



Regional Director, Alberta & Prairies

July 2023



Type 1 diabetes (T1D) is an autoimmune disease that occurs when the body's immune system attacks and destroys the cells in the pancreas that make insulin. It is not preventable, and its cause is unknown. It can affect anyone, at any age, at any time. Over 300,000 Canadians may have T1D, and the average incidence rate in Canada has been growing at an estimated 4.4% per year – among the highest countries in the world in terms of incidence.

People with T1D run the risk of dangerously high-blood sugar levels, which can lead to complications, or dangerously low blood sugar levels, which can result in a coma. Diabetes is the leading cause of amputations, blindness, kidney and heart disease, and other debilitating conditions. People with T1D must take insulin via syringe or insulin pump in required doses to control glucose levels in their blood.

JDRF<sup>1</sup> was formed by parents over forty years ago who wanted to find a cure for their children who had T1D and felt not enough awareness and research was focused on T1D. This origin has shaped JDRF's fabric and continues today. Parents, people with T1D, and committed volunteers form the backbone of JDRF's national support and give us an unrelenting passion and commitment to work to remove the impact of T1D from people's lives.

JDRF Canada is one of seven international affiliates of JDRF that funds ground-breaking T1D research in Canada and around the globe. JDRF has funded, in whole or in part, the research projects of scientists involved in nearly every major scientific breakthrough in T1D research to-date. We also recognize that we help those living with T1D today to live healthier, easier, and safer lives until we arrive at the end of that path. JDRF will not rest until type 1 diabetes is fully conquered.

JDRF Canada raises funds through leadership gifts, planned giving, special events and peer-to-peer fundraising, corporate partnerships, and annual giving. Its staff is fully virtual across the country.

JDRF is now recruiting an experienced fundraising leader to be our new **Regional Director, Alberta & Prairies**. Reporting to the VP Development, the goal of the Regional Director is to drive fundraising results in their region (which includes Alberta, Saskatchewan, and Manitoba) by deepening and growing donor and volunteer relationships across the market.

Regional Directors are crucial leaders in JDRF's fundraising teams, having broad responsibility for all fundraising strategies and execution in each region, partnering on national initiatives, and ensuring the JDRF supporter community is fully aware and engaged in JDRF's incredible work.

Ideally based in any of the region's major cities, this is a compelling opportunity to:

- have autonomy over the development and execution of the region's strategy;
- lead an engaged and keen team of five people across three provinces;
- work with highly committed donors & volunteers, and build on a strong foundation of success;
- join a virtual organization that values family and home life;
- contribute to JDRF's national direction as a member of the senior management group.

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<sup>1</sup> Formerly Juvenile Diabetes Research Foundation.

## INFORMATION FOR CANDIDATES

The following pages outline the role, outcomes, and the ideal competencies in more detail. If you're interested or curious, or know someone who is, please be in touch. This search is being led by JDRF's search partner, Christoph Clodius at The Discovery Group, at [christoph@thediscoverygroup.ca](mailto:christoph@thediscoverygroup.ca).

Application Timing & Process: The deadline for applications is August 25, 2023. After that point we'll review submissions and begin the evaluation process. Candidates need to do their due diligence too, so at every point you'll have the opportunity to ask questions and look for information.

Compensation and Benefits: The Regional Director's compensation range is \$105,000 – \$115,000. JDRF is pleased to offer a comprehensive health and wellness benefit package to support staff's physical and mental health including;

- 4 weeks paid vacation, winter paid holiday office closure between Christmas and New Year's, 11 stat holidays and flex weeks in the summer months;
- group RRSP Matching Program (3% match, immediate upon hire);
- Professional Development allowance up to \$1000 annually;
- Manulife group benefits (employer paid premiums excluding LTD);
- Maple virtual health care, Not Myself Today program to support mentally healthy workplaces,

Location: JDRF is a remote-first workplace, and all of our staff work from their own home offices. JDRF provides home office reimbursement benefits of \$70/month for internet and \$150/year for other supplies (i.e., stationary, accessories etc. (up to \$990 total annually).

