

Beacon Community Services

Helping People...Improving Lives

Director of Development

September 2023





For nearly five decades, **Beacon Community Services (Beacon)** has delivered compassionate support for the health, well-being, and safety of children, youth, adults, families, and seniors in Southern Vancouver Island communities. Beacon's highly skilled and caring staff work alongside hundreds of dedicated volunteers to improve quality of life for thousands of people each year. An award-winning, highly respected social profit organization that has served the Greater Victoria area for almost 50 years, Beacon provides a wide range of community programs and services.

Beacon is renowned for delivering “wraparound services” which can encompass care for every season of life, from childhood to late adulthood. The impact that Beacon’s services and programs make is profound: from the single mother who accesses training support and childcare to begin a career in IT; the homeless youth who is connected to a caseworker at a shelter and supported through trauma; the widowed senior who finds a safe and engaging community at an activity centre. Beacon serves a broad range of people in need and provides them with opportunities to live more healthy and fulfilled lives.

To build on Beacon’s exceptional history of community service and ensure a successful and prosperous future, **Beacon is now investing in proactive and strategic fundraising as one of its three priorities.** A fundraising assessment and strategy have been completed, case priorities are being developed, and policies are underway.

To lead and galvanize these efforts, **Beacon now seeks its first-ever Director of Development** to develop, establish, and carry out effective fundraising programs to support the people we serve.

Reporting directly to the CEO, Tricia Gueulette, this is an exciting opportunity for an experienced and enthusiastic builder to:

- Establish a professional fundraising department in one of the region’s most respected yet unsung community service organizations;
- Leverage Beacon’s exceptional history and inspiring community impact to date;
- Shape and direct Beacon’s fundraising program as the in-house authority and subject matter expert; and,
- Work with a compassionate and collaborative team.

Information for Candidates:

If you're interested or curious, or know someone who is, please be in touch with Beacon's search partner, Christoph Clodius at The Discovery Group, at christoph@thediscoverygroup.ca.

Applications: The deadline for applications is October 13, 2023. Please apply with a cover letter and resume.

Compensation & Benefits: The Director of Development salary will range between \$105,000 and \$115,000. Beacon offers a comprehensive benefits package, and a rewarding, stimulating career environment where your skills, knowledge, and work make a difference every day. Benefits include membership in the Municipal Pension Plan, extended medical and dental health coverage, generous holidays and time off in lieu of overtime, a flexible office/work from home environment, and a dog-friendly office.

Diversity and Inclusion: At Beacon, we firmly believe that our strength lies in embracing and celebrating the unique qualities, experiences, and perspectives of each individual. We are committed to fostering a workplace environment that champions diversity and inclusion in all its forms. Our dedication to this principle extends to every aspect of our operations, from hiring and training to decision-making and community engagement.

We recognize that diversity encompasses a broad spectrum of characteristics, including but not limited to age, race, ethnicity, gender, gender identity, sexual orientation, religion, disability, nationality, neurodiversity, and socioeconomic background. We believe in cultivating a diverse and inclusive workforce to enrich our organizational culture and drive innovation, creativity, and overall success. By working together, we can create an environment where everyone feels welcome, respected, and appreciated for their unique contributions.

Studies have shown that women and people of colour are less likely to apply to jobs unless they meet every single qualification. Beacon is dedicated to building a diverse, inclusive, and authentic workplace, so if you are excited about this role but your past experience or competencies don't align perfectly with every desired trait listed above, we encourage you to reach out anyway. You may in fact be just the right candidate for this - or other - roles.

Because Beacon serves vulnerable populations, all successful applicants must consent to a Solicitor General's Criminal Record Check and are required to disclose their COVID-19 vaccination status; vaccination is a requirement in some of our facilities.

Beacon Community Services respectfully acknowledges that we live, work, and serve on the traditional and unceded territories of many Indigenous Nations, including the W̱SÁNEĆ people, and the ləḵwəjən-speaking peoples of the Songhees and Esquimalt First Nations. Beacon Community Services' longstanding commitment to those we serve, including our staff and volunteers, is to work in partnership with Indigenous peoples and cultures to better understand how we can strengthen relationships and move forward together with care, love and respect.



