



Waterstone  
CANADA'S  
**MOST ADMIRED**  
CORPORATE  
CULTURES  
2023



# VICE PRESIDENT, PHILANTHROPY



# EXECUTIVE BRIEF




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## FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of Kids Help Phone. For more information about this exciting opportunity, please reach out to Ellie Rusonik, Senior Vice-President/Lead, or Mia Gardiner, Senior Consultant at KCI Search + Talent by email [KHP@kcitalent.com](mailto:KHP@kcitalent.com)

All inquiries and applications will be held in strict confidence. Candidates interested in being considered for the role should please send a resume and cover letter of interest to the email address above. Please note the deadline for submission is **January 6, 2025**.

*The salary range for this role is **\$165,000 - \$185,000 plus up to 10% performance-based compensation** and a *comprehensive benefits package*.*

Kids Help Phone provides services in one of the most diverse countries in the world. The diversity of our communities takes many forms. It includes differences related, amongst others to race, ethnicity, national origin, gender identity, gender expression and presentation, sexual orientation, religion, age, ability, and socioeconomic status. We see diversity as an asset to our organization and communities and strive to be reflective of the communities that we serve. We commit ourselves to promoting better understanding and appreciation of our human diversity; a commitment which is best realized through our individual and collective effort.

We are pleased to provide accommodations during the search process upon request. Please advise the Search Consultant of any required accommodations. Any information received relating to accommodation will be addressed confidentially.

This is a hybrid opportunity, with the requirement of going into the office in downtown Toronto (439 University Ave.) 3 days a week and as required for strategic meetings.





## Vice President, Philanthropy

### THE OPPORTUNITY

Kids Help Phone (KHP) is seeking a passionate, visionary leader with well-established fundraising capabilities and strategic management skills to join the team as the new Vice President, Philanthropy. The experienced leader will propel Kids Help Phone into the future by inspiring individual, corporate, and foundation major gift philanthropy and leading a dedicated and capable team and will play a critical role in advancing the vision of KHP, where every young person in Canada will access the support they need.



Building on the success of the historic \$300 million *Feel Out Loud* campaign (closing December 2024), the Vice President, Philanthropy will sustain and grow a robust major gift program, deeply engaging donors for long-term and high-level commitments. This work will build and maintain Kids Help Phone's position as the leading national technology and innovation charity with a laser-sharp focus on youth mental health.

Reporting to the Group Head, Advancement & Donor Experience and as a key member of the Executive Committee, the Vice President will play a critical role in shaping the future of the organization by establishing and growing a robust philanthropy program and anchoring long-term financial sustainability. The successful candidate will be an effective, collaborative partner aligning the goals and activities of the major gifts team with other members of the Advancement department, volunteers, internal partners, and the donor community.

Success in this role requires a strategic, unwavering focus on donor relationships while reinforcing team accountability for solicitation activity, prospect pipeline management and performance goals. As a principal fundraiser in the organization, the new Vice President will lead by example with their own donor and prospect portfolio, meeting ambitious fundraising goals.

*This is a hybrid opportunity, with the requirement of going into the office in downtown Toronto 3 days/week. Additionally, this position will require occasional travel to meet with staff, donors, partners, and volunteer leaders across the country.*



## ABOUT KIDS HELP PHONE



Right now, Canada's youth are in crisis. Suicide is the second leading cause of death amongst those aged 15-34, and Canada holds the unenviable position of ranking third in the world (behind Australia and the USA) in suicide mortality rates.

Half of all youth are experiencing some form of depression and anxiety. Every day, youth are struggling more than we know.

At Kids Help Phone, we believe that young people deserve to live. To dream.

To achieve their greatest potential.

Established in 1989, Kids Help Phone is Canada's only 24/7 e-mental health service offering free, multilingual, confidential support from coast to coast to coast, helping all young people Feel Out Loud more than 4.7M times annually.

During its 35 year history, Kids Help Phone has evolved its response to create innovative e-mental health solutions and offerings to stay relevant and accessible to youth. Recognizing the complexity of issues they face, professional counsellors and volunteer crisis responders are ready to address the continuum of emotional and mental health needs, from crisis situations to the everyday concerns of growing up, over a variety of platforms that meet youth where they are. Because there's no issue too big, no problem too small. Every feeling deserves to be heard.