The incumbent will ideally be based in any major city in the prairies, such as Winnipeg, Saskatoon, Regina, Calgary, or Edmonton. These are core cities for JDRF supporters, as well as major travel hubs since the RD will get to travel throughout the region. Additionally, the Regional Directors assemble a few times a year in a central location.

JDRF strives to foster a workplace that reflects the diversity of the community it serves and welcomes applications from all qualified candidates. JDRF is also committed to developing an inclusive, barrier-free selection process and work environment. Please advise if you require any accommodation measures to ensure you will be interviewed in a fair and equitable manner. Information received relating to accommodation requests will be treated with confidentiality.



### What makes JDRF unique?

JDRF has played an important role in diabetes research. Since its founding in 1970 (1974 in Canada), JDRF has awarded more than \$2.8 billion (CAD) to diabetes research and is the largest charitable supporter of T1D research.

Today JDRF is the leading global organization funding T1D research in 19 countries. As the central registry and gatekeeper of the world's T1D projects, JDRF tracks who is doing the best research and where, ensuring research teams are networked to reduce duplication of efforts and better access to advancements. The goal of JDRF research is to improve the lives of all people affected by T1D by accelerating progress on the most promising opportunities for curing, better treating, and preventing T1D. JDRF collaborates with a wide spectrum of partners who share this goal.

JDRF is:

**The leading national charitable funder of diabetes research in Canada.** Last year, JDRF Canada funded the most diabetes research in Canada by a national diabetes charity.

**Funding nearly every major scientific breakthrough in type 1 diabetes research worldwide.** Since 1974, JDRF has funded, in whole or in part, every major scientific breakthrough in type 1 diabetes research.

**An international organization with global reach.** JDRF has affiliates in the US, Canada, Australia, Israel, Netherlands, and the UK. With this international reach, JDRF has the ability to fund the best type 1 diabetes research happening around the globe, regardless of institution. In 2019, JDRF spent \$175 Million to accelerate cures for T1D and improve lives, including \$121.5 Million advancing research.

**Bringing partners together.** We strategically partner with academia, foundations, industry, and government to accelerate the translation of novel discoveries in the lab through commercial development, regulatory approval and reimbursement, and ultimately clinician and patient adoption.

**Driven by a base of volunteers across the country.** Thousands of volunteers across Canada help drive JDRF's mission.

**Impactful.** Breakthrough in research will help type 1 diabetes and type 2 diabetes.

**For more information on JDRF, please see below, and visit:** [www.jdrf.ca](http://www.jdrf.ca)

## **FUNDRAISING AT JDRF CANADA**

JDRF was created – and is still led – by people with a personal connection to T1D. Today, volunteers at JDRF's dozens of locations worldwide remain the driving force behind our activities. That gives us an unrelenting passion and commitment to work to remove the impact of T1D from people's lives.

JDRF Canada raises funds through leadership gifts, planned giving, special events and peer-to-peer, corporate partnerships, and annual giving. Staff across the country work closely with donors, volunteers, sponsors, and event organizers to personally manage relationships and events. National Support Office staff – also located across the country – in turn support this work in areas such as finance and donations process, HR, database and IT, and marketing.

## **\$100M Campaign to Accelerate**

In January 2021, JDRF Canada launched its \$100M Campaign to Accelerate, a bold fundraising initiative that aims to transform our approach to T1D research, redesigning it for speed and maximizing our impact. It will move us beyond insulin and accelerate towards cures.

As 2021 marked the 100<sup>th</sup> anniversary of the discovery of insulin, a discovery that saved – and continues to save – millions of lives, the time is **now** to renew hope that a cure is within reach for all Canadians living with T1D and the Campaign aims to achieve exactly that.

The Campaign brings together volunteers from coast to coast to help us raise \$100 million over five years to bring innovative and life-changing therapies to patients and families faster, and to ensure that Canadians living with T1D have greater access to lifesaving technology and mental health supports that help more people thrive.

The campaign is on target, as JDRF will finish this year at \$86 million, and are already working to finalize the campaign and steward campaign donors.

