

Baycrest

foundation



**Chief Campaign
Officer**
Executive Brief





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APPLICATION PROCESS & DEADLINE

KCI Search + Talent has been retained to conduct this search on behalf of Baycrest Foundation. For more information about this exciting opportunity, contact Ellie Rusonik, Senior Vice President/Lead, KCI Search + Talent by email at Baycrest@kcitalent.com

All inquiries and applications will be held in strict confidence. To apply, please send a resume and letter of interest to the email address listed above by April 5, 2024.

The salary range for this position is \$200,000 - \$250,000 with eligibility in performance-based compensation, a full range of benefits, including a defined benefit pension through HOOPP, and a flexible, hybrid work policy.

Baycrest is committed to providing accessible employment practices that are in compliance with the Accessibility for Ontarians with Disabilities Act ('AODA'). If you require accommodation for disability during any stage of the recruitment process, please notify KCI.

All successful candidates will be required to complete a police reference check/vulnerable sector screen and submit proof of two doses of vaccination against COVID-19, unless exempt. Such exemptions will be considered on a case-by-case basis.





Chief Campaign Officer

THE OPPORTUNITY

The Baycrest Foundation is seeking an accomplished fundraising leader in the position of Chief Campaign Officer (CCO) to lead the organization through the planning and execution of its upcoming transformational research campaign. Reporting to the President & CEO and as a member of the Foundation's high-performing, collaborative, and integrated senior leadership team, the successful candidate will be a proven major gift fundraiser responsible for leading the overall campaign planning including feasibility study, building a campaign cabinet, prospect strategy, campaign mechanics, volunteer engagement, revenue generation, and budgeting.



A gifted relationship manager, the CCO will build on a solid base of major gift fundraising and strong community relationships accountable for a discrete portfolio of donors including loyal supporters and establishing new relationships. The CCO will engage the expertise of others, both internal and external, providing support, coaching, and inspiration for senior volunteer leaders and campaign cabinet members recruiting and managing a campaign staff team and mobilizing appropriate resources.

Supported by a marketing campaign, a strong case for giving currently under development, and working with an influential and engaged volunteer network, this is a rare opportunity to share the story and impact of how Baycrest has evolved from a small old folks home, born out of the Jewish Community to become a 21st-century leader in the field of brain health, dementia, and aging.

WHY BAYCREST?

Every 3 seconds, someone in the world is diagnosed with dementia, a tragic condition in which people progressively lose their cognitive abilities, become increasingly dependent on others, and suffer a significantly diminished quality of life.

The first baby boomers are in their mid-70s now. For the first time in Canadian history, there are more people aged 65+ than under age 15.

Longevity is a gift. Yet, as the world's aged population increases, so too does the prevalence of dementia. Baycrest is at the epicentre of Canada's efforts to address dementia. Its unrivalled integration of care, education, research, and innovation come together to create a unique entity that is greater than the sum of its parts.



Our comprehensive array of programs in prevention, early detection, treatment and care are informed by physicians, researchers, people living with dementia, and their caregivers.

- We are home to the ONLY research-based community centre in the world, solely focused on aging adults and dementia prevention. The new Kimel Family Centre for Brain Health and Wellness is leading Canada's dementia prevention efforts across the country.
- We have Canada's leading experts, such as Dr. Howard Chertkow, heading up the clinical trials and other intervention research at the Baycrest Academy. Dr. Chertkow is a world-renowned cognitive neurologist and the founder and scientific director of the Canadian Consortium on Neurodegeneration in Aging (CCNA).
- With its scientific headquarter at Baycrest, CCNA represents a consortium of more than 340 neuroscientists across Canada committed to accelerating progress in dementia research.
- Baycrest President & CEO Dr. Bill Reichman helped to lead the development of Canada's national dementia strategy as co-chair of the federal government's Dementia Advisory Board.
- Baycrest's new Anne & Allan Bank Centre for Clinical Research Trials is the largest trial site in Canada for dementia intervention and therapeutics.
- For over three decades, the Rotman Research Institute of the Baycrest Academy has been at the leading edge of advances in aging brain health research, with globally recognized strengths in cognitive, computational, and clinical neuroscience.
- The Centre of Aging and Brain Health Innovation (CABHI) at Baycrest is the world's leading solutions accelerator for the seniors care industry. CABHI identifies, further develops and helps bring to market the most exciting and impactful technologies to support older persons at risk for, or suffering from brain disorders. CABHI has nearly 200 test sites across Canada and the U.S.
- Baycrest is singularly focused on brain health and aging; nowhere else in Canada is. We have a head start. For more than 100 years, our singular focus has been aging adults and the aging brain.



