



**WOMEN'S HEALTH
COLLECTIVE CANADA**



Executive Director

Women's Health Collective Canada

Executive Profile Presented By

THE
DISCOVERY
GROUP

Women's Health Collective Canada (WHCC) is an alliance of three leading Canadian women's hospital foundations formed to develop and solicit funds at a national level. Through intentional collaboration, WHCC brings resources, fundraising, and some of the brightest minds in science and healthcare together to address the wider healthcare gaps we cannot tackle on our own.

Grateful as we are for the Canadian healthcare system, we know that gender, funding, and equity gaps exist. The WHCC recognizes that women's health has continuously been underfunded, underserved, not researched, misdiagnosed, and misunderstood, and WHCC is here to change the status quo.

WHCC seeks to break the barriers holding us back from providing women with the knowledge and care they deserve as well as gain national attention for the health of women in Canada. By coming together, members are able to have exponentially greater impact than working alone.

WHCC's member organizations are*:

- BC Women's Health Foundation (Vancouver)
- Women's College Hospital Foundation (Toronto)
- Alberta Women's Health Foundation (Edmonton)

WHCC has been run by its members since 2019. Now, we are ready to hire our first staff to lead WHCC as an independent entity, help us grow, and deepen funder relationships.

The inaugural Executive Director (ED) role is a unique opportunity to build on the successes of the WHCC's growing brand - and its exceptional members - and to expand WHCC in making a significant impact on the health of women, social justice, and equity.

*discussions are underway with at least two other leading foundations to join WHCC in the coming year.



**WHCC is now at an inflection point
and ready to hire dedicated staff to help us grow.**

Working closely with, and reporting directly to, the WHCC Board of Directors, the ED will be the primary fundraiser and spokesperson for the WHCC and continue to strengthen the WHCC business and operational capabilities. Working with member hospitals and programs across the country, the successful candidate will engage persuasively and confidently in the mandate of the WHCC to ensure the critical linkage between the WHCC and its member institutions is maintained.

This is an exciting opportunity for a fundraiser with a passion for women's health and - ideally - a background in corporate giving to:

- Be the first employee of an essential new contributor to advancing and supporting women's health;
- Leverage the strength, reputation, and connections of the three current and future member organizations to build WHCC's capacity;
- Work independently and entrepreneurially to help shape WHCC's great future;
- Engage with leading corporations across Canada – and their leaders – in an exciting and important health movement.

Information for Candidates

This search is being led by WHCC's search partner, Christoph Clodius at The Discovery Group.

If you or someone you know is interested or curious, please be in touch at christoph@thediscoverygroup.ca.

Application Timing and Selection Process

All submissions should be received by September 20, 2024. Please apply to Christoph with a cover letter/expression of interest and resume/CV, in the same document.

Early applications and enquiries are strongly encouraged and will be reviewed on an immediate and ongoing basis.

Compensation & Benefits

The budgeted salary range for the position is \$140,000 to \$160,000, depending on experience, as well as five weeks of paid vacation.

An additional 10% of salary will be paid to support the ED's choice of benefit and retirement planning (since WHCC does not yet have a benefit program).

Home office & Workplace Location

The ED will have the opportunity to be home-office based and thrive in a virtual environment.

Additionally, given the location of WHCC's core donors and constituents, we have a strong preference for a Toronto/GTA candidate; however consideration will be given to strong candidates who can travel from other major Canadian cities.



Diversity and Inclusion

The members of WHCC are dedicated to broadening Inclusion, Diversity, Equity, Inclusion and Accessibility. We will work with applicants to provide accommodations upon request to Christoph.

Whenever WHCC refers to “women”, we are referring to women in all their diversity, inclusive of LGBTQiA+ individuals.

About Women's Health Collective Canada

Founded in 2019 as a national not-for-profit organization by Canada's leading women's health and hospital foundations, WHCC partners with value-aligned companies to effect meaningful change. WHCC brings resources, fundraising, and some of the brightest minds in science and healthcare together to address the wider gaps we can't tackle on our own.

WHCC seeks to shift the conversation to encourage women to prioritize their health and care needs before others. The alliance recognizes that while raising money from national donors is important, it wants the opportunity to leverage national partnerships to aid in educating Canadians that women have different unique health needs and are, in fact, not small men.



To learn more about WHCC go to <https://whcc.ca>

To learn about the members, see [BC Women's Health Foundation](#), [Women's College Hospital Foundation](#), and [Alberta Women's Health Foundation](#).

What we do: Women's Health Collective Canada...

