



BabyGoRound

Executive Director

November 2022

BabyGoRound (“BGR”) is the only non-profit in BC dedicated to providing low-income families with the essential gear they need to safely care for their baby. We have a proven impact on parents’ and children’s lives, easing household anxiety, freeing family dollars for other obligations like rent, and nurturing the long-term development of babies by offering stability, empowerment, and better learning outcomes for life. In our 10 years of existence, we have positively affected thousands of families.

We do this by collecting quality used baby gear from families across Metro Vancouver and connecting these critical supplies to parents and babies who need them most. BGR partners with a well-established network of over 95 health and social service agencies who identify vulnerable families most in need of essential baby gear and refer them to us. BabyGoRound then provides vital baby gear to new parents and their babies – equipping low-income families in the Lower Mainland with the resources they need to safely care for their newborns and toddlers.

The need for our services is clear and growing and BGR is now at an inflection point: having outgrown our facility, established a strong network of equipment donors through recent marketing efforts, and bolstered by a dedicated professionalized staff team, BGR is ready to leverage the past ten years of success to further growth and success.

With our incumbent ED leaving, **BGR now seeks an energetic and inspirational leader, who is passionate about making a positive impact in the lives of families across the Lower Mainland, to join us and lead our amazing team of staff and volunteers.**

This is a compelling and unique opportunity for a new leader to:

- Broaden BGR’s community engagement, scope, and awareness
- Successfully transition BGR to a new space
- Build on our fundraising successes to secure more funding partners and resources
- Leverage recent successes in awareness campaigns and media coverage
- Continue our excellent gear-donation programs
- Ensure BGR’s human resource needs – staff and volunteers alike – are meeting our growth needs
- Execute BGR’s thoughtful and pragmatic new Strategic Plan
- Make a tremendous difference in the lives of low-income and newcomer families

The ED reports to a small and passionate Board of Directors and manages a team of six part-time staff and over 35 community volunteers.

The following pages outline more information about BGR and the needs of the ED. Information for interested candidates follows on page 7.

ABOUT BABYGOROUND

BabyGoRound runs a warehouse headquarters in East Vancouver with a store-like front, which allows families to choose a 'curated baby kit' from our cribs and bassinets, strollers, breast pumps, high chairs, bouncy chairs, playmats, as well as other nursery items – like clothing, bedding, diapers, formula, books and toys – that help carry a newborn through their first two years of life. This service is provided in a supportive and dignified environment, while adhering to our integral values of respect, excellence, integrity, support, and community.



BabyGoRound relies upon a community of individual donors to make this work happen. Equipment donations come from across the Lower Mainland and are delivered to our facility by volunteers or donors directly.

Over the last 10 years, BabyGoRound has partnered with more than 9,000 families throughout the Lower Mainland and Fraser Valley – supporting more than 1,100 new families every year.

Providing a valuable environmental service, our non-profit has kept 250,000+ pounds of used baby gear out of local landfills.

Last year, BabyGoRound raised a total of just under \$1 million, the large majority of which was donated baby gear. BabyGoRound's financial support (approximately \$375,000) comes from foundation grants (\$225,000), and \$50,000 each from individual donations, corporate donations, and government funding.

OUR VALUES:

We Lead with Love: We treat people with dignity, respect, and compassion.

We Are Connectors: We bring people and resources together.

We Are Innovators: We are forward thinking, continuously seeking solutions to provide greater impact.

We Are Uplifting: We provide choice and possibilities.

VISION

Through a shared and connected community, all families in the Lower Mainland have the resources they need to provide a healthy strong start for their children.

MISSION

BabyGoRound supports low income and vulnerable families across the Lower Mainland by providing resources and essential baby gear so they can safely care for their babies and toddlers and are equipped and empowered to thrive.

For more information about BabyGoRound, see <https://babygoround.ca>. BabyGoRound's 2022 Annual Report can be found [here](#). Financial statements are available upon request.

STRATEGIC PLAN

The Board and staff of BGR recently completed a new Strategic Plan, 2022 – 2025. The Plan's highlights are:

Key objectives

1. Expand community support
2. Build brand awareness
3. Strengthen organizational capacity

Strategic imperatives

1. Deepen stakeholder relationships
2. Leverage digital platforms
3. Own unique service lane
4. Deliver service excellence
5. Prioritize infrastructure

Each imperative has a number of key tactics and actions that support them. They are outlined in the Strategic Plan's one-pager, which will be made available to finalist candidates.

EXECUTIVE DIRECTOR ROLES & RESPONSIBILITIES:

The ED reports to the Board of Directors and is responsible for leading the organization to achieve annual goals and objectives. The ED works with the Board, staff, and volunteers to develop and implement BabyGoRound's Strategic Plan. Specific responsibilities include:

Strategy & Leadership:

- Work with the Board and staff to ensure the implementation of BabyGoRound's mission.
- Develop the operations plan in support of BabyGoRound's Strategic Plan.
- Lead the expansion of existing services and the development of new services that meet the needs of families accessing support.
- Act as BabyGoRound's lead spokesperson and community representative (through public speaking, media appearances and attending events etc).