ABOUT BAYCREST CENTRE

Founded in 1918, Baycrest is considered one of the world's top academic health sciences centres in aging and brain health. Baycrest has developed world-class expertise across the continuum of senior living, geriatric healthcare, research, innovation, and education. Its vision is to create a world where every older adult enjoys a life of purpose, inspiration, and fulfillment.

Fully affiliated with the University of Toronto, Baycrest provides excellent care for older adults combined with an extensive clinical training program for the next generation of healthcare professionals. Through these initiatives, Baycrest has remained at the forefront of the fight to defeat dementia.

Baycrest continues to embrace the long-standing tradition of all great Jewish healthcare institutions to improve the well-being of people in their local communities and around the globe.

RESEARCH & INNOVATION

Innovation and curiosity are part of our DNA at Baycrest. Baycrest is home to a robust research and innovation network, including:

The Rotman Research Institute

One of the world's top research institutes in cognitive neuroscience, the Rotman Research Institute of the Baycrest Academy is advancing our knowledge of the aging brain. Our foundational science research programs focus on perception, cognition, and brain function. Scientists are unlocking the mysteries of the aging brain to help defeat dementia.



The Canadian Consortium on Neurodegeneration in Aging (CCNA)

Baycrest hosts the scientific headquarters of Canada's largest national dementia research initiative. Founded in 2014, CCNA brings together over 300 researchers from across the country to work towards improving the prevention, treatment and quality of life among people with Alzheimer's disease and other dementias, and the quality of life of their caregivers.

The Centre for Aging + Brain Health Innovation (CABHI), powered by Baycrest

Spearheaded by Baycrest, CABHI was established in 2015 as the result of the largest investment in brain health and aging in Canadian history. The centre is a unique collaboration of health care, science, industry, not-for-profit and government partners whose aim is to help improve the quality of life for the world's aging population, allowing older adults to age safely in the setting of their choice while maintaining their cognitive, emotional, and physical well-being.

Our campus setting facilitates collaboration among scientists, clinicians, educators, students, older adults, their families and volunteers who are discovering new ways to improve brain health and help older adults.

ACADEMIC EDUCATION & TRAINING

Baycrest is one of the world's pre-eminent distributors of knowledge on best practices in care for older adults. As we work to defeat dementia, we are also educating the next generation of healthcare providers, locally and globally, and creating innovative, technology-based virtual education in response to the evolving needs of our learners.

Fully affiliated with the University of Toronto (U of T), Baycrest has an extensive clinical training program in geriatric care. We have trained thousands of students and practitioners from over 50 universities and colleges to deliver high-quality care alongside leading experts who are focused on the diseases of aging and the care of older adults.



