



Planned Giving Associate

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, Victoria Hospitals Foundation may be your next opportunity!

The Victoria Hospitals Foundation 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 largest charitable partner, we raise donations for medical equipment, special projects, education, and research. Our donors fund an incredible 40% of the equipment in Victoria General and Royal Jubilee hospitals.

In 2020/21, the Foundation earned revenue of over \$15 million, including gifts from over 5,200 donors. Since 1989, the Victoria Hospitals Foundation has raised more than \$163 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 850,000+ residents of Vancouver Island.

We have an exciting opportunity for a **Planned Giving Associate** to join our team. This full-time permanent role is responsible for growing planned gifts to the Victoria Hospitals Foundation and working with a portfolio of existing and new planned giving donors. The Planned Giving Associate will develop and implement customized engagement, cultivation, stewardship and solicitation strategies for planned giving donors.

This role reports to the Manager, Legacy and Leadership and is integral to the growth and long-term strategy of the Victoria Hospitals Foundation.

Key Responsibilities:

- Manage key donors and prospects; those individuals with an intention to give a future gift or a blended gift in collaboration with the Manager, Leadership & Legacy Giving
- Assist with the creation and facilitation of donor engagement and planned giving communications strategies. Following industry best practices, such strategies integrate planned giving across the organization. This includes working collaboratively with Marketing and Communications, Philanthropy and Development teams to lead the implementation of an annual planned giving marketing strategy, including print advertising, social media content, direct response and online marketing. Ensure marketing strategy is aligned with the national CAGP Will Power program that the Victoria Hospitals Foundation is a founding partner of.
- Work collaboratively with the Foundation team, ensure the Foundation's planned giving donors and prospects are engaged, cultivated, solicited, recognized and stewarded in a timely, personalized and meaningful way that is consistent with the our donor policies.
- Identify, cultivate, and solicit planned giving prospects and donors to the Foundation.
- Understand and be able to speak to legacy giving and planned giving options.
- Organize and execute planned giving donor cultivation and stewardship events and hospital tours that demonstrate the impact that philanthropy makes in our hospitals.



- Build relationships with all donors and prospects in person, over the phone and email and via written correspondence.
- Cultivate relationships with allied and estate planning professionals, maintain professional advisor list and promote the opportunity of giving through the American Friends of Victoria Hospitals Foundation.
- Evaluate the fundraising potential for planned gifts in consultation with the Philanthropy, Development, Marketing and Communications and Research teams.

Qualifications:

- Baccalaureate degree in a relevant field and three to five years of professional experience in fundraising or financial services is required.
- Working knowledge of strategic giving, planned giving, and philanthropic trends is key.
- Knowledge of CRA regulations as they relate to charitable giving is required.
- Previous responsibility for, and demonstrated success in, identifying, cultivating, soliciting and stewarding planned gifts. Or, previous experience in client relations that includes strategic philanthropy planning and implementation.
- Knowledge of hospital or healthcare philanthropy is an asset.
- CFRE designation or professional designation in financial planning is an asset.
- Must have demonstrated knowledge of various methods of giving and be able to communicate the advantages of each to donors.
- Proficient with the Microsoft suite of programs. Specific knowledge of Raiser's Edge is required or a comparable relational database.
- A valid driver's license is required and access to a personal vehicle is an asset.
- Superior oral and written communication skills for a wide variety of audiences.

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 resume and detailed cover letter** to VHFHR@viha.ca. This position will be open until Sept 21st or until successfully filled. Full job description available upon request.

Please include “#22-06 Planned Giving Associate” in the subject line.

To note: Based on the Provincial Health Order, any offer of employment will be contingent on the provision of proof of a double COVID-19 vaccine.