ABOUT BEACON

Beacon Community Services is a renowned charity which encompasses an entire lifecycle of support services from birth to old age, serving thousands of people in the South Island and Gulf Islands. Beacon has grown exponentially from inception and now it boasts an annual budget of about \$17.5 million, 550 volunteers, and approximately 290 staff who focus on helping people, empowering communities, and improving lives.

Beacon continues to rise to meet the needs of our ever-changing communities and confronting the challenging socio-economic climate with innovative programs and services. The cost of living has never been as high, and issues of affordability, healthcare, childcare, and sustainable employment are vital to everyone's wellbeing. Beacon maintains an extensive network of partnerships, committees, and initiatives – playing a leadership role in assessing and responding to community needs.

Beacon staff and programs are recognized by industry and peers in myriad ways. For instance, Beacon was awarded the Greater Victoria Chamber of Commerce's Best Non-profit of the Year award for 2023, which honors a non-profit organization that benefited the community at large.

Beacon Community Services' programs span every phase of life. We dedicate ourselves to:

- Helping keep children, youth and families healthy, strong, and connected
- Sheltering seniors and people with disabilities in safe, affordable housing
- Supporting seniors to stay social, active, healthy, and energized
- Equipping people to develop skills and find opportunities in the world of work
- Supporting the bereaved and mentally ill
- Connecting volunteers with our community
- Caring for those in need

We do this through programs like:

- Parent-Child Mother Goose Program
- Individual & Family Counselling Programs
- SHOAL Centre for Seniors
- Homelessness Prevention Program
- Dementia Care Homes
- Counselling Services and Mental Health Supports
- Out of the Rain Youth Shelter
- Jenece Place – A home away from home for Island families whose children need to access medical care in Victoria



Recent and upcoming program innovations include:

- Beacon has responded to the childcare shortage in B.C. by opening new fully staffed, licensed facilities. Beacon has filled over 160 childcare spots so far and will be opening two new centres in 2023 and 2025 in partnership with both SD63 and Cool Aid Society, respectively. This will add a minimum of 100 spaces in the Capital Regional District to combat the childcare shortage.
- The Lighthouse, a 24/7 youth shelter which houses and feeds up to 20 homeless youth daily. This shelter also provides youth access to support workers who assist in finding permanent housing, life-skills development, providing addiction education and referrals to recovery services.
- Beacon Nature Club was opened at the new PEXSISEN Elementary (Langford), supporting the before-and-aftercare programs for students by providing 50 childcare spots. There are also 20 preschool seats for ages 3-5 years, with the understanding that the children seamlessly enter Kindergarten at PEXSISEN after completing their preschool years.
- Exciting projects on the horizon include Meares, the largest purpose-built youth supportive housing project in B.C. with up to 50 single-dwelling units; and the Veyaness childcare centre in partnership with SD63 which will create over 80 childcare spaces – both scheduled to open in the Fall of 2023.

Beacon's Strategic Priorities:

1. The people, talent & culture to achieve our mission & vision
2. The right mix of innovative programs & services to meet the needs of the community
3. Strong, trusting & strategic relationships
4. The capacity & resources to deliver quality programs & services
5. Optimized revenue sources to mitigate risk, be flexible & be able to deliver with the "Beacon Spirit"

As we move forward on Beacon’s strategic priorities, we are guided by Beacon’s Mission, Vision, and Values.

Our Vision is: Helping people. Empowering communities. Improving lives.

We don’t just talk about our values; we live them with CARE. Whether we're helping seniors, children, families, unhoused people, marginalized youth, or those in need of training and connections to employers, our team works collaboratively to deliver CARE: Compassion. Accountability. Responsiveness. Excellence.



