



**Canadian Mental
Health Association**
Mental health for all



Senior Director of Development & Communications Canadian Mental Health Association BC

Executive Profile Presented By



Do you have a passion for mental health and philanthropy? Are you skilled at using stories to make transformative change?

The Canadian Mental Health Association BC Division (CMHA BC) is the leading non-profit and charitable organization dedicated to promoting mental health for all, across British Columbia, and has an exciting new leadership opportunity.

CMHA BC is a unique organization that brings together experience and expertise on community-based mental health promotion and support for people living with mental illness. This approach, as well as CMHA BC's ability to speak to a broad range of issues surrounding mental health and mental illness, truly makes it one of a kind.

CMHA BC provides advocacy and resources that help to prevent mental health problems and illnesses, support recovery and resilience, and enable all British Columbians to flourish and thrive. Through workplace programs, direct support programs for youth and families, training and workshops, and advocacy and mental health promotion work, we always focus on our three strategic priorities to reach, uplift, and advance mental health for all.

Mental health is often at the crux of many current social concerns, from housing to physical health to poverty, and with less stigma associated with mental health we are seeing both more demand and discussion for mental health supports.

These are a some of the many reasons why CMHA BC is recruiting a new **Senior Director of Development and Communications** to join them in this important work. Having restructured to strategically combine these two departments, CMHA BC is seeking an experienced, energized, and visionary leader to help secure the resources needed to further its mission and be responsible for shaping this new portfolio. The Senior Director will develop and lead a comprehensive fundraising strategy and provide strategic leadership for internal and external communications and marketing, including media relations.

Reporting directly to the Chief Executive Officer, the Senior Director will partner closely with the Chief Operating Officer, Senior Leadership Team colleagues and engaged Board members, while leading a team of 11 engaged and passionate staff. The Senior Director will develop relationships with individual donors, foundations, and corporations, inspiring them to invest in our work.

This is an exciting new leadership opportunity for an experienced social profit leader to:

- Build a new department and shape it according to best practices, bringing strategy and direction to a nascent fundraising department and ensuring excellence in communications;
- Tell the story of CMHA BC's amazing work and need for ongoing support;
- Participate in transformational change during an inflection point in CMHA BC's life cycle;
- Make a tremendous impact in peoples lives and help address complex and exciting social and health issues.



Information for Candidates

This search is being led by CMHA'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 November 15, 2024. Please apply to Christoph with a cover letter/expression of interest and resume/CV, in the same document please.

After applying, candidates will have the chance to share their experience and ask questions throughout the process. Candidate reviews and assessments will begin the week of November 19.

Compensation & Benefits

The Senior Director's entire range is \$108,000 to \$155,000, with a mid-point hiring target. Generous benefits include extended health and dental coverage, a health savings account, membership in the Municipal Pension Plan, holidays and compensatory days off, and in keeping with our commitment to mental health, unlimited mental health benefits.

CMHA BC offers a welcoming and supportive work environment. We promote individual access to wellness, and support staff development while achieving an impact through our various initiatives for the Mental Health of all British Columbians.

Location

This is a full-time permanent hybrid position based in one of our two offices (downtown Vancouver or Victoria) with at least three days in the office per week.



Diversity & Inclusion

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

CMHA BC is an equity employer and encourage applications from women, persons with disabilities, members of visible minorities, First Nations, Inuit, and Metis people, people of all sexual orientation and genders, and others who may contribute to our further diversification.

CMHA BC is committed to equity in our hiring and employment practices. With learning and compassion, we are addressing existing inequities and barriers throughout our systems. CMHA BC is seeking to create a diverse workforce and to establish an inclusive and culturally safe environment. We invite applications and enquiries from all people, particularly those belonging to the historically, systemically, and/or persistently marginalized groups identified under the B.C. Human Rights Code.

Indigenous-specific anti-racism initiatives are rooted in addressing the unique forms of discrimination, historical and ongoing injustices, and marginalization faced by Indigenous peoples. These initiatives align with an Indigenous rights-based approach, recognizing the inherent rights and self-determination of Indigenous communities. CMHA BC must uphold legislative obligations and provincial commitments found in the foundational documents such as including Truth & Reconciliation Commission's Calls to Action (2015), In Plain Sight (2020), BC's Declaration on the Rights of Indigenous Peoples Act (2019), United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), Reclaiming Power and Place Missing and Murdered Indigenous Women & Girls Calls for Justice (2019), the Declaration Act Action Plan and Remembering Keegan: A First Nations Case Study.

Territory Acknowledgement

We respectfully acknowledge x^wməθk^wəyəm (Musqueam), Skwxwú7mesh (Squamish), səliiwətaʔt (Tseil-Waututh), Lkwungen (Songhees) and Wyomilth (Esquimalt) peoples on whose traditional, unceded lands the CMHA BC offices are located.