- Funds medical research that addresses the needs of women
- Raises awareness on the gender health gap
- Dispels misconceptions about women's health
- Broadens the scope and reach of world class women's health programs
- Creates higher standards of care for all women

The WHCC wants to be known globally as the authority on women's health

and at the forefront of all leading research done to prioritize healthcare for women. The collective wants to approach women's health from a more holistic standpoint, integrating the personal needs of women through the integration of mental health initiatives, as well as the systemic social issues and multicultural, economic, gender, and age specifics of each woman.

Role of Members

The three members are all similarly structured; they all work in support of hospitals and research institutions and are therefore able to accommodate the work of WHCC. In turn their respective research institutions also created a parallel organization, the Partnership for Women's Health Research Canada (PWHR), which is a key ally and partner for WHCC and its members.

Member organizations have funded the Collective's work to date, including the work to establish a brand, engage a marketing agency of record to develop collateral materials, and is further prepared to invest in admin support for the ED.

Additional member organizations are being recruited and will expand the WHCC's geographic scope and impact.

Additionally, WHCC has recently applied for, and successfully received, charitable status.

Women's Health Collective Canada Values

- All health care decisions made by the alliance for women in Canada should be done with integrity. For example, there should be a focus on partnering with companies who are aligned, in action and in messaging, with the cause and positioning all brand messaging will do no harm to the women they are aimed at.
- Be the authority on women's health whereby innovation and furthering the health of women across the nation is the main goal.
- Ensure that inclusivity is second nature to the alliance by thoughtfully choosing language, imagery, and actions that will reflect this.
- The quest for better health care for women across the nation is a collaborative effort. The alliance will always be seeking out corporate partners that can push their goals forward and the voices of women in Canada will always be represented.
- Above all, respect for all parties involved with the alliance and within is key.



Funding Successes & Plans

In recent years we have averaged about \$1 million in external funding, and this year we are budgeting for about a \$1 million in revenue from our funders, most of which has already committed by our partners. Additional operational costs are being offset by members.

Funding requests are largely unrestricted, though restricted gifts can be accommodated by our member organizations. Funding partners contribute either through outright direct gifts, or through cause marketing (such as retail or point-of-sale support). Fundraising distributions to members is guided by an equitable disbursement agreement.

Our current major partners include Shoppers Foundation for Women's Health, Denny's Canada and GNC. Additionally, we have identified and socialized the Collective's work with many prospective partners and have identified about 30 qualified leads who would be proud to partner with Women's Health Collective Canada.

WHCC funding priorities are grouped under five pillars of impact:

- Mental Health
- Gynaecological Health
- Aging Health
- BIWOC Equity & Access
- Personal Health Advocacy & Empowerment

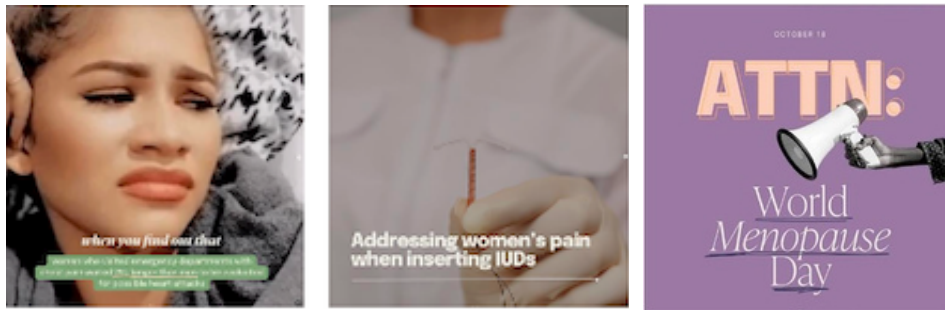


WHCC corporate partners support women in receiving equitable access to healthcare, through nationwide campaigns and initiatives that produce powerful results.



Branding & Marketing

WHCC has developed a strong brand identity utilizing social media, newsletters, and other communications media.



2023 Highlights include:

- Social media following increased by an average of 358% over 2022.
- Newsletter subscriber list grew by 47%.
- Earned notable media mentions, including a broadcast piece on CTV Edmonton that resulted in more than 5 million impressions.
- Articles in publications like The Toronto Star and Zoomer Magazine.
- Ongoing successful partnerships with the Rebel Mama which included 3 podcast episodes, 4 newsletters, social content on multiple platforms - garnering over 80,000 impressions.
- Launched a new social content series "The FYI", which featured conversations with researchers and notable Canadian women: Jen Kirsch, Rachel Savage, Dr. Shiela Wijayasinghe and Dr. Dawn Kingston.