Throughout the history of Kids Help Phone, new world-leading, state-of-the-art service offerings have been tested and launched, while continually evaluating and improving the quality of services and the impact made on young lives. Established in 2023, the KHP Innovation and Applied Research Accelerator for Youth Mental Health (acceleratorKHP) takes this commitment to innovation one step further by creating a pathway to the next generation of KHP and putting young people across Canada at the centre of their well-being in ways never before possible. acceleratorKHP will help address the growing mental health crisis and deliver a personalized, gamified experience with and for youth along with clinical experts and leading technology partners.

Since our inception in 1989, we've been able to connect with youth across Canada 60 million times and 75% of the young people reaching out shared something they've never told anyone else.

### Milestones

	<b>1996</b> Created the first website dedicated to youth mental health		<b>2018</b> Launched the first national, 24/7 crisis texting service		<b>2023</b> Launched Feel Out Loud, the largest mental health movement in Canadian history
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The challenges facing young people in Canada have grown more complex and youth need access to the supports that are most relevant to them. It's critical that these challenges are met quickly to achieve the vision and mission of Kids Help Phone and the success of the next generation in Canada. The commitment of staff, volunteers, donors, and partners to showing up for youth in distress has never wavered, yet so much remains to be done.

Kids Help Phone is an award-winning employer and has been accredited since 2013 by Imagine Canada's Standards Program for excellence in the charitable sector in five key areas:

- financial accountability and transparency
- fundraising
- staff management
- volunteer involvement
- board governance



### VISION

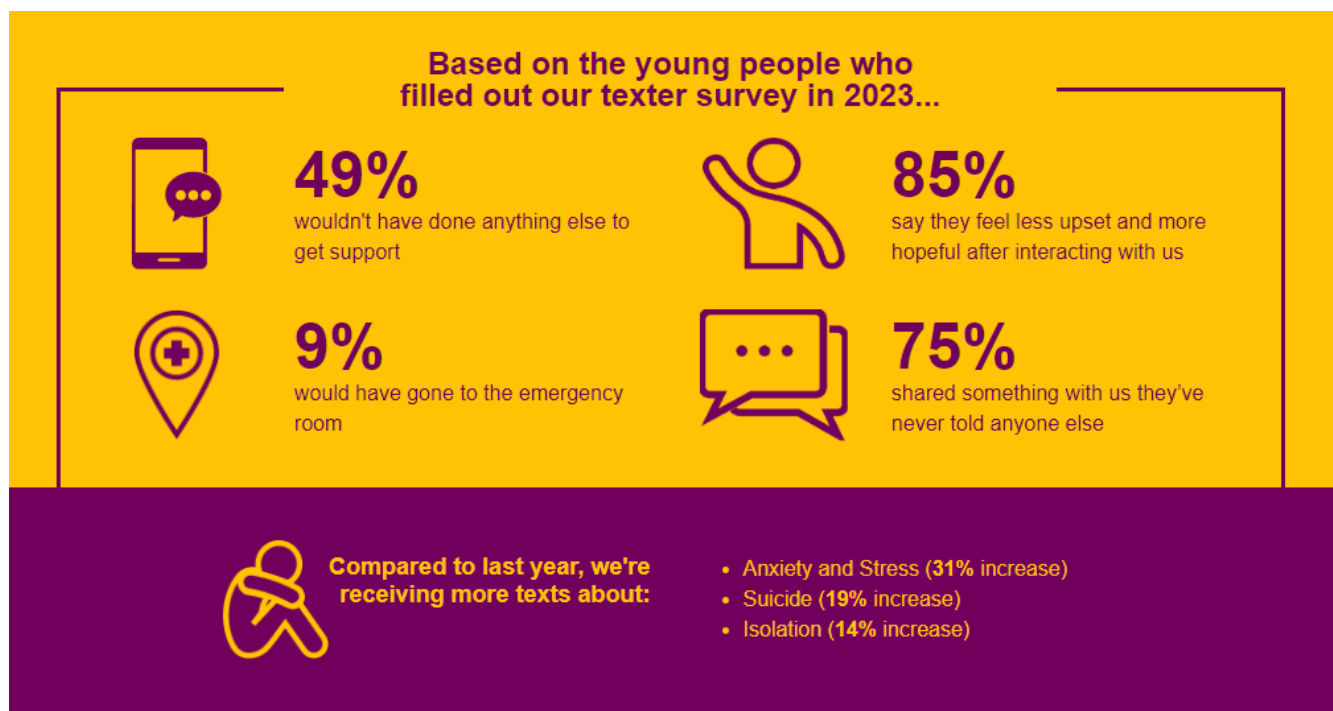
A future where every young person in Canada will access the support they need; in the way they need it most.

