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**Director, Fund Development**

**May 2024**

*Home Health Humanity*

The Alexandra Community Health Centre (The Alex) is a crucial resource to Calgary's most vulnerable citizens in need of help and support. Health is at the heart of what we do, and what makes us so special is that we provide wrap-around services: primary health care along with multidisciplinary social services, with everyone working closely together.

With five decades of experience innovating and working in the community, The Alex has a reputation for tackling tough health and social issues by walking alongside people on their journey from crisis to wellness, and from challenge to change.

Using a patient and client-centred, multi-disciplinary model of care, The Alex offers the right care, to the right client, by the right professional at the right time, in the right place, for the right cost. Because we know it all adds up.

Our core purpose is to improve quality of life through accessible and integrated health, housing, and social services. The Alex envisions a healthy and caring community where every person is valued and can thrive.

Our community of supporters is wide, encompassing all levels of government, individual and corporate donors, foundations, and other contributors.

Building on our reputation and exceptional client service, **we now have an exciting opportunity for an experienced fundraiser to build a robust and professionalized fundraising program that matches the sophistication and depth of our service.**

The **Director, Fund Development**, is that opportunity. Leading a team of five, and working closely with senior leadership and program staff across The Alex, this is a compelling opportunity for a fundraising generalist keen to strengthen a developing program in an established organization and:



- Build a robust and effective fundraising program from a solid foundation;
- Leverage The Alex's incredible diversity of programs;
- With so many stories to tell, move us from a "best-kept-secret" to top of mind for donors;
- Enable their own passion for community engagement and impact;
- Make an incredible and tangible difference in the lives of Calgary's most vulnerable.

## Information for Candidates

This search is being led by the Alex's search partner, Christoph Clodius at The Discovery Group, at [christoph@thediscoverygroup.ca](mailto:christoph@thediscoverygroup.ca). If you or someone you know is interested or curious, please be in touch.

**Application Timing and Selection Process.** All submissions should be received by May 24, 2024. Please apply to Christoph with a cover letter/expression of interest and resume/CV, in the same document please.

**Total Rewards.** The salary range for the position is anticipated as \$100,000 – 130,000 dependent on experience and background.

The Alex benefits include extended medical and dental coverage; a health & wellness spending account; generous vacation, and a floating holiday to recognize individuals' beliefs; and an organizational matching program for RRSPs and/or Student Loan Repayment.

**Location & Flexibility.** The office is located at 2840 2nd Ave SE, in the Meridian district of northeast Calgary, a ten-minute drive from downtown.

We offer a flexible and trusting work environment with the Director having location flexibility based on the needs of the role and contributing to the Alex's team and culture.

**Diversity and Inclusion.** The Alex is committed to embedding the principles of equity, inclusion, and diversity across the organization. We are committed to removing barriers to employment that are faced by equity-seeking groups and encourage (but not require) members of these groups to self-identify as such in their cover letters. In accordance with our strategic priorities, we particularly encourage applications from individuals who self-identify as racialized or Indigenous (First Nation, Metis, or Inuit).

**Other requirements:** A satisfactory vulnerable sector search and criminal record clearance are required.



## About The Alex

The Alex is first and foremost a primary and community health care centre. We are a non-profit health and social services organization that has provided integrated and accessible supports and thoughtful, comprehensive care to Calgarians for 50 years.

With a full complement of health, housing, and community programs, the Alex is a hub of supports and outreach services for people who are experiencing poverty, trauma, social isolation, or health challenges including addiction. Every year, we help 15,000 Calgarians tackle tough health and social issues, walking alongside people as they make their way from challenge to change.



Named after its original home in a local sandstone schoolhouse, The Alex embraces its true identity through the root meaning of “Alex”, as a defender of humankind. From humble roots in Inglewood in 1973, The Alex has grown from the small partnership of a doctor, nurse, and social worker, into an internationally renowned model of wraparound care.

Our staff of 400 includes over 66 family physicians, psychiatrists, and nurse practitioners, working within a broader team that includes nurses, case managers, medical office assistants and specialty physicians.

What we do and how we do it is governed by our **vision, mission, and values:**

**Vision:** The Alex envisions a healthy and caring community where everyone is valued and can thrive.

**Mission:** To improve quality of life through accessible and integrated health, housing, and social services.

Values:

- We are welcoming
- We care deeply
- We connect
- We promote empowerment
- We are changemakers
- We have grit
- We take responsibility

**Programs:** A small sample of our programs include:

Health: our community, youth and seniors' health centres provide preventative, upstream physical and mental health supports for vulnerable and low-income Calgarians with complex needs, including addiction, poverty, and homelessness. For instance, our Community Health Centre is a full-service health clinic with doctors, nurses and a social team who are here for client well-being and to understand their needs. In 2023/2023 reporting period, we saw 51,700 appointment visits to the health care clinics.

