



**Fondation**  
du Centre universitaire  
de santé McGill



**McGill University**  
**Health Centre**  
**Foundation**



Stewardship & Donor Engagement Officer  
Position Brief

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## FOR MORE INFORMATION

KCI (Ketchum Canada Inc.) has been retained to conduct this search on behalf the McGill University Health Centre Foundation. For more information about this leadership opportunity, please contact **Sylvie Battisti, Vice President, Search + Talent** by email at: [MUHCFStewardship@kcitalent.com](mailto:MUHCFStewardship@kcitalent.com).

**Please send resume and letter of interest to the email address listed above by March 11, 2019.**

*All inquiries and applications will be held in strict confidence.*

## Stewardship & Donor Engagement Officer

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### THE OPPORTUNITY

The McGill University Health Centre (MUHC) Foundation is in an exciting period of growth with a new strategic plan in place that outlines key strategic priorities for future expansion and success, including plans for our next multi-year aspirational campaign.

We are seeking a **Stewardship & Donor Engagement Officer** to help grow and evolve our Foundation's stewardship and donor engagement program, and contribute to the further development and consistent delivery of exceptional and impactful donor experiences. Playing a key collaborative role within the organization, the **Stewardship & Donor Engagement Officer** will be responsible for planning, organizing and executing a comprehensive calendar of donor recognition opportunities and events, in addition to managing and adhering to the over-all recognition policies and procedures as established by the MUHC.

Reporting to the Director, Communications and Marketing, the new incumbent will work closely with a small team of donor relations professionals and will be an integral part of our larger Foundation team of 28 dedicated and passionate members who are working to position the MUHC Foundation for continued success as a leader in healthcare philanthropy.

We are committed to building cohesive fundraising, donor relations, communications, and engagement strategies that secure investments and gifts to support the MUHC's clinical, research, and teaching mandates, so that the doctors and researchers of the MUHC can push the limits of what is possible.

### ABOUT THE MCGILL UNIVERSITY HEALTH CENTRE

For more than 150 years, the McGill University Health Centre (MUHC) founding hospitals have been providing the best possible care to the community, and in 1997, the MUHC was officially created through the merger of 5 hospitals: Montreal Children's Hospital, Montreal Chest Institute, Montreal General Hospital, Montreal Neurological Institute & Hospital, and Royal Victoria Hospital. These hospitals' respective research institutes merged to form the Research Institute of the MUHC and in 2008, the Lachine Hospital and Camille Lefebvre Pavilion also joined the MUHC.

Affiliated with McGill University's Faculty of Medicine, the MUHC is an academic health centre that provides some of the most advanced care in the province, which includes complex diagnoses, treatments, and surgeries in the areas of cardiology, endocrinology, transplantation, neurology, oncology, and respirology, among many others. The MUHC cares for some of the most critically ill patients across Quebec and provides highly-specialized care, treatments, and medical testing that other hospitals simply cannot offer.

In June of 2015, the Glen site of the MUHC was inaugurated and this complex now houses the new Montreal Children's Hospital, Royal Victoria Hospital, Montreal Chest Institute, the Cedars Cancer Centre, and the Research Institute of the MUHC. Patients and their families are at the heart of the design and layout of the new hospital.

With 1,356 physicians and over 12,000 nurses, support staff, and employees, the hospital at the Glen site is a patient-centred facility that helps to not only heal the body, but also the soul. It has helped the MUHC transform the way in which it delivers the highest level of care to our population, ensuring that all patients truly receive the *best care for life*.

In addition to clinical care, the MUHC is an international research powerhouse that conducts both fundamental and clinical research. The Research Institute of the MUHC supports 446 researchers and ongoing research collaborations with 62 countries; it continues to shape the course of adult and pediatric medicine by attracting research leaders from around the world.

Every year, close to 3,000 students train at the MUHC, including medical and surgical residents, nurses, medical students, and allied-health students. From pediatric medicine to adult trauma, students receive highly-specialized training, which thoroughly prepares them for their positions within the medical profession. All MUHC physicians are also professors within the McGill University Faculty of Medicine.

