners to help us do more to serve patients, by strengthening our national programs for blood, plasma, stem cells and organs and tissue donations and to help fuel research and innovation. Financial donors and partners play an integral role in connecting patients with the blood products they need where and when they need them most.

Currently comprised of a group of talented and dedicated individuals (including seven current permanent roles and one dedicated communications position), the Development team works collaboratively and diligently to raise funds, engage with partners and support patients through the many ways to give to Canada's Lifeline.

Annually the Development team raises over \$1.5 million in cash donations, gifts in kind and other contributions. Looking to the future, the National Development program at CBS is ripe with potential for deeper engagement and giving within our existing Partners For Life program, heightened strategic partner opportunities and a new sponsorship program.

With an integrated development strategy approved in fiscal 2023-2024, there is a focus on strategic growth of fundraising revenues and plans are in development to build a more robust and integrated fundraising and partner engagement program. A recent review of our development activities and programs has been undertaken and a new comprehensive three-year development plan has recently been approved. The fundraising focus will build greater capacity for major gifts, and build momentum and expand reach by focusing the scope of activities with individuals and corporate partners through major giving, planned giving, annual giving, community activation and corporate sponsorship.

From the partner engagement perspective, the plan is focused on refreshing our existing partnership program to present meaningful, mutually beneficial engagement opportunities, collaborating closely with corporate and community partners. Part of this programming includes the creation of a recognition program and sustainable champion program to deliver a premier partnership offering. Introducing elevated opportunities for select "Mission Partners" is a key pillar to secure heightened support to address business objectives and drive our corporate strategy.

ADDITIONAL INFORMATION

- [About Canadian Blood Services](#)
- [ABCs of eligibility for donating blood](#)
- [Stories](#)
- [Hospital Services](#)
- [Research](#)
- [National Partners](#)
- [Annual Report 2022-2023](#)
- [Annual Report to Financial Donors 2022-2023](#)
- [Audit 2023-2024](#)
- [Our Strategic Plan](#)

BOARD OF DIRECTORS

We function as an independent, not-for-profit organization that operates at arm's length from government, governed and guided by the principles of accountability, engagement and transparency.

- Dr. Brian Postl, Chair
- Glenda Yeates, Vice Chair
- Robert (Bob) Adkins
- Marilyn Barrett
- Kelly Butt
- Bobby Kwon
- David Lehberg
- Anne McFarlane
- David Morhart
- Dr. Roona Sinha
- Judy Steele
- Donnie Wing



THE IDEAL CANDIDATE

The director, national development will be a seasoned fundraising generalist with significant expertise and proven experience in major gifts, annual giving, planned giving, capital campaigns, corporate sponsorships, and in delivering outstanding partner engagement programs.

A creative and innovative strategist, the ideal candidate will possess an entrepreneurial mindset, and the capacity to leverage multi-faceted fundraising and partnership opportunities. With strong analytical, organizational and planning skills as well as a focus on efficiencies and outcomes, the director will shape and develop our future development strategies and encourage best practice fundraising with discipline and accountability.

Personable and confident, the ideal candidate will be highly skilled at strategically building and fostering internal and external relationships, with genuine appreciation for the contributions of our donors, volunteers, staff and partners. Enthusiastically reaching out to the broader community and beyond, the director will serve as an ambassador who links potential supporters to the organization's needs and resources.

Articulate and adept at communicating compelling narratives, the successful candidate will eagerly showcase and share stories of our success and growth in an effort to elevate and transform giving and partner engagement. The director will be an advocate for philanthropy and partner engagement within the organization. Diplomatic and poised, the ideal candidate will display emotional intelligence, sound judgement and a strong work ethic, and will manage up, across, and down with tact, respect and a highly collaborative and authentic approach.

The new incumbent will be comfortable with complexity and will effectively drive and manage change. The successful candidate will be patient with process, while working with leaders to define and promote the funding priorities fully aligned with the organization's goals. The ideal candidate will have the proven ability to multitask and manage multiple competing priorities.