Mobile buses provide health and social supports for adults and teens, as well as no-cost dental care and hygiene for low-income youth aged 6-12.

Our rapid access addiction medicine (raam) clinic treats people with opioid dependency through medical and mental health support providing immediate access to evidence-based addiction care.

Housing: The Alex has four programs dedicated to helping people move out of chronic homelessness and into a safe and stable environment. Our teams work to address complex issues regarding physical and mental health addictions. These programs – Pathways to Housing, HomeBase, Abbeydale Place and The Prelude – support more than 400 people who have been chronically homeless.

The Alex Community Food Centre is a welcoming space in the heart of the Greater Forest Lawn area of Calgary. With cooking, nutrition, and gardening classes, the Centre encourages people to come visit, share stories, learn from others, and work together. Our peer support workers are also here to help navigate and advocate for what clients need to achieve health and wellness goals. We also offer weekly meals and biweekly affordable produce markets.

The Youth Health Centre is a safe and supportive place for youth ages 12-24 to get health and social care from a trustworthy and caring team of doctors, nurses, and social workers.

For more about our programs and Alex stories, see <https://www.thealex.ca/annual-report-2022-2023/> and <https://www.thealex.ca/>

## Strategic Map 2022 - 2027

Approved in January 2022 by the Board of Directors, the Strategic Plan creates the path forward for The Alex guided by our Vision, Mission, and Values.

The plan identifies five strategic priorities delivered through a community health centre, with an operational approach that prioritizes our commitment to excellence in primary healthcare service delivery to Calgary's most vulnerable. The strategic priorities are:

1. **Employer of Choice.** Team members are supported throughout their work.
2. **Financial Sustainability.** Resources effectively deployed to meet financial obligations and commitments over the long term.
3. **Partner of Choice.** Social system change influenced through our work with peer organizations and local communities.
4. **Centre of Excellence for Patients and Clients.** Carefully selected services and programs responding to challenges experienced by vulnerable populations in our community.
5. **Lead Advocate for Integrated CHC Model of Care in Alberta.** Increased commitment to an Integrated Community Health Centre Model of Care through investment of policy makers and community



To learn more, see <https://www.thealex.ca/strategic-plan/>

## About Fund Development at The Alex

The Alex's entire budget is about \$30 million, about 80% of which comes from various government sources; about 16% from fundraising, and the balance from other sources.

In recent years fundraising has contributed about \$4.8 million per year, and last year's results included \$1.8 million in new support from our partners and friends.

The Alex works hard to develop relationships with major partners, and we are proud of many significant gifts in recent years that have included a \$1 million and \$700,000 gifts from family foundations; a three-year \$1.3 million pledge from a corporate partner; a three-year \$450,000 pledge from another corporate donor; and a \$250,000 gift for our dental program.

With a new Director in place and reinvigorated team, our target for new gifts in 24/25 is \$2.2 million, including \$850,000 from our robust annual giving program.

The staff team currently consists of a Major Gift Officer; Annual Giving Officer; Development Officer, Grants; and Fund Development Coordinator. One additional Coordinator role for 3<sup>rd</sup> party and community events is currently vacant.

## Director, Fund Development

Reporting to Susan Simpson, the Chief Financial Officer (CFO), and working closely with Joy Bowen-Eyre, the Chief Executive Officer (CEO), the Director, Fund Development will determine both the short and long-term strategy for the fund development department, conduct an audit/assessment of what is currently in place, and develop the business plan to address the identified gaps securing the necessary resources to meet the strategic initiatives.

The Director will be responsible for all the organization's fundraising initiatives, including but not limited to major giving, annual giving, grant applications, donor recognition and stewardship, as well as working closely with the Manager, Communications and Marketing, to share The Alex's story and help elevate the brand.

### Roles and Responsibilities

- Develop and implement a successful fund development program, including strategies and tactics for support from corporations, foundations, individuals, and some government granting agencies.
- Provide advice and counsel on the organization's methods for fundraising through utilizing data and innovative thinking while building a balanced portfolio of prospects, donors, programs etc.
- Curate and implement innovative strategic funding opportunities for short and long-term fund development plans and programs.
- Develop strategies to solicit and secure major gifts.
- Build and increase support for the organization through active participation in identifying, cultivating, and stewarding relationships and connections focusing on creating long-term relationships which lead to recurring giving from donors.
- Identify and address opportunities for diversification of revenue streams, fund development challenges, and areas for improvement.
- Strategically engage the Board of Directors, helping to create a culture of philanthropy and desire to support Alex's fundraising efforts.
- Partner with Executive Leadership Team members and other senior staff on priority setting and impact reporting.
- Working with the Communications team, tell The Alex story and how philanthropy supports the organization's mission and vision, and supports new initiatives.
- Identify areas for social enterprise and opportunity for collaboration with other agencies in the space.