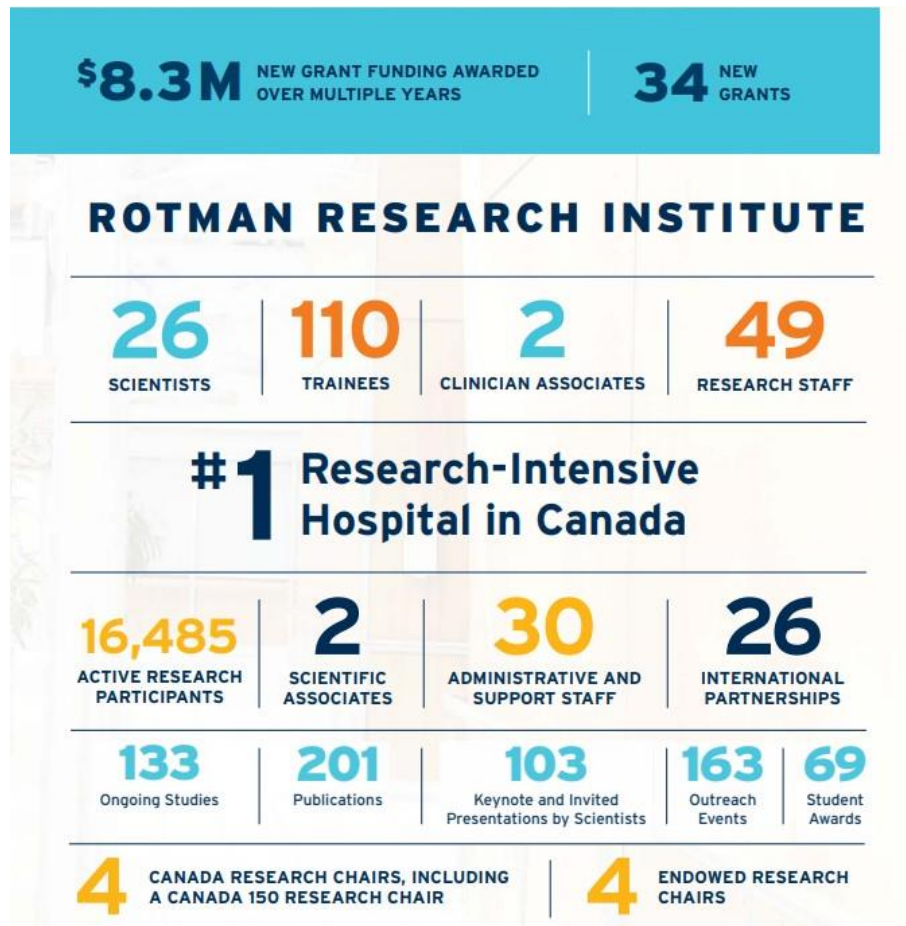
Each year we provide students with practical on-site training in almost every healthcare discipline. More than 180 of our staff hold academic appointments at the University of Toronto and/or other partner universities, colleges and institutes in Faculties of Medicine, Nursing, Social Work and Rehabilitation Sciences, among others.

Baycrest hosts a number of provincial, national and international educational programs each year and we are a hub for global tele-education in aging, collaborating with institutions around the world. We provide educational programs for staff, clients, families, and caregivers as well as the general public.

HEALTHCARE PROGRAMS & SERVICES

Baycrest provides a variety of outpatient clinics and services for older adults with different health needs including cognitive impairment, mood and anxiety issues, and complex conditions associated with aging (mobility problems and falls, bowel or bladder difficulties, poor nutrition multiple illnesses and medications).

Our healthcare professionals are experts in geriatric care and use a holistic and client-centered approach. Offering a range of on-site clinic services and community and in-home programs we are helping patients and their families improve their well-being and live independently.



By the Numbers **\$31.5M** TOTAL FUNDING SPENT

CENTRE FOR EDUCATION

504

STUDENT LEARNERS

72,428

HOURS SPENT LEARNING

25

STAFF

184

STAFF ACADEMIC APPOINTMENTS

89%

OF STUDENTS RECOMMENDED BAYCREST AS A PLACEMENT

18

ACADEMIC PARTNERSHIPS

361

Tele-Education Events

256

Clinical Teaching Rounds

105

Continuing Education Events

29

Conference Presentations & Publications

127

Library Literature Searches

3,996

Visits to Library Homepage

Ontario Centre for Learning, Research and Innovation (CLRI) in Long-Term Care at Baycrest:

3,344

Team Members, Students, and Clinicians Trained

58

Educational Events Offered, Including Face-to-Face Workshops and Virtual Rounds

212

Long-Term Care Homes Reached

ABOUT BAYCREST FOUNDATION

The Foundation's mission is to enrich the quality of life of older adults by providing crucial funding to support Baycrest's work in research, innovation, care and education in brain health and aging. As the fundraising arm of Baycrest, the Foundation helps fund breakthrough research into aging brain health, cognition, Alzheimer's disease and other types of dementia; clinical programs and services for older adults living in our community; and education that supports healthy aging and healthcare solutions for a growing aging population.

BAYCREST CAMPAIGN RESEARCH CASE

The Baycrest Foundation is at the early stage of planning a multi-year research campaign for Baycrest Academy, focusing on Predictive Neuroscience for Precision Aging and Brain Health, and its four scientific pillars:

- Prevention of age-related cognitive decline and dementia
- Early detection and enhanced diagnostics
- New treatments and therapeutics
- Innovative approaches in dementia care for enhanced quality of life

In Canada alone, over 600,000 people live with Alzheimer’s and related dementias – nearly 10% of the population 65 or older. Worldwide, over 50 million people live with dementia. Without significant new scientific breakthroughs, that number is expected to triple in the next 25 years.

There are currently no medications that stop it.

In early stages of the disease, people with dementia often live in the community, with the support of millions of informal caregivers – family members, friends, and neighbors. As the disease progresses, individuals with dementia require round-the-clock assistance and care. The stress and strain on those individuals, on their families and loved ones, on caregiving professionals, and on our health care systems is immeasurable and growing every day.



The need for a new approach to defeat dementia is urgent. And that time is now.

Decades of research have failed to find effective drug treatments. Some recently introduced drugs, such as lecanemab and donanemab, may hold promise for very modestly slowing the inevitable worsening of Alzheimer’s disease, but only if provided early enough.

We need innovative approaches to identify novel therapeutic targets and develop disease-modifying treatments. Equally important, if not more so, is an entirely different focus on disease prevention and new methods for the earliest possible detection.

It is clear that there is no one-size-fits-all solution to dementia.

The risk of being diagnosed with dementia, and the speed of disease progression, involves a complex interplay of aging-related brain changes, genetics, environment, health status, and lifestyle factors. As a result, we must adopt a multifaceted, personalized approach to defeating dementia at every stage: from prevention and early detection to better treatments and care approaches.

Baycrest Academy’s Rotman Research Institute is well-poised to advance a new era of scientific inquiry and discovery by pioneering the fusion of predictive and precision medicine with neuroscience and dementia. In the coming decade, the RRI will focus its research portfolio on advancing the theme of Predictive Neuroscience for Precision Aging and Brain Health.

To fully achieve the vision and its impact, sustained investments in our research capacity, infrastructure, and operations are essential.

ADDITIONAL INFORMATION

- [Baycrest Foundation](#)
- [About Baycrest](#)
- [2022 - 2023 Annual Report](#)
- [2023 Financial Statement](#)
- [Foundation Board of Directors](#)
- [Baycrest Global Solutions](#)

- [Why Give](#)
- [Events](#)
- [Our Stories](#)
- [News & Media](#)