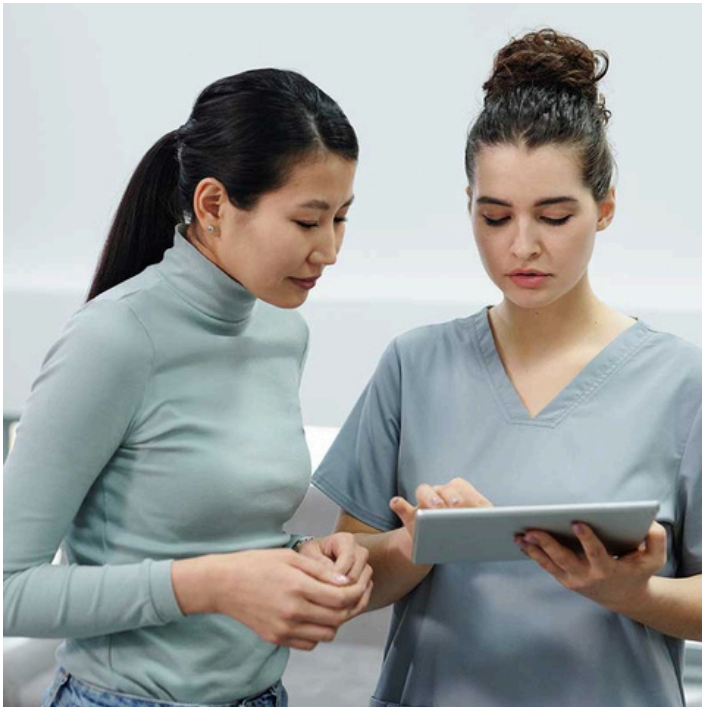
ED Tasks & Accountabilities

Working with the Board of WHCC and Member institutions, the ED will help create a strategic plan that will help grow revenue generation, broad-scale public awareness of WHCC, and attract corporate investment through cause marketing, sponsorship, and programmatic support.

Specifically, the ED is responsible for:

- Setting a standard of high touch donor stewardship and recognition, building relationships and ensuring the conditions for increased philanthropic support with key constituents.
- Leading WHCC's long- and short-term strategies, including the development of a strategic plan.
- Active fundraising leadership by managing 25-50 prospects (identification, cultivation, solicitation, and stewardship) and ideally conducting 15-20 portfolio calls per month and 10-15 (\$50k+) partnership proposals per year.
- Building the pipeline through prospect identification (ideally 30 or more new prospects per year).
- Strategizing with Board & member staff on appropriate prospect clearance and strategy.
- Developing and implementing a resourcing plan, including the hiring and oversight of an administrative staff member in year one.
- Ensuring optimal relationships with WHCC Members.
- Monitoring and reporting risks and performance outcomes to the Board.
- Contributing to the translation, integration, and articulation of the WHCC brand identity and key corporate messaging to a diverse base of potential corporate donors, ensuring that all Foundation plans and activities align with WHCC brand, strategy, and values.

- Provide oversight of the WHCC's social media, marketing, and awareness activities, currently delivered by an agency of record.
- Act as the WHCC's spokesperson; prepare and support member's speaking and media engagements as needed.
- Partner with PWHR leadership in the engagement and reporting of research priorities and initiatives across member organizations.
- Managing WHCC's data and quarterly reporting to capture prospect/donor activity.
- Developing customized stewardship strategies for donors.
- Ensuring that letters, receipts, invitations, and other correspondence are sent in a timely manner.
- Planning and executing quarterly board meetings.



Key Relationships

The ED partners with and reports to the Board of Directors, and has key relationships with our marketing agency; Philanthropy, Partnership and Marketing staff at Member institutions; and PWHR leadership.

While the ED will have no immediate direct reports there is funding budgeted for admin help, and future plans include a Donor Experience and Engagement Officer.

Ideal Candidate

The ED will be an authentic, collaborative, and transparent leader who brings a combination of vision, passion, commitment, and discipline to WHCC.