Warm, empathetic and accessible, the director will ensure that team members feel supported, valued and recognized. Providing consistent and clear communication as well as the necessary resources, the successful candidate will promote collaboration and accountability, and will be an inspirational coach who will guide the team in reaching their highest potential. Knowing when to step in and when to step away, the ideal candidate will lead the team in strategy, planning and implementation. With a high degree of integrity and authentic commitment to our brand, the director will be aligned with our mission and vision, and will demonstrate our ICARE values of integrity, collaboration, adaptability, respect and excellence.

KEY DUTIES AND RESPONSIBILITIES

Leadership and Strategic Vision (15%)

- Develops and drives the overall development strategy, ensuring proper planning for implementation, including goal setting, benchmarking and program evaluation.
- Works closely and collaboratively with all key stakeholders, internally and externally, to meet the organization's aspirational goals and desired outcomes.
- Works closely with the Executive Management Team (EMT) to identify and define those future needs which may be appropriately met with philanthropic investments. The director advises EMT on the role of philanthropy and on internal and external forces impacting or likely to impact philanthropic support.
- Acts as both champion and advocate of CBS's vision and strategic direction, purposefully positioning its fundraising strategies and partner engagement opportunities in support of current priorities.

Corporate Management of Philanthropy and National Partnerships functions (50%)

- Develops and delivers an ambitious fundraising program that includes major gifts, annual giving, planned giving and community giving, and that supports the funding priorities identified by the EMT.
- Manages the annual fundraising priority setting, ensuring the active involvement of all key internal stakeholders, and documenting the results for EMT review and approval.
- Directs and builds on the various fundraising initiatives for principal/major gifts, including prospect identification, qualification, cultivation and solicitation activities. This also includes managing the prospect clearance process for the organization.
- Is the lead fundraiser for the principal gifts portfolio and also takes on select major gifts prospects. Engages the senior leadership team and/or EMT in appropriate donor cultivation and solicitation.
- Oversees the partner engagement strategy, ensuring that partners are recruited and engaged as champions and active participants in all ways to give to the organization.
- Takes the lead in managing key volunteer committees who act as a "Campaign Cabinet" for major fundraising efforts.
- Provides strategic input and oversight in the design and planning of a structured annual giving program which includes fundraising activities, employee and friends participation, along with regular smaller corporate and community donors through personalized approaches, mass solicitation strategies and fundraising events.
- Provides strategic input and oversight in the design and planning of a structured planned giving program that focuses primarily on immediate gifts of securities, as well as bequests for future investment.
- Provides strategic input and oversight in the design and planning of a structured sponsorship program, including asset identification and valuation, to support key initiatives while offering mutually beneficial opportunities for brand exposure.
- Plays a leadership role in shaping the new partnership engagement program (Partners for Life) and the development of the overarching plan and management model. Provides ongoing strategic input to ensure the organization can optimize its relationships with its partners and involves the development team to assist with the management of the national relationships and to support the fundraising opportunities that are identified.

- Oversees the development and implementation of a recognition plan and stewardship activities of all supporters, including the design and management of all naming opportunities for financial supporters.
- Develops, monitors and reports on the financial goals and results of all fundraising strategies.

Partner Engagement (15%)

- Provides focus on developing and nurturing corporate and community partner relationships for all CBS' products and services through the definition of sales strategies (i.e. partnerships, sponsorships, campaigns) adhering to industry best practices.
- Provides strategic input and oversight in the identification and evaluation of "mission partners" for heightened support to the organization and acts as liaison with CEO/EMT to develop and execute solicitation strategies.
- Manages a portfolio of high potential partners and provides excellent customer service through high-touch cultivation, solicitation and stewardship of support.
- Oversees the development of a Centre for Excellence in Partnership Development, a key centralized hub acting as an enterprise-wide resource to standardize partnership engagement.
- Oversees the development of and participates in key stewardship and recognition events.
- Collaborates with internal stakeholders (DEIR, CSR/Sustainability) to ensure alignment for engagement with partners/community groups.