KEY RESPONSIBILITIES

Campaign Leadership and Fundraising

- Accountable for the creation, implementation, management, and evaluation of the campaign strategy for the multi-year, multi-million-dollar research campaign, including planning through to execution.
- Lead the fundraising planning process for the campaign and effective strategies to achieve financial targets.
- Work key stakeholders to complete the Case for Support for the research campaign; continue to define campaign fundraising priorities.
- Develop annual and multi-year campaign budgets; provide regular financial and performance updates and reports.
- Monitor and evaluate campaign activities to ensure that financial goals are met.
- Lead the identification, cultivation, solicitation, and stewardship of donors associated with the campaign, in collaboration with the Chief Development Officer, Director of Leadership Gifts, and the Major Gifts team.
- Personally manage and steward a discrete portfolio of major and transformational prospects/donors.
- Direct the development and consistent execution of campaign stewardship and recognition opportunities.
- Provide oversight for the planning and executing campaign-related events such as gift announcements, cultivation events, etc.
- Oversee the preparation of campaign communications, including proposals, gift and partnership agreements, and stewardship materials, in collaboration with the marketing and communications team.
- Work with Baycrest leadership to develop a strategy to advance philanthropic partnerships with Baycrest vendors and suppliers.

Campaign Cabinet and Senior Volunteer Engagement

- In partnership with the CEO and CDO, develop a proposed volunteer structure for the campaign; create position profiles for the Campaign Chair(s) and Cabinet.
- Play a key role in the identification, cultivation, recruitment, training, and ongoing support of Campaign Cabinet volunteers.
- Serve as the lead staff person supporting the Campaign Cabinet and other assigned campaign volunteers.
- Work directly with the Campaign Cabinet to ensure that activities are on track, volunteers feel well supported, and goals are being met.

Senior Executive & Team Leadership

- As a key member of the Foundation's Senior Leadership Team, contribute to the overall strategy, performance, and culture.
- Establish a staffing plan for the campaign; recruit, train, supervise, and manage campaign staff and external resources.
- Provide ongoing communication, education, and training for staff and volunteers so they understand the campaign vision, priorities, and how they can support its success.
- Contribute to and engage actively in Foundation programs and events.

QUALIFICATIONS & COMPETENCIES

- Progressive fundraising leadership experience and a proven track record of responsibility in major gift development, ideally in a complex, multi-stakeholder, health, or academic environment.
- Previous direct experience with planning and executing significant campaigns, ideally with a research focus.
- Proven track record driving major gifts fundraising results, exceeding targets with experience closing gifts at the 7 and 8-figure level. The ability to support staff colleagues in major gifts fundraising.
- Strong experience leading, supporting, and coaching senior volunteers in a major gift and/or campaign setting with proven success.
- Excellent interpersonal and relationship-building skills with an ability to lead by influence; develop partnerships and effective working relationships; and inspire confidence and trust in donors, leaders and stakeholders.
- Superior ability to communicate a compelling and inspired vision, with outstanding oral and written communication skills through a variety of mediums (e.g., email, phone, social media, virtual meetings, and in-person with small and large groups).
- Highly effective at working independently, taking initiative and making decisions, balancing multiple priorities and acting as a team player.
- Strong project management skills, and ability to work in a time-sensitive, goal-oriented and deadline-driven environment.
- Experience developing budgets, forecasts, and tracking and reporting against goals.
- Technological fluency, including data systems and CRMs (ideally Raiser's Edge) with experience using reporting applications and dashboards.
- Interest or experience in healthcare philanthropy with alignment with our values of innovation, compassion, advocacy, respect, and excellence.

FOUNDATION LEADERSHIP

Josh Cooper – President & CEO of The Baycrest Foundation



Josh Cooper is President and Chief Executive Officer of the Baycrest Foundation. His 30 years of senior and executive management experience are coupled with a diverse entrepreneurial background in private business, not-for-profit, the charitable sector, public policy, and electoral politics.

Formerly the Chief Executive Officer of Jewish National Fund of Canada (JNF), he successfully modernized and rebranded the century-old institution, and achieved record-level fundraising. Prior to that, he was the Founding Executive Director of the Canadian Jewish Political Affairs Committee (CJPAC).

He is a longtime volunteer with community organizations and is a recipient of the Queen Elizabeth II Diamond Jubilee Medal, the Queen Elizabeth II Platinum Jubilee Medal and the B'nai Brith/Betar Tagar-Ze'ev Jabotinsky National Award for Campus Activism. Josh was appointed by the Lieutenant Governor of Ontario to the York Region Police Service Board for a three-year term, 2019-2022.