### MISSION

We are always open, providing a safe and trusted place for young people in any moment of crisis or need.

### VALUES

We are, and believe in being courageous, collaborative, innovative, resilient, and trustworthy.



## FEEL OUT LOUD CAMPAIGN

Since 1989 extraordinary individuals, families, partners, and organizations have been amplifying the mental health conversation in Canada, embracing the power of innovation to help offer wellness support to more youth in any moment of need. Over 40,000 supporters of Kids Help Phone annually know that *steady state is not an option* and are helping to build, scale and transform access to more equitable resources from coast to coast.



In March of 2023, Kids Help Phone launched the largest movement for youth mental health in Canada's history. Feel Out Loud is a movement that will successfully attain its \$300 million goal so that young people can get the support they need, when they need it, in the way they need it.

Feel Out Loud sends the message to young people that there's always room for their feelings, no matter where they live or how they identify. But Feel Out Loud didn't just speak to young people, it got them to connect with the highest volumes in Kids Help Phone's 35-year history.



Like every great movement, Feel Out Loud needed an anthem – [What I Wouldn't Do \(North Star Calling\)](#). More than 50 artists flocked from across the country to help us create one. Since its release in March 2023, it has had over 2 million plays and continues to inspire people across the country towards a common cause — the future of youth mental health — with every note.

In addition to artists, [over 80 sports teams and athletes](#) such as Andre De Grasse, Penny Oleksiak, and William Nylander, have rallied the people of Canada behind [Athletes for Feel Out Loud](#). Athletes share their stories and cheer on Kids Help Phone's historic movement. Together, they are helping keep mental health in the game, because even champions need champions.

## ADDITIONAL INFORMATION

[Kids Help Phone Website](#)

[About Kids Help Phone & Services](#)

[KHP Insights](#)

[KHP Leadership](#)

[2023 Financial Statements](#)

[2023-2024 Impact Report](#)

[Press](#)

[Get Involved – KHP](#)

[Case for Support - KHP](#)

[Donate](#)



## BOARD OF DIRECTORS

**Tracy Sandler** (Chair)  
**Mike Davis** (Vice Chair)  
**Claire Gillies** (Vice Chair)  
**Paul Griffith** (Secretary)  
**Neil Manji** (Treasurer)  
**Brian Ross** (Past Chair)  
**Katherine Hay** (CEO, Ex-Officio)  
**Mark Cecchetto**  
**Toni Chaltas**  
**Tony Cugliari**

**Mary Deacon**  
**Lianne Hannaway**  
**Gordon Hicks**  
**David Kines**  
**John McNain**  
**Doug Nathanson**  
**Jennifer Publicover**  
**Laetitia Satam**  
**Carole Shankaruk**  
**Charmaine C. Williams**

## CAMPAIGN CABINET

**Claire Gillies** (Co-Chair)  
**Colleen Moorehead** (Co-Chair)  
**Andre De Grasse** (Honourary Co-Chair)  
**Serena Ryder** (Honourary Co-Chair)  
**Darryl White** (Honourary Co-Chair)  
**Mirko Bibic** (Honourary Co-Chair)  
**Nada Ristich** (Advisor)  
**W. Edmund Clark** (Honourary Advisor)  
**Dale H. Lastman** (Honourary Advisor)  
**John Carmichael**  
**Guy Cormier**  
**Katherine Hay**  
**Gordon Hicks**  
**Sarah Jordan**

**David Kines**  
**Randy Lennox**  
**Jack C. McDonald**  
**Jen McCain**  
**Anton Rabie**  
**Brian Ross**  
**Laetitia Satam**  
**Linda Schuyler**  
**Jody Scotchmer**  
**David Simmonds**  
**Cary Skidmore**  
**Mark Taylor**  
**Andrew Von Teichman**  
**Natalie Von Teichman**