Notably, last year JDRF Canada received the largest single donation in history to type 1 diabetes research, a gift of \$10 million from the Temerty Foundation in support of the \$100 Million Campaign to Accelerate and Let's Make History Again – this transformational gift will accelerate multiple T1D research initiatives.

## Campaign to Accelerate: Six Fundraising Priorities

These provide a framework for approaching the disease from every angle:

1. **The JDRF-CIHR Partnership to Defeat Diabetes** – this partnership supports high-profile research and clinical trials, matched dollar for dollar by the Canadian Institutes of Health Research (CIHR), to support our key research goals: improving lives and finding a cure. Campaign Goal: \$25M (matched by CIHR for a total of \$50M)
2. **High-Impact Global Research** – our global research strategy harnesses the work of world-leading investigators and trainees in Canada and beyond to make breakthroughs in the areas of screening prevention, better treatment, and cures. Campaign Goal: \$27.5M
3. **JDRF Centre of Excellence for Type 1 Diabetes Research in Vancouver** - Vancouver is already home to world-class experts in cure T1D. This Centre of Excellence will leverage existing talent and infrastructure at UBC to accelerate faster towards cures through combining collaboration, efficiency, and joint governance. Campaign Goal: \$10M
4. **The T1D Fund** - JDRF identified a lack of investment in pharmaceutical solutions for T1D and created T1D Fund to accelerate investment in this industry through venture philanthropy. Donors with the capacity to meet the minimum donation for this fund invest in companies that are actively working on promising T1D products. Profit realized through these investments are then funneled back into the fund. Campaign Goal: \$6M
5. **Access for All** - Aims to make T1D technology affordable and accessible for all Canadians with T1D, by supporting the community in their efforts to increase public and private coverage for insulin pumps and advanced glucose monitors. Campaign Goal: \$2.5M
6. **Mental Health** - Management of diabetes most often focuses on glucose control, often neglecting emotional, social, and behavioural well-being, known collectively as psychosocial health. A new Mental Health strategy will aim to close gaps in the health care system by developing a new training program, as well as provide direct psychosocial supports for people with T1D. Campaign Goal: \$4M





## Events

Reflecting JDRF's grassroots origins, JDRF has focused on growing large scale events. JDRF has two large scale national events in Canada's Top 15 P2P Events: The Sun Life Walk to Cure Diabetes for JDRF and the Sun Life Ride to Defeat Diabetes for JDRF. In addition, JDRF has a third-party fundraising program and hosts two galas.

Through COVID, JDRF pivoted quickly moving both large-scale programs to a virtual environment. In 2022, JDRF was back to in-person events, while still providing a virtual option. Events are an important way we engage the community and bring in new donors while raising critical unrestricted funds.

For more information, please visit: <http://www.jdrfwalk.ca> and <http://www.jdrfride.ca>

## Annual Giving

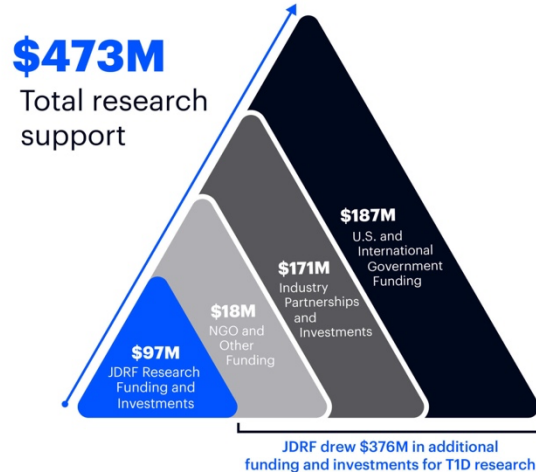
In 2015, JDRF moved to a reactive position on its Annual Giving program to focus on growing JDRF's large two national events. In 2019, JDRF invested in the Annual Giving program by creating a position, National Manager, Annual Giving & Digital Fundraising to build the operations needed to support the program.

One of JDRF's large advantages is the size of its database. Since JDRF has had two large national events for over 30 years, both being peer-to-peer focused, JDRF has a large number of one-time donors. In 2020, JDRF grew its Annual Giving program by 23% year-over-year (through COVID) – significantly growing the monthly giving program and launching a new mid-level giving program.