**For more information about the MUHC, please visit: <https://muhc.ca/>**

## **ABOUT THE MCGILL UNIVERSITY HEALTH CENTRE FOUNDATION**

The MUHC Foundation plays a pivotal role in supporting exceptional programs, purchasing innovative medical equipment, fostering ground-breaking research, and ensuring the highest level of teaching.

In 2015, the MUHC and Royal Victoria Hospital Foundations partnered and began working together in order to fulfill their missions of raising funds in support of the hospital's greatest needs. By aligning our fundraising priorities, and integrating our Board and staff teams, the MUHC and RVH Foundations were better positioned to ensure that patient care, teaching, and research needs were met. Since then, we have strengthened fundraising capacity and contributed record-breaking amounts to support the greatest needs of the Royal Victoria Hospital, and effective April 1, 2018, the Royal Victoria Hospital Foundation officially changed its name to the McGill University Health Centre Foundation. We are now one united Foundation focused on investing in patient care, research and teaching.

Our Foundation is governed by a volunteer Board of Directors which includes members from the medical, scientific, academic, and business communities. These dynamic leaders ensure that we maintain the highest standards with regards to ethics and best accounting practices. The Board oversees and approves the Foundation's budget, fundraising goals, and the granting of funds raised to support the priorities of the MUHC.

The MUHC Foundation is comprised of a team of 28 staff members and total revenues in 2017 – 2018 were \$28 million. Our Foundation continues to be in high growth mode as our donor community grew by a remarkable 26%, and our revenues increased by close to 25% in the past year. We have put in place a new strategic plan that outlines key strategic priorities for future growth and success with a diversified fundraising strategy that balances funding for all priority areas of need.

**For more information about the MUHC Foundation, please visit: [www.muhcfoundation.com](http://www.muhcfoundation.com)**

## ADDITIONAL BACKGROUND AND RESOURCES

### Board of Directors:

- <https://www.muhcfoundation.com/about-us/board-of-directors/>

### 2017-2018 Annual Report:

- [https://www.muhcfoundation.com/wp-content/uploads/2018/08/MUHCF\\_Annual\\_Report\\_2018.pdf](https://www.muhcfoundation.com/wp-content/uploads/2018/08/MUHCF_Annual_Report_2018.pdf)

### Other Publications of the MUHCF:

- <https://www.muhcfoundation.com/about-us/our-publications/health-matters-fall-2018/>

### In the News:

- <https://www.muhcfoundation.com/news/>
- <https://www.muhcfoundation.com/elspeth-mcconnell/>
- <https://www.muhcfoundation.com/15-million-gift/>

## KEY AREAS OF RESPONSIBILITY

The Stewardship & Donor Engagement Officer will play a central role in the planning and execution of the MUHC Foundation's stewardship and donor engagement program. In doing so, the new incumbent will be expected to proactively represent the Foundation and to meaningfully connect our supporters and volunteers to the impact of their generosity.