## KEY DUTIES & ACCOUNTABILITIES

- Oversee annual and long-range planning and lead the success and growth of the national, major gifts program.
- Manage a portfolio of high-value prospects/donors and act as a senior solicitor on behalf of Kids Help Phone; meet and exceed personal and team production and cash goals annually.
- Work with senior volunteers and executive staff members to adeptly and strategically partner on donor cultivation, solicitation, and stewardship.
- Smoothly and strategically engage the CEO, Group Heads and senior volunteers in prospect development.
- Serve as a trusted advisor and liaison to donors, the CEO, senior executive, leadership volunteers (including Campaign Cabinet and Board members), allied professionals, and others, to coordinate strategies and help secure principal gift commitments.
- In collaboration with the Senior Director, provide strategic guidance and oversight for current and future campaigns, including the close of the *Feel Out Loud* campaign.
- Working in partnership with the Senior Director, accountable for recognition and stewardship processes and practices that provide strategic and comprehensive stewardship plans for our diverse range of donors.
- Drive team accountability for solicitation activity, prospect pipeline management and performance goals.
- Ensure appropriate systems, tools and resources are in place for effective pipeline development, moves management to support major gift cultivation and solicitation.
- Foster a culture of engagement, innovation, accountability, empathy, caring, and fun. Motivate staff towards professional achievement.
- Develop a professional profile through industry events, networking, and thought-leadership activities.
- Pursue professional development and training opportunities, including mentorship partnerships internally and externally.
- Develop and track program budget, and key performance indicators against goals to ensure the prompt identification of challenges and solutions to ensure the achievement of targets.
- Develop and maintain an in-depth knowledge of Funding Priorities and apply this knowledge to match the interests and needs of prospects.

## EXPERIENCE & ATTRIBUTES

- Progressive experience leading philanthropy programs and teams including strategic planning, budgeting and financial management to oversee and forecast the philanthropy portfolio in relation to established organization funding priorities.
- Proven success engaging with donors and managing fundraising programs, with a focus on principal and major gifts. Strong record of involvement in seven-figure gifts and above.
- Demonstrated success working with senior executives and leadership volunteers as a partner and advisor on donor cultivation and solicitations, creating collective impact.
- Previous experience leading or supporting significant successful campaigns.
- Proven ability to inspire and raise donor sights, articulate aspirational goals and institutional priorities and effectively present philanthropic opportunities to high net-worth prospects and donors.
- Experienced team leader with the ability to drive and activity to achieve individual and team goals in a collaborative and inclusive environment.



- Knowledge of diverse giving vehicles, and an understanding of family wealth management and integrated gift strategies.
- Ability to focus in a fast-paced environment and to multitask.
- Excellent written and oral communication skills.
- Demonstrated ability to work effectively and cross-functionally with donors, suppliers, staff, volunteers, and other relevant stakeholders providing superior service and applying sound judgement.
- Demonstrated ability to manage multiple tasks effectively and efficiently, superior organizational skills and strict attention to detail, and ability to work under deadlines.
- Entrepreneurial, creative, and strategic-minded.
- Commitment to the mission, vision and goals of Kids Help Phone.
- Proficient with technology including donor databases, ideally Raiser's Edge.

This position will require occasional travel within Canada. A valid driver's license and passport is required.

## CRITICAL SUCCESS FACTORS

- **Stakeholder Satisfaction & Engagement:** Will have gained the confidence and respect of Kids Help Phone colleagues, volunteers and staff, donor community and Campaign Cabinet.
- **Best Practices & Team Leadership:** Will have created an inclusive, stable, high-performing, properly resourced and responsive major gifts team with clear priorities, strong retention, satisfaction, engagement and productivity. Will have established best practice processes in major gift cultivation.
- **Robust Pipeline:** Will have ongoing proposals and future plans for major and transformational gifts in development and ready to move forward.
- **Synergy:** Will have become an effective, collaborative and cohesive partner aligning the goals and activities of the major gifts team with other groups on the Advancement team as well as organization partners and stakeholders.
- **Personal Impact:** Will have demonstrated an ability to personally solicit and secure major gift donations, as one of the top fundraisers.
- **Achievement of Revenue Goals:** This will include managing and continuing to develop a pipeline of over \$100 million in major giving through all stages of the donor cycle.