JDRF is continuing to significantly grow both the monthly and mid-level giving programs to provide consistent and stable funding. Also, there is a tremendous opportunity to leverage JDRF's large base of donors, examine how donors are coming into JDRF and move them through the donor journey to be long-time supporters of JDRF. In fact, we know that 40% of our major donors come through our Walks, and 6% come through galas.

### Corporate Partnerships & Philanthropy

JDRF has a large partnerships, sponsorship, and corporate philanthropy program. JDRF has significant corporate sponsors that support our events, at a national and local level. Also, JDRF has a series of corporate donors who support JDRF's community engagement programs. Upon launch of JDRF's Campaign to Accelerate, JDRF expanded our corporate focus to include corporate philanthropy.



### CIHR & JDRF Partnership

On April 10, 2017, the Government of Canada, through the Canadian Institutes of Health Research (CIHR), and JDRF Canada announced the \$30M Partnership to Defeat Diabetes to support innovative clinical trials in type 1 diabetes (T1D) research. Both CIHR and JDRF have committed \$15M to the Partnership over five years. Recently, it was announced that CIHR has renewed this partnership, committing a new \$15M to our partnership. The JDRF/CIHR Partnership to Defeat Diabetes supports JDRF's globally renowned research strategy and leverages both CIHR's and JDRF's expertise to improve the lives of people with T1D.

### FUNDRAISING IN THE ALBERTA & PRAIRIES REGION



The Alberta & Prairies region is comprised of Alberta, Saskatchewan, and Manitoba, and together makes a tremendous contribution to JDRF's national results, with an overall team target of \$3.3 million.

This team targets reflect the Regional Director's influence and scope, as the team revenues are comprised of leadership giving, mid-level giving, peer to peer, sponsorships, and corporate donations. Included in this is also the Regional Director's personal target of \$500,000.

The prairies are unique among regions for having a particularly strong community and events program. Volunteers and event participants are excited and passionate members of the JDRF community. One example of the region's strength is the post-pandemic return of the Starry Starry Night Gala, Winnipeg's gala fundraiser for JDRF. Started nearly 35 years ago by long-time JDRF supporter Tannis Richardson and her late husband George, A Starry Starry Night remains one of Winnipeg's premier fundraising events and in 2022 raised \$435,000 for T1D research.



## REGIONAL DIRECTOR POSITION SUMMARY

The Regional Director is an essential member of the team at JDRF, and as such will raise funds for important campaign areas through events, annual giving, corporate partnerships & philanthropy, and other methods. The incumbent will accomplish this through inspired leadership of a team of dedicated professional staff, engage and activate volunteers in fundraising, increase number and type of supporters in the pipeline, steward and maintain supporters and leading regional fundraising to achieve JDRF's mission.

## PRIMARY POSITION OUTCOMES

### Strategic leadership

- Provide inspired and motivating leadership to the staff and volunteers while planning for and delivering JDRF's fundraising programs (i.e., leadership gifts, annual giving, event fundraising) by serving as a visionary for the region and assigned territory.
- Develop a market fundraising plan, identifying strategies and plans to grow engagement and fundraising in different markets across the region, in line with JDRF's overall fundraising strategy.
- Marshall the varied talents and resources available to meet and exceed fundraising goals.
- Develop overall goals, timelines, and budgets in partnership with the National Support Office and ensure goals are achieved and performance meets or exceeds expectations.
- Understand JDRF's core program KPIs and effectively use JDRF systems to aggressively monitor year over year trends and impact on performance.
- Maintain a comprehensive understanding of JDRF's mission and research strategy.

### Fundraising

- Lead a regional strategy to engage individuals through annual giving and monthly giving at JDRF, which includes developing the donor journey for these audiences, developing benchmarks for acquisition, retention, and annual plans for delivery and monitoring.
- Partner with regional Leadership Giving staff team and volunteer leadership to solicit funding and other support from individuals, corporations, foundations, and other sources of funding and/or influence.
- Develop prospect solicitation strategies and proposals.
- Directly oversee a portfolio of prospects and actively participate in the cultivation and acquisition of major donors, foundations, and corporate contributions.