- Establish performance metrics, support the team to results, and regularly report progress to the leadership team and fund development committee.
- Monitor all donor information; provide and present statistical analysis to Board and senior leaders.
- Build out team capacity through investing time into goal setting, coaching and mentorship.
- Successfully manage the fundraising budget, allocating resources appropriately.
- Ensure the effective and accurate use of the Donorperfect database system.

## Candidate Profile

Candidates have varying backgrounds and traits, and our hope is that the new Director will embody some combination of the following attributes:

- Ability to thrive in a dynamic and vibrant environment;
- Highly mission-driven and appreciates The Alex's work is only effective thanks to collective efforts;
- Proactive and energetic; solutions focused;
- Mature, professional, strategic, and visionary;
- Flexible and adaptable;
- Innovative and resourceful;
- High emotional intelligence and empathy; both receives and gives trust;
- Empowering and inspiration leadership style; an advocate and champion of culture and morale;
- Collaborative and inclusive; embraces the spirit of creativity among Alex peers.

The new Director will ideally possess the following skills and abilities:

- A track record of fundraising success in the non-profit sector.
- Exposure and knowledge of the social services, health, or community organization sectors.
- Generalist fundraising experience gained through progressively more complex development roles, ideally with deep knowledge and ability in areas such as major gifts, annual giving, and planned giving.
- Experience of building and growing a fund development department.
- Ability to construct, articulate, and implement short- and long-term strategic development plans and to positively impact both strategic and tactical fundraising initiatives.
- Proven ability to forge, expand, cultivate, and steward donor relationships over time and with those at every level of the donor pyramid.
- Proven ability to engage and influence prospective and current donors and other stakeholders.
- A donor centric mindset supported by excellent communication skills, both written and oral
- The ability to work both independently without close oversight, and as a team player who will productively engage with others at varying levels of seniority within and outside The Alex
- Strong organizational and time management skills, including the ability to manage multiple projects with multiple stakeholders at a time.



- Ability to interpret, leverage and communicate relevant fundraising and donor data.
- Exceptional attention to detail.
- CFRE certification is considered an asset.
- Willingness to work within anti-racist and anti-oppressive frameworks and actively engage in ongoing learning about these frameworks; knowledge of the United Nations Declaration on the Rights of Indigenous People (UNDRIP) and the Truth and Reconciliation Commissions (TRC) 94 Calls to Action is an asset.
- Bachelor's degree required, or equivalent combination of education and experience.

## Leadership Bios

### Joy Bowen-Eyre, Chief Executive Officer



Joy is the CEO of the Alex Community Health Centre. She is also a sessional instructor at the University of Calgary in the Cumming School of Medicine, teaching health systems leadership.

As a recognized leader in Calgary's social services community, Joy has a passion for community health, social services and education and an intimate knowledge of Calgary's non-profit sector. Joy is committed to public service and collaborating to solve complex social issues. She brings the experience, leadership and love for community that is needed in her role at the Alex.

Joy worked with vulnerable youth and families in Calgary's non-profit social services sector for 22 years before delving into politics. In 2010, Joy was elected as a Trustee with the Calgary Board of Education and served as Board Chair from 2014-2017. Following public service, Joy worked for the United Way as the Director of Government Relations, working with local non-profits to advocate for good public policy. In September 2022, Joy received The Queen Elizabeth II's Platinum Jubilee Medal (Alberta) awarded to Albertans in recognition of significant contributions to the province. She has a deep passion for advocacy, public service, public education access and exceptional quality healthcare for all.

### Susan Simpson, Chief Financial Officer

Susan graduated from the University of Edinburgh in 1990 and after qualifying as a Chartered Accountant in Scotland moved to Calgary in 1995. She worked in the audit practice at PwC where she had experience with a large range of clients from small private companies, not for profits and large multinationals. She was also involved in training and mentorship of other staff.

In 2008 she moved to a small family run real estate financing company where she worked as Chief Financial Officer and Chief Compliance Officer.

In 2021 Susan accepted a position as Chief Financial Officer at the Alex where she has responsibility for finance, IT, facilities, evaluation, and fund development.



Susan is an active volunteer in the community and has spent over 20 years serving on boards of not-for-profit organizations such as the Calgary Humane Society and Bethany Care Foundation.