Compassion

- Care for people through all stages of life
- Respectful, inclusive, & kind
- Community enrichment through volunteerism
- Enrichment of volunteers’ lives through volunteer opportunities

Accountability

- Prudent stewardship of all our resources
- Effective governance
- Sound environmental stewardship
- Commitment to client, staff & volunteer safety
- Trustworthy & ethical practices

Responsiveness

- Client-centred
- Consistent, respectful, fair & equitable
- Constant evolution & successful adaptation to changing circumstances
- Engaged with community, partners & funders
- Responsive to community needs, clients, & opportunities to serve

Excellence

- Innovative, decisive organization, recognized & sought out for the work we do
- Accredited for quality & committed to continuous improvement
- Sustainable, premier quality programs, services & supports
- Committed, engaged, supported staff & volunteers

Beacon is proud to have ‘grown up’ in the communities we serve and turns 50 next year. The vision for our next 50 years will be rooted in fostering strong relationships with partners, donors, and local Nations; upholding hiring practices to focus on diversity; and ensuring programs and services are fresh, innovative, cost-effective, and meet the growing demands of an increasingly difficult socio-economic climate.

Beacon will celebrate its 50th with a series of special events throughout 2024. We have an assigned 50th Anniversary Planning committee to ensure that events are effectively scheduled and rolled out to allow accessibility to all Beacon stakeholders including staff, volunteers, clients, residents, and the community.

Learn more about Beacon at: <https://beaconcs.ca> and <https://beaconcs.ca/about-us/news-publications/annual-reports/>



Fundraising at Beacon:

As we build for the future, it is essential to ensure our community is set up for success with the services we need. Even without any fundraising infrastructure or targeted efforts, Beacon has been the recipient of philanthropic dollars in the form of unsolicited gifts from volunteers, clients, and client families, as well as caring community members who have learned of Beacon's work. Beacon has also been the recipient of several significant bequests, despite never promoting the organization as an option for planned gifts.

Over the past five years giving has ranged between \$50,000 - \$200,000 per year, with an average of \$113,000. In the last three years, Beacon has received gifts from 687 unique donors.

There is good work to be done to build on these early signs of promise. Beacon has a significant advantage in the marketplace as a direct service provider responding to the most pressing issues in our communities. In giving to Beacon, donors can have a direct line of sight to the change they seek to make with their gift.

The Director of Development will develop diverse streams of revenue to ensure the longevity of our local programs for generations to come. The largest contributors to our \$17.5 million budget are government sources (~50%), our fee for service programs and rentals (~20%) and thrift shop sales (~11%).

Internally, fundraising is supported with the Board of Directors and Senior Leadership behind the development of this new direction. A fundraising strategy has been written by a credible fundraising consultancy, and a draft case for support, policies, and investment in a donor database are all underway.

We are thrilled to begin our search for the new Director of Development to further this foundational work.

Primary Position Outcomes

The Director of Development is an essential member of the leadership team and as such, will lead the strategy, building, and stewardship of giving at Beacon. Tasks will include:

Strategy & Planning

- Develop, in partnership with the CEO, the long-range fundraising strategy, aligned with Beacon's strategic goals and mission.
- Establish fundraising priorities.
- Assess and explore viable fundraising programs as appropriate.
- Ensure buy-in and excitement for the plan, enabling a culture of philanthropy across internal and external constituents.

Development & Fundraising

- Establish the strategic and operational plans, including but not limited to fundraising and activity goals, strategies, benchmarks, and timelines.
- Ensure transparency and understanding across Beacon's leadership of the plan elements.
- Manage all fundraising and stewardship deliverables.
- Execute the plan, including strategic development, implementation, and effective oversight of all fundraising programs, which may include (but is not limited to) developing an annual giving campaign; prospect identification, cultivation and solicitation of foundations, corporations, and individuals; legacy giving programs and implementation.
- Ensure alignment between the best and most viable fundraising activities and Beacon's potential; work to create financial sustainability and revenue diversification.
- Collaborate with senior leadership to achieve engagement objectives.
- Identify and build relationships with potential donors, and the community including securing commitments of donations, stewardship, and/or participation in events.
- Collaborate closely with the CEO on strategic direction, partnership development, and donor engagement.

- Clearly articulate, prepare, and promote a strong case for support that grows the donor base and giving level; develop a keen sense of awareness of Beacon's giving initiatives throughout our community.
- Utilize database systems within a data-driven and evidence-based organization.