## BIOGRAPHIES



### **Katherine Hay, President & CEO**

As President and CEO of Kids Help Phone, Katherine (Kathy) Hay drives the strategic direction, innovation imperative and culture of Canada's only national, 24/7 bilingual e-mental health service for young people. In 2020, Kids Help Phone's team of counsellors and crisis responders made over 4.7 million connections with youth in every province and territory — with an ever-growing mandate to always be there for youth when, where and how they need mental health support.

Driven to reduce barriers and find new solutions, partnerships and innovations to save lives, Kathy recognized that 2020 would be challenging as the onset of the COVID-19 pandemic began to impact Canada. With the commitment to never turn the lights off, especially when young people needed Kids Help Phone the most, at Kathy's direction, the leadership team expanded access through partnerships, launched new services and hired additional counsellors.

Under Kathy's leadership, Kids Help Phone strives to deliver better experiences, better outcomes and more cost-effective e-mental health services to people in Canada, particularly those from underserved communities.

Prior to joining Kids Help Phone, Kathy was President and CEO of Women's College Hospital Foundation where she advanced the health of women across Canada and achieved record levels of support. Her success in this role led to her being named one of Canada's Top 25 Women of Influence in 2017. She was also the CEO of Credit Valley Hospital Foundation and has held senior roles at the University of Toronto, the University of Guelph and the Art Gallery of Ontario.



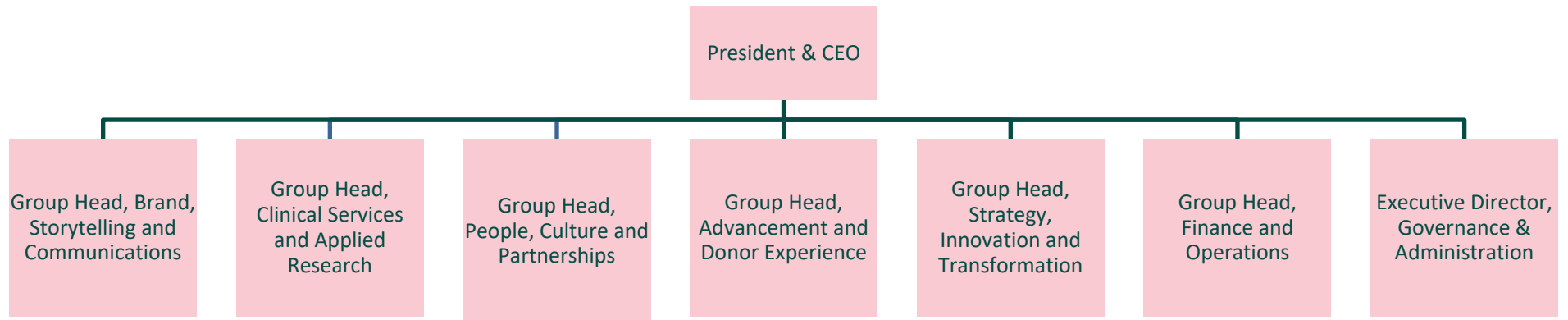
### **Aaron Sanderson, MA, CFRE, FAHP, ACFRE, Group Head, Advancement & Donor Experience**

Aaron Sanderson leads Kids Help Phone's fundraising efforts, and, in partnership with the Chief Executive Officer, is the senior liaison to the organization's community of generous supporters. Aaron joined Kids Help Phone in 2020.

Aaron is an international award-winning fundraiser with over 17 years of experience at leading non-profit organizations, including BC Children's Hospital Foundation, Plan International Canada, SickKids Foundation and War Child. In addition, he has over 15 years of senior volunteer experience with non-profit boards and committees, including the Association of Fundraising Professionals, Athletics Ontario, The Arthritis Society, Habitat for Humanity GTA, Heritage Toronto and the University of British Columbia.

Aaron also holds a Master of Arts in Philanthropy and Development, an Associates Certificate in Non-Profit Management and a Bachelor of Arts in Political Science and International Relations. He is the 11<sup>th</sup> Canadian to be awarded the Advanced Certified Fundraising Executive (ACFRE) designation, the top credential of the fundraising profession, and was inducted as a Fellow of the Association of Healthcare Philanthropy (FAHP). He was named a Top 40 Under 40 in North America by AHP in 2018 and was named "Difference Maker" by the Rick Hansen Foundation.

## ORGANIZATIONAL CHART – Senior Leadership



# ORGANIZATIONAL CHART – Advancement Department