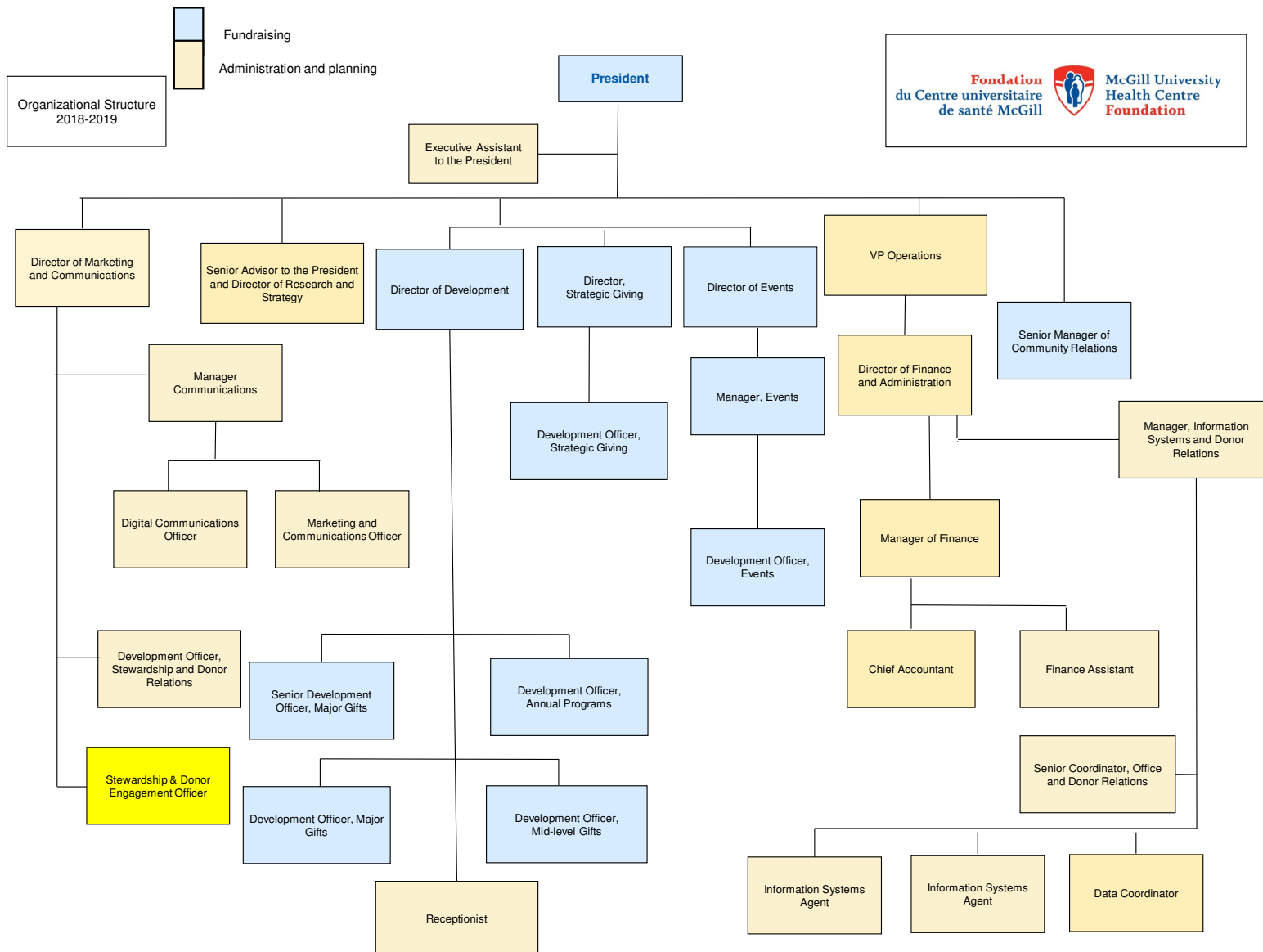
Reporting to the Director, Communications & Marketing, the Stewardship & Donor Engagement Officer will:

- Lead the development and implementation of the Foundation's stewardship and donor engagement program, with a focus on fostering and nurturing long-term meaningful relationships between the Foundation and its donors and volunteers;
- Create and implement highly customized stewardship plans for individuals and corporate donors in collaboration with the development team and senior management;
- Act as the liaison between the Foundation and the hospital to obtain information required to coordinate donor recognition and stewardship events, announcements and milestone celebrations designed to demonstrate impact and inspire further support;
- Ensure that stewardship and donor engagement events are timely, substantive, meaningful and personalized, as well as deliver against commitments outlined in donor agreements;
- Manage all aspects of donor recognition events including: critical path, invitation and RSVP process, budget, logistics, volunteer and vendor relationships, and post-event follow-up;
- Manage the Donor and Naming Recognition Policy and procedure process in collaboration with the MUHC;
- Compile, create and maintain an inventory of existing and planned stewardship and recognition commitments to ensure compliance with the Donor and Naming Recognition Policy;
- Ensure donor recognition signage (plaques, lettering) is accurately and efficiently installed;
- Plan and manage the stewardship and donor engagement calendar;
- Other related tasks as required and assigned by the Director, Communications & Marketing.