### Staff and financial management

- Lead, coach, and inspire a team of five committed staff (including one direct report) and many volunteers through one-on-one supervision and overall team management; Cultivate and sustain a strong team-oriented culture, with an emphasis on collaboration, results, and accountability.

- Assess current priorities, workload, and resources on a going basis and establish an action plan ensuring that immediate needs are met while longer-term strategies, plans and actions are developed.
- Assess development needs of team members and in conjunction with the Human Resources team; implement training, coaching and career guidance as needed.
- Assess team members' performance and implement behavior correcting measures if required.
- Evaluate human and financial resources and develop plans which support maximum market penetration and increased efficiency.
- Serve as an ambassador and spokesperson for the Alberta & Prairies region as required.
- Develop and implement regional business plans, monitoring ongoing performance and coordinate with colleagues to adjust the delivery of plans as necessary to achieve targets.
- Accountable for the development, management, and attainment of annual budgets, the maintenance of its fiscal records, and the timely and accurate submission of JDRF financial and forecast reports.
- Ensure efficient and appropriate utilization of JDRF equipment and facilities.
- Implement and reinforce JDRF policies, procedures, and programs within the region, in collaboration with National Directors/Managers.
- Communicate regularly with the national support office and participate or lead internal committees/teams as required by the Foundation.
- Operates within the philosophy, culture, and values of the Foundation.

#### DESIRED QUALIFICATIONS (EDUCATION, SKILLS, ABILITIES)

- Significant professional nonprofit fundraising experience, with a clear record of achievement in a complex, mission-driven organization
- Demonstrated experience managing, leading, coaching, and mentoring staff to achieve results. Experience managing staff remotely an asset.
- Some flexibility to travel throughout the region and to attend evening and weekend events; valid driver's license required.
- University or College degree in Business Management, Fundraising or related discipline or an equivalent combination of education and experience.

#### DESIRED COMPETENCIES & IDEAL TRAITS

- Mission-aligned with the work, goals, and communities that JDRF works with.
- Experience and ability to partner with strong and active volunteer leaders is critical, as is the ability to work successfully with a large network of passionate volunteers.
- A broad base of fundraising experience to understand and appreciate how a multi-faceted fundraising program works and its pieces complement each other; successful mid-level or major gift fundraising experience would be valuable.
- Exceptional relationship-building and donor management skills: the identification, cultivation, solicitation and on-going stewardship of leadership individual donors and corporate partners.

- Navigational skills to manage JDRF's various internal constituents, a keen and proactive team player and partner across the organization. Adept at managing complexity and identifying key stakeholders.
- Exceptional management skills and the ability to inspire, lead and motivate a talented and geographically disbursed staff team; develop and sustain an inclusive and respectful work environment through all interactions with staff.
- Commitment to staff development and ability to create career/development plans for staff, with a view toward retaining a talented team.
- Team player that has the experience and ability to interface with all levels of staff and volunteers. Must develop, grow, manage, and utilize relationships. Capability to leverage relationships and negotiate agreements.
- High level of comfort communicating complex information (e.g., JDRF research, goals, etc.) to a wide range of audiences, from high-net worth individuals to corporate and governmental leaders, the press, and the public.
- Ability to be a passionate spokesperson/representative of JDRF's mission.
- Ability to translate strategies into achievable goals/deliverables. Highly analytical and understands how numbers and data can tell a story.
- Attention to detail while also having the ability to see the "big picture".
- Highly accountable and self-motivated, personable, and service-oriented. Driven to set and achieve targets.
- Ability to work within a tight timeline and prioritize in a fast-paced dynamic environment.
- Strong written and oral communication skills to successfully interact with external customers and staff within the organization.
- Strong interpersonal, customer service, problem solving and planning skills are required.