- Enhance BabyGoRound's brand and image by being active and visible in the community and by working closely with the community, donors, volunteers, etc.
- Implementation of any special projects related to the furthering and improving on the organization's mission.
- Responsible for establishing and maintaining partnerships/relationships with various corporations and organizations and utilizing those relationships to strategically enhance BabyGoRound's mission.
- Enhance systems to monitor, evaluate and report on program outcomes.
- Responsible for communicating effectively with the Board and providing, in a timely and accurate manner, all information necessary for the Board to function properly and to make informed decisions.



Financial Performance, Viability, and Fundraising:

- In coordination with the Board, responsible for strategic implementation of resources, staffing, volunteer, and funding measures to safeguard and build upon sustainability within the organization.
- With support from Board members with expertise in the fund development and finance, develop and execute fundraising campaigns, proposals, and other strategic revenue generation opportunities to ensure the financial health of the organization and support BabyGoRound's mission.
- Responsible for fiscal management and budgeting, operating within the approved budget, ensuring maximum resource utilization, and maintaining the organization in a positive financial position.
- Responsible for donor stewardship, recognition, and impact reporting, proactively engaging donors with the work of the organization.
- Seek out in-kind partners and supporters.

Staff and Volunteer Leadership

- Lead and grow BGR's dedicated staff team.
- Responsible for building and maintaining an organizational culture that attracts, retains, develops, and motivates employees to contribute to the successful delivery of programs and services.

- Ensure staff, volunteers, and Board members promote and support principles of diversity, equity, inclusion, and access for each other and families alike.
- Manage all HR matters concerning the organization's staff, including hiring and retention of competent, qualified staff.
- Establishing employment and administrative policies and procedures for all functions and for the day-to-day operation of the organization.
- In partnership with the Operations Manager, ensure BGR volunteers are trained, effective, and supportive of the missions.

Organization Operations:

- Oversee and implement appropriate resources to ensure effective operations.
- Build an organization and community that continues to operate with a lens of equity, diversity, and inclusion.

DESIRED COMPETENCIES, TRAITS, AND BACKGROUND

Our next ED will ideally possess:

- Demonstrated ability to lead an organization; previous Executive Director or non-profit leadership experience is essential.
- Keen alignment and demonstrated passion for the BGR mission and values.
- Background and experience in fundraising are strong assets; leadership of a successful broad-based fundraising program would be of particular value.
- A high level of emotional intelligence and a compassionate personality.
- Proven ability to think strategically and execute to realize organizational goals.
- Ambition and be intentional about growth; an entrepreneurial mindset and being able to work innovatively and resourcefully; professional and opportunistic.
- Flexibility and responsiveness to emerging needs, balanced with boundary-setting and the ability to prioritize.
- Adaptable personality and comfort with hands-on service delivery and family engagement work as needed. Self-confident and poised.
- A desire to excel and takes pride in interacting well with people from different cultures, income levels and diverse backgrounds; a champion of EDI principles and BIPOC communities.
- Strong problem solving capabilities; ability to think creatively and act decisively in a variety of situations.
- Collaborative, team player and leading skills; supportive of staff while challenging people to be their best.
- Positive and enthusiastic attitude, balanced with pragmatism.
- Post-secondary education or equivalent training and experience.
- While office-based, ability to attend occasional early or late events or meetings may arise for the ED.

- Ability to travel locally as needed; a driver's licence would be a strong asset.

INFORMATION FOR CANDIDATES

To learn more: We welcome and encourage candidate questions and curiosity. To learn more or to apply, please contact BabyGoRound's search partner, Christoph Clodius, Vice President of The Discovery Group, at 604-836-1972, or christoph@thediscoverygroup.ca

To apply: Candidate submissions of a CV & cover letter are requested by December 2, 2022. However, applications are requested as soon as possible as they will be evaluated on an ongoing basis.

Compensation: The successful candidate will receive a fair and competitive salary, in the range of \$90,000 to \$110,000, depending on background and experience, as well as a benefit package including extended medical and dental coverage.

We welcome and encourage applications from Indigenous persons, persons with disabilities, BIPOC and racialized individuals, persons of minority sexual orientation or gender identity, and other from underrepresented or traditionally marginalized groups.

Vaccination status: All applicants are required to be fully vaccinated for COVID-19 as a condition of hire. Applicants who are not able to obtain a COVID-19 vaccine for a reason related to a personal characteristic protected by the BC Human Rights Code can request an accommodation at any time during the recruitment process.