He has developed successful start-ups in both the not-for-profit and for-profit sectors with the establishment of Par Golf Camps in 1993, the first junior golf summer camp in Canada and the largest provider of golf instruction of its kind. He successfully expanded the organization into adult golf camps and residential facility/resort management in Muskoka, Ontario. Under his leadership, *Profit Magazine* recognized Par Golf Camps as one of the "Top 100 Fastest Growing Companies in Canada."

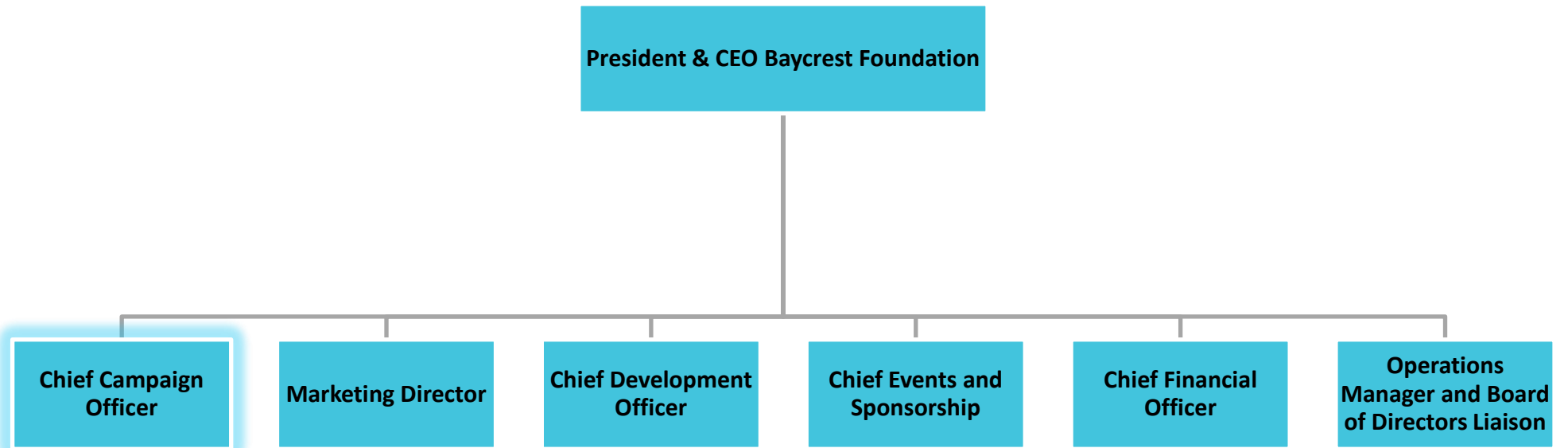
BAYCREST FOUNDATION BOARD OF DIRECTORS

Ilsa Blidner, Chair
Lori Ann Beausoleil
Michael Bregman
David Bresver
Heath Cockburn
Jeremy Cole
Richard Crenian
Mark Diamond
Lisa Draper

Fern Glowinsky
Noah Godfrey, Vice Chair
Russell Goldstein
Jonathan Feldman
Robert Harlang
Rachel Kimel
Warren Kimel
Anthony Longo
David Posluns

Philip Reichmann
Shael Rosenbaum
Felicia Salomon
Claire Santamaria
Jamie Schwartz
Ali Spinner
Karen Werger

BAYCREST FOUNDATION - SENIOR LEADERSHIP TEAM



BAYCREST CORPORATE STRUCTURE

Baycrest Seniors Care

Baycrest
Centre for
Geriatric
Care

The Baycrest
Day Care
Centre

The Baycrest
Foundation

Baycrest
Global
Solutions Inc.

Baycrest
Hospital &
Apotex (LTC)

Centre for Aging +
Brain Health
Innovation
Advancement and
Development

Cogniti Inc.

The Jewish
Home for the
Aged

Baycrest
Academy for
Research and
Education