## BIOGRAPHIES

### Dave Prowten – Outgoing President and Chief Executive Officer

Dave Prowten has been the President and Chief Executive Officer of JDRF Canada since 2013. Dave will be retiring at the end of 2023, and he is looking forward to spending more time with his family. His leadership has been instrumental in increasing JDRF's mission impact, extending research partnerships and passionately advocating for all Canadians living with T1D.

Prior to joining JDRF, Dave was Executive Director of the Arthritis Research Foundation, working with a dedicated research team to develop unique fundraising initiatives and deepened his understanding of the research environment in the hospital and university settings.

Dave earned his Honours Bachelor of Commerce from Queen's University in 1988 and began his career at Quaker Oats where he spent ten years in Marketing and Sales. Following this, he moved into the not-for-profit sector with WWF-Canada and held a wide variety of roles in fundraising, marketing, and communications. In 1994, he joined The Arthritis Society as National Vice President Revenue Development and Marketing where he had direct responsibility for corporate partnerships, direct response, national events, and communications programs, as well as working with all divisions to maximize revenue.

### Jessica Diniz – President & Incoming CEO

Jessica Diniz is a seasoned senior executive with over 20 years' experience in strategic fundraising and leading high-performance teams. Jessica joined JDRF in 2015, where she has led the strategy to pivot JDRF from being events-based, to a highly impactful, effective fundraising organization.

Most recently, Ms. Diniz launched JDRF's largest major gift campaign to-date, the JDRF's \$100M Campaign to Accelerate in 2020, shifting the organization to a donor-centred fundraising model. Prior to her time at JDRF, Jessica held senior roles at both Sunnybrook Foundation and Cystic Fibrosis Foundation.

Effective January 1, 2024, Jessica will be JDRF's next President & CEO. "I am thrilled to take on this new challenge. In the past few years, JDRF has undergone transformational change in driving more dollars to its mission. I am excited to build on this momentum and continue to ask – how do we help Canadians living with T1D, in the most impactful way. It will be an honour to work alongside the incredibly talented JDRF staff, and deeply passionate and skilled volunteers towards this goal." – Jessica Diniz

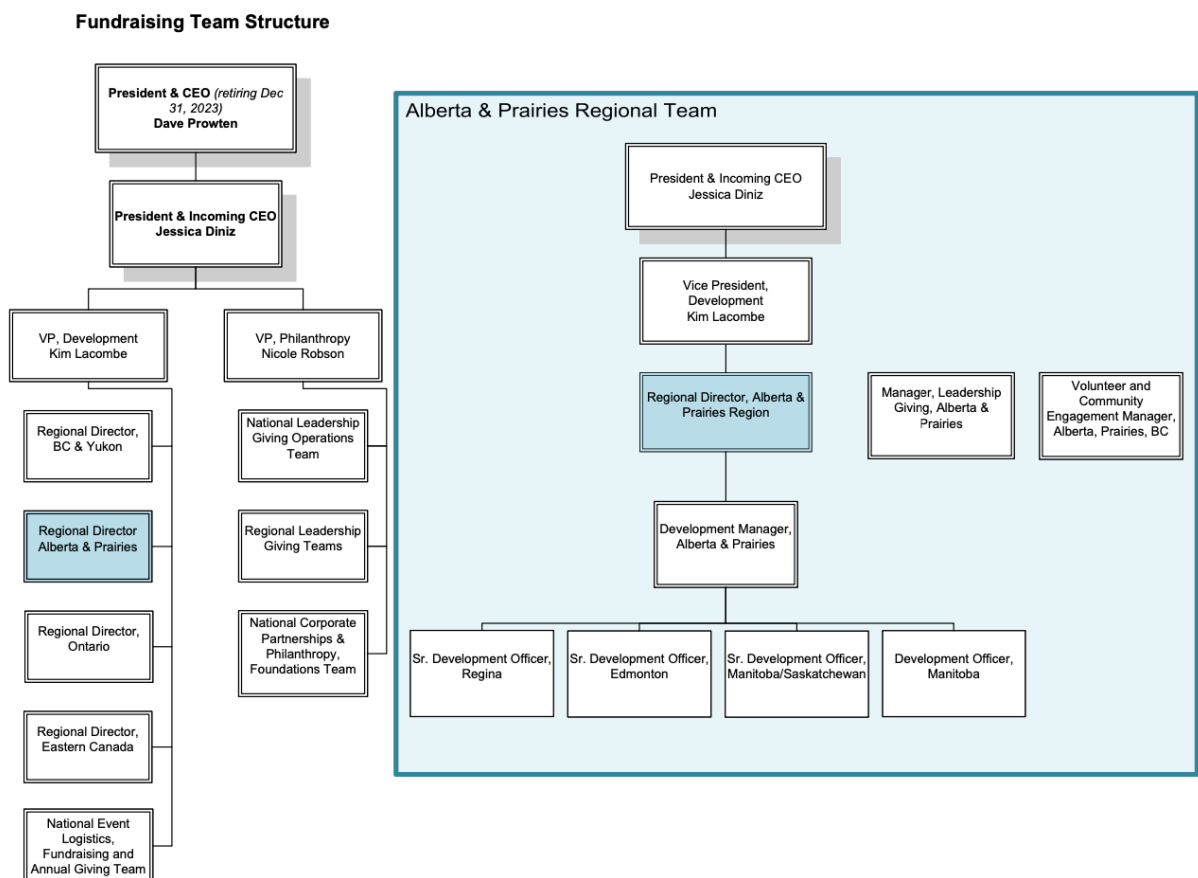
### Kim Lacombe - Vice President, Development