Organizational Leadership

- Collaborate with, and provide guidance to, the Operations Department, to develop the necessary administrative functions and processes, procedures, and policies.
- Develop and manage department budget through integrated planning, ensuring fiscal responsibility and return on investment.
- Oversee the development and implementation of policies and procedures for gift processing and timely donor acknowledgement, database management, and financial reports.
- Prepare reports for the CEO and Board of Directors and support relevant committees.
- Foster a culture of respect, positivity, and trust, as well as an environment that supports teamwork and cooperation.
- Represent Beacon at community events, networking opportunities, or other engagement activities.

Collaboration

- Ensure leadership, including but not limited to the CEO, Staff and Board of Directors, are fully engaged with philanthropy, leveraging their time as efficiently and strategically as possible.
- Identify and direct key community volunteers and constituents, such as the Board Members, that may be philanthropic champions of Beacon.
- Partner with the Community and Engagement Manager on public outreach, web site needs, and social media campaigns

This position is a great opportunity for a fundraising leader who is:

- A builder. Energized by the opportunity to seed, nurture, and grow a program. Comfort with change. Proactive and persistent.
- Strategic. Excited to shape and direct Beacon's fundraising program as our in-house authority and subject matter expert.
- A credible fundraiser and excellent communicator. Enhance Beacon's culture of philanthropy. A compelling story-crafter and storyteller.
- Adaptable. Smart and clever with flexible thinking and a creative outlook. Able to deal with the unexpected. Models and enables creative thinking, curiosity, and innovation to create new solutions. An excellent problem-solver.
- Collaborative. A true team player without ego or pretention, yet confident in their abilities and expertise. Cultivates strong and trusting relationships. Values good and open communication. Fosters respect, authenticity, emotional intelligence, responsibility, and accountability.

- Mission-aligned and dedicated. Passionate and caring. Has genuine excitement for Beacon’s mission and is willing to immerse themselves in the local community. Committed to equity and inclusion. Committed to social justice, anti-racism, and anti-Indigenous racism.
- A teacher and mentor. Collaborative in seeking input before making changes. Can lead at individual, collective, and systems levels.

Desired Qualifications (Education, Skills, Abilities):

- Experience in a broad and comprehensive fundraising program, ideally including some combination of annual giving, major gifts, grant writing, planned giving, and events.
- First-hand experience in cultivation, solicitation, and closing gifts.
- Experience with effectively developing and planning toward the achievement of organizational goals and growth.
- A thoughtful and strategic leader with the capacity to think creatively to solve problems.
- Strong values alignment.
- Highly organized.
- Ability to leverage resources and relationships, senior staff, and key volunteers.
- Experience in managing and coordinating activities involving senior leadership and community leadership volunteers. A track record of working collaboratively.
- Strong communication abilities. Demonstrated skills in relationship-building.
- Proven experience working across a diverse and complex environment, inspiring and engaging proactively with other team members.
- Knowledge of BC Society Act legislation, CRA guidelines and regulations.
- Experience with fundraising software required.
- Completion of a Bachelor’s degree or equivalent training and experience is required.
- CFRE designation is an asset.
- Some travel around South Island will be required. Working hours are variable to attend events and meetings.

BIO: Tricia Gueulette, Chief Executive Officer



Tricia was appointed CEO of Beacon Community Services in June 2021. Prior to joining Beacon, she led the Canadian Veterans Vocational Rehabilitation Services program on behalf of March of Dimes Canada and WCG Services. Her professional background includes more than 20 years of executive and senior leadership positions in community, employment, and vocational rehabilitation services across Canada.

A Certified Vocational Rehabilitation Professional and Registered Rehabilitation Professional, she holds an MBA

degree in Executive Management from Royal Roads University and a Bachelor of Arts in Psychology with a minor in Economics from the University of Victoria.

Amongst other accomplishments, she has appeared as an expert witness before the Canadian Parliamentary Standing Committee on Veterans Affairs. Her recommendations about the delivery of front-line health and well-being services were included in the Committee's report on improving quality of life for Canadian veterans and their families.

She is Past President of the Vocational Rehabilitation Association of Canada and serves as treasurer of the Association of Service Providers for Employability and Career Training (ASPECT) – an organization which is the voice of BC's community-based training and workplace development service providers.

Tricia is also pleased to volunteer her time as an appointee to the District of Central Saanich's Community Economic Recovery Task Force.