## QUALIFICATIONS AND COMPETENCIES

- Post-secondary education or equivalent, ideally in a relevant field such as Fundraising, Project Management, Public Relations, Communications or Marketing.
- Minimum of five years relevant experience in the not-for-profit sector (donor relations, alumni relations, event management) or equivalent client-focused environment.
- Excellent interpersonal skills with a strong sense of diplomacy and demonstrated ability to build strong, collaborative relationships with colleagues, volunteers, donors and other stakeholders.
- Demonstrated ability to develop and implement strategies and build experiences that strengthen long-term relationships with donors and/or volunteers.
- Superior project management skills and ability to coordinate multiple priorities concurrently.
- Understanding of current and emerging best practices in stewardship and donor engagement.
- Ability to work independently, rise to new challenges, find creative solutions, and prioritize competing demands in a fast-paced environment with an unwavering commitment to detail.
- Proficient oral and written communication skills in both official languages.
- Computer proficiency in using the MS Office suite and experience with donor databases such as Raiser's Edge will be considered an asset.
- Available to occasionally work flexible hours (including some evenings).

# McGILL UNIVERSITY HEALTH CENTRE FOUNDATION - ORGANIZATIONAL CHART



## BIOGRAPHY

### Michelle van Vliet, Director of Communications & Marketing



Michelle van Vliet, Director, Marketing and Communications at the MUHC Foundation, has over 23 years comprehensive experience working in the non-for-profit sector.

After securing a Master in Sports Administration she began her career in amateur sport, working for Canada's national volleyball organization. A series of serious family health challenges inspired her to join Canada's blood agency, Canadian Blood Services, where she led marketing, communication and partnership development projects. After more than 15 years working in progressively senior communication and marketing roles within the healthcare sector, include 7 years at the Ottawa Hospital Foundation, she joined the MUHC Foundation in 2015 as Director of Marketing and Communications.

With a passion for inspiring the community to make the difference between the standard of care, and excellence in patient care at the MUHC, Michelle assumed responsibility for the Foundation's stewardship portfolio in 2018. As a member of the organization's leadership team, managing a staff of 5 committed philanthropy professionals, Michelle is focused on demonstrating impact and connecting Montrealers to the critical role the MUHC plays in our community.



## BIOGRAPHY

### Julie Quenneville, President



Julie Quenneville was appointed President of the MUHC Foundation in 2015.

Julie Quenneville cut her teeth in the public domain, first as a journalist and then, in 2003, as Associate Chief of Staff and Political Advisor to Philippe Couillard, who was Quebec's Minister of Health and Social Services at the time. While working for the government, she was responsible for a number of dossiers, including working hand in hand with stakeholders to keep the Shriners Hospital for Children – Canada in Montreal, which gave her a real taste of what it feels like to engage with a community.

Determined to maintain the deep sense of satisfaction that came with those collaborative efforts and eventual successes, Ms. Quenneville accepted a management role at the MUHC in 2005. Over the next decade, she assumed increasingly senior strategic positions, culminating with her role as Director of the Development and Marketing department in 2008. Over the next seven years, Ms. Quenneville led the team that developed a strong brand for the MUHC, a pivotal undertaking given that the MUHC had launched the unprecedented \$300-million The Best Care for Life capital campaign. As Director, Ms. Quenneville worked closely with the Campaign chair and cabinet, as well as with the MUHC's clinical, research and administrative leadership. In so doing, she increased the breadth and depth of her knowledge of the MUHC's priorities. She also developed close ties with the community, with private and corporate donors, and with a host of other stakeholders.

As the MUHC hospitals' move to the Glen site became a reality, Ms. Quenneville shifted her focus to assure both legacy sites and the Glen facilities would be celebrated appropriately. To achieve this goal, she launched a Legacy Committee, rallied more than 300 volunteers to manage a calendar of special events, including the inauguration and MUHC Loves Montreal community festival, and galvanized new sponsors to provide financial support.

Since taking on the leadership of the McGill University Health Centre (MUHC) Foundation and the Royal Victoria Hospital (RVH) Foundation in 2015, Julie has led an immense transformation which has resulted in a 60% increase in annual revenue and a drop in the cost ratio from 22% to 16%. Upon her arrival, the two teams were quickly integrated as well as the processes, communications and databases. She led a transformation of the Board of Directors bringing in 18 new Directors of the 26 positions in order to address the linguistic, gender, cultural and age imbalance. The new recruits include senior corporate CEOs and members of the most influential Quebec families.

Julie has also led a complete corporate rebrand and market repositioning and has since developed new revenue streams and increased revenue in all other areas. She implemented staff objectives and a financial incentive program to create employee engagement and empowerment. This year, she led the complete merger of the RVH and MUHC Foundations.