Kim Lacombe has been with JDRF for over 15 years and has worked in progressively senior roles in fundraising events, donor relations, major gifts, regional leadership and is now using her depth of

experience to lead the Regional and National Events and Annual Giving teams as the Vice President of Development.

Kim has built strong relationships and trust with volunteers and the type 1 diabetes community throughout her tenure with JDRF, which is key to the success of our mission. Throughout her career at JDRF, Kim's leadership encouraged participation, interaction, engagement, and collaboration between staff, volunteers, and donors to enhance everyone's value towards finding a cure for T1D.

## ORGANIZATIONAL CHART





### JDRF's Research Goals

JDRF's research is committed to improving the lives of every person with type 1 diabetes (T1D) and to curing this disease. JDRF's research goals are realized by the projects being supported in three basic areas:

- [Cure therapies](#): Restoring a person's insulin-producing capability and halting or reversing the body's misguided immune attack on the pancreas;
- [Treatment therapies](#): Developing new devices and therapies that transform the way people with T1D treat the disease today to help them live healthier lives now and in the future; and
- [Preventive therapy research](#): Keeping future generations from getting T1D or stopping the disease process before it damages the pancreas.

These therapeutic areas are a bold step in our promise to move the diabetes research landscape towards a cure as soon as possible. It is based on the progress and success of research over the past four decades in uncovering the most promising pathways to a cure.

Recent examples of JDRF funded research initiatives that have dramatically improved the quality of life and health of people living with type 1 diabetes include:

- The first test to measure long-term blood sugar levels.
- Genetically engineered insulin.
- Drugs to prevent diabetic arteriosclerosis.
- Human islet transplantation.
- An FDA-approved computer model of diabetes to reduce the need for animal testing.
- Breakthrough work in cell replacement therapies.

### About T1D

Type 1 diabetes (T1D) is an autoimmune disease that occurs when the body's immune system attacks and destroys the cells in the pancreas that make insulin. Unlike type 2 diabetes, T1D is not linked to being overweight, lack of exercise, or other lifestyle factors. It is not preventable, and its cause is unknown. It can affect anyone, at any age, at any time.

People with T1D must take insulin via syringe or insulin pump in required doses to control glucose levels in their blood. This continuous glucose monitoring involves testing their blood sugar by pricking their finger(s) six or more times a day.

Despite this constant attention, people with T1D still run the risk of dangerously high-blood sugar levels, which can lead to complications, or dangerously low blood sugar levels, which can result in a coma. Diabetes is the leading cause of amputations, blindness, kidney and heart disease, and other debilitating conditions.

While insulin injections or infusion allow a person with T1D to stay alive, they do not cure the disease, nor prevent long-term complications.