Team Leadership and Development Services (10%)

- Provides strategic direction and leadership to the national development team and, in conjunction with department leadership, oversees all aspects of staffing including recruitment, onboarding, training, coaching and performance management.
- Provides strategic input and oversees the efficiency and effectiveness of the national development team through the various partnership services supporting fundraising and partner engagement activities.
- Works closely with the Financial Services and Legal/Privacy departments, in all matters related to fundraising and disbursement of revenue generated through financial giving.
- Plans, prepares, and administers the department's budget(s). Leads and collaborates with Financial Services department on all fundraising-related financial reports and ensures the appropriate support is provided for financial audits and reporting.
- Oversees implementation plan for adherence to all policies relating to solicitation and gift acceptance of financial donations and gifts-in-kind.

National Development Communications and Representation (10%)

- Serves as the primary spokesperson and organization representative for the national development department.
- Develops and oversees an integrated communications strategy and plan for development to offer meaningful communications that support the fundraising strategies, collaborating with key stakeholders to ensure alignment with the brand and corporate communications strategy.
- Oversees the development of all communications and marketing materials that support fundraising and partner engagement programs, including a dynamic and compelling case for support based on current fundraising priorities.
- Participates in various professional associations related to fundraising and development to stay current on industry trends and best practices, as well as changes in government charitable regulations.
- Represents Canadian Blood Services in the philanthropic marketplace and takes on speaking engagements as appropriate.

QUALIFICATIONS AND COMPETENCIES

- A minimum of 10 years of progressive leadership providing strategic direction, operations management, and team leadership in the field of development: leading fundraising programs and campaigns, partner engagement programs, community development and/or stakeholder relations.
- An accomplished leader with an executive-level presence, demonstrating high levels of integrity and personal accountability in all professional endeavors.
- Excellent oral and written communications skills with the ability to influence, inspire, and engage key stakeholders, both internally and externally.
- Ability to build and nurture relationships with individuals representing a large, diverse group of stakeholders, to attract resources and investments while fostering engagement.
- A proven track record of successfully soliciting major and principal gifts. and directing comprehensive campaigns in a complex environment, presenting a vision and innovative approaches to engage and inspire financial donors, and key partners in various markets and on a national level.
- Demonstrated ability to manage human and fiscal resources including the development/evaluation of business plans, budgets, and reporting.
- Demonstrated ability to lead and motivate a team of professionals and volunteers, prepare new staff through support and selective recruitment, and create an environment that promotes diversity, inclusion, respect, professionalism, and appreciation.
- Knowledge and experience working with development and fundraising databases, systems and processes.
- An understanding of data management and analytics and how they can contribute to better strategic planning and decision-making.
- Ability to direct and manage numerous projects simultaneously and sometimes competing priorities in a fast-paced and evolving environment.
- Familiarity and adherence to Imagine Canada Standards program and Association of Fundraising Professional Code of Ethics.
- A Certified Fund Raising Executive (CFRE) designation and a Canadian Association of Gift Planner Certificate will be considered an asset.
- Degree from a recognized university. An acceptable combination of education and extensive experience may be considered.



BIOGRAPHIES

Ron Vezina, Vice-President, Public Affairs

Under Ron's leadership, the Public Affairs division's work focuses on creating a favourable environment for Canadian Blood Services to achieve its business strategy and deliver on its promise to Canadians. It does so by engaging and inspiring Canadians to become supporters, building and safeguarding the organization's reputation and brand, and by forging mutually benefitting relationships with an array of stakeholders and partners.

Functionally, the Public Affairs division is responsible for board and stakeholder relations, communications, corporate reputation and health policy, creative services, government relations and philanthropy.



Ron brings more than 20 years of public affairs and business communications experience in the industry to his role, principally in the health care sector and having previously served in various positions at Canadian Blood Services and at prominent teaching hospitals. Before entering the communications profession, Ron worked on the front lines of health care as part of the allied health and support teams. The combination of these front-line and management experiences has given him a breadth and depth of perspective in the health care industry.

Ron is a graduate of the University of Ottawa where he majored in communications and minored in public administration.



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CANADIAN BLOOD SERVICES – NATIONAL DEVELOPMENT TEAM ORGANIZATIONAL CHART