They will ideally possess:

- A demonstrated and successful track record of fundraising, cause marketing, and operational experience, including fiscal responsibility and budget preparation.
- The proven ability to cultivate relationships and raising significant funds.
- Highly self-motivated, self-managed, and able to work independently.
- Authenticity and transparency in all relationships, and a proactive communicator.
- They will demonstrate sophisticated relationship building skills and be a compelling communicator with strong interpersonal skills to inspire investment in women's health.
- An adaptable and versatile style, able to navigate between and across different internal (ie: member) and external (ie: funders) cultures and personalities.
- A commitment to equity, justice, and the unique needs of women's health.
- A deep understanding of current trends in corporate giving, sponsorship acquisition, cause marketing, and corporate community investment.
- A track record as an entrepreneurial leader who has significantly contributed to the success of an organization and delivered positive, sustained performance and growth.
- Demonstrated experience in Board relations and the ability to excel in an environment within complex accountability frameworks.
- Exceptional negotiation skills, and the ability to lead with influence.
- A strategic and thoughtful orientation, paired with a strong desire to execute and "do".

Ideal Qualifications & Competencies

- Significant experience in fundraising, in particular and ideally corporate giving, major gift fundraising, or some combination thereof.
- Demonstrated success engaging and soliciting, corporations and establishing mutually beneficial partnerships.
- Demonstrated knowledge of cause marketing and managing cause marketing campaigns.
- An understanding of health care philanthropy and fundraising organizations would be very beneficial, particularly in a medical research context.
- A respectful and inclusive approach to community partnerships.
- Emotionally intelligent, excellent communication skills (verbal and written), interpersonal, and problem-solving skills.
- Demonstrated superior organization, flexibility, and multi-tasking skills within a team environment.
- High degree of initiative, highly organized and ability to complete assigned tasks on time, with accuracy and of high quality.
- Bilingualism (English and French) considered a strong asset.
- Previous team leadership is an asset.
- University degree and/or equivalent education and experience.



WHCC Board Members



Sharlene Rutherford

President + CEO

Alberta Women's Health Foundation

Sharlene Rutherford is the President & CEO of the Alberta Women's Health Foundation and Royal Alexandra Hospital Foundation.

Sharlene began with the RAHF in 2005 and was tasked with developing and executing the communications, media, and marketing plan for the Lois Hole Hospital for Women and its capital fundraising campaign; at the time, the \$22 million campaign was the most substantial fundraising effort in the Foundation's history. Rutherford fully transitioned to fund development and by 2010 was leading teams across multiple fundraising efforts serving the CK Hui Heart Centre, Eye Institute of Alberta, and Orthopedic Surgery Centre, while strengthening donor engagement to advance research, technology and innovative programs at the Lois Hole Hospital for Women. Rutherford is a connector and community-builder, whose M.O. is one of long-term vision and big-picture thinking. She has been instrumental in spearheading the birth and launch of the AWHF, a new pan-provincial healthcare charity that supports the advancement of care and research in women's health by further connecting the dots—harnessing partnerships and collaboration to break down borders and expand fundraising reach across Alberta.



Cally Wesson
President + CEO
BC Women's Health Foundation

Cally Wesson has committed her career to advancing healthcare initiatives for vulnerable populations.

With a consistent theme of bringing people together to foster community and drive positive change, Cally continues to lead and inspire her talented staff at BC Women's Health Foundation. Collaborating with donors, community partners, and an engaged Board, she remains devoted to delivering on strategic priorities aimed at advancing women + newborn health. Cally's unwavering commitment to transformative leadership was evident during her distinguished four-year tenure as the CEO of Variety, The Children's Charity. Before her role at Variety, Cally held pivotal leadership positions within the non-profit sector, notably contributing to major gift fundraising at the Juvenile Diabetes Research Foundation (JDRF).

Cally's enthusiasm for combining her skills and passions is evident in her commitment to making a significant impact on BC communities. Her leadership at BC Women's Health Foundation exemplifies a visionary and compassionate approach to improving healthcare outcomes and fostering a healthier future for women throughout the province.



Chaim Cutler

President + CEO (Interim)

Women's College Hospital Foundation

Chaim Cutler CPA, CA is a senior executive with a broad and diverse spectrum of experience across the charitable sector,

including finance, operations and governance. Chaim joined WCHF in February 2019 as VP, Operations & CFO, and has held the role of Interim President & CEO since July 2024. Previously he was Executive Director & CFO of Associated Hebrew Schools of Toronto, and spent years with Baycrest Centre Foundation in leadership & operations roles.



Navigating complex challenges for social profits

The Discovery Group is an international consulting firm dedicated to the social profit sector. We believe that social profit organizations can change the world. Since 2017 it has been our mission to help social profits across the globe achieve their vision and elevate community impact. We work side-by-side with our clients to help them envision change, determine how to make it happen, and put the necessary tools and skills in place for success.

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