About CMHA - National

Our Vision: A Canada where mental health is a universal human right.

Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established and extensive community mental health organization in Canada. With 330 community locations, CMHA is a nationwide organization that promotes mental health and supports people recovering from mental illness. It provides a wide range of innovative services, supports, and expertise tailored to, and in partnership with, its communities.

We offer both collective strengths, and a local community-minded focus. As part of a federated charity, we are a collective of organizations bound together by a brand and mission. At the community level, millions of people in Canada rely on CMHA's extensive grassroots presence. Together, we identify and respond to Canada's most pressing mental health priorities. At the national and provincial level, we push for system and policy change.

Lived experience guides us. For over 20 years, our National Council of Persons with Lived Experience has been instrumental in providing policy and program development leadership, expertise and perspective of those living with experience of mental illness to all issues and concerns on CMHA's national agenda.

We are committed to advancing the goals of the Truth and Reconciliation Commission. CMHA is committed to learning from and working with Indigenous partners, through a process of mutual respect and cultural humility, to ensure our programs are culturally safe and meaningful.

CMHA - British Columbia

CMHA BC is the province's leading mental health non-profit and charitable organization. We promote everyone's right to their best possible mental health and support the resilience of people living with mental illness and/or substance use disorder. In addition to our National Office's vision, we also hold a vision of mentally healthy people in a healthy society, with a mission of ensuring that all people in British Columbia experience good mental health and well-being.

CMHA's BC Division was founded in 1952 and has earned a spot as a respected thought leader, advocate, and service provider for mental health and substance use care across the province. As the provincial office, CMHA BC works alongside CMHA's 14 local branches in BC to offer support, resources, advocacy, and education.

In BC, mental health, substance use, and addictive behaviour are within the scope of the organization. Mental health has many facets, and the more we learn about mental health and mental illnesses, the better equipped we are to maintain and improve mental health for ourselves and others.

We hold several key principles that guide all of our work, which include:

- Embracing the voice of people with mental health issues and addictions
- Promoting inclusion
- Working collaboratively
- Influencing the social determinants of health (e.g. housing, justice)
- Focusing on the mental health needs of all age groups
- Using evidence to inform our work
- Being transparent and accountable

There are five values that we consistently stand for in the work we do.

We are:

- Inclusive
- Proactive
- Compassionate
- Steadfast
- Collaborative

Our Impact

<p>BounceBack®</p> <p>3,900+</p> <p>individuals were referred to learn skills to manage low mood, stress and worry</p>	<p>PROGRAM DEVELOPMENT AND DELIVERY</p> <p>We help build mental health skills and resilience for individuals through parent support, employment services, youth programs, and wellness programs.</p> <p>EDUCATION AND TRAINING</p> <p>We work with community partners and businesses to develop and deliver training, resources, and events on mental health priorities. We provide scholarships and resources for students.</p> <p>ENGAGEMENT AND OUTREACH</p> <p>We connect individuals and organizations to resources and information. Our mental health champions raise awareness and funds to support our ongoing work in mental health and substance use care.</p> <p>INITIATIVES AND ADVOCACY</p> <p>We identify and respond to Canada's most pressing mental health priorities. We create opportunities for knowledge exchange, research, and collaboration with people with lived and living experience, our local CMHA branches, community partners, businesses, and government.</p>	<p>Confident Parents: Thriving Kids</p> <p>5,000+</p> <p>families were referred to learn skills for tackling anxiety or behaviour challenges together</p>
<p>Peer Assisted Care Teams (PACT)</p> <p>4,000+</p> <p>mental health crisis calls were received and supported by community-led crisis teams</p>	<p>Wildfire Resilience</p> <p>2,700+</p> <p>individuals were supported by mental health education, suicide prevention and counselling in communities affected by wildfires</p>	<p>Bed-Based Treatment and Recovery Grants</p> <p>670+</p> <p>clients received quality bed-based treatment and recovery services</p>
<p>Workplace Mental Health</p> <p>4,900+</p> <p>individuals were supported through training focused on improving workplace mental health</p>	<p>Visions</p> <p>100,000+</p> <p>views of Visions online articles</p>	<p>HeretoHelp</p> <p>50,800</p> <p>online mental health or substance use screenings taken</p>

CMHA BC is known as a leading-edge non-profit and charitable organization focused on making significant and transformative change in the world when it comes to mental health and substance use care. We strive for a province where mental health and physical health are on the same footing and treated equally as seriously. We believe the key to realizing the right to mental health and approaching it as any other health problem is to ask once and get quality help fast. This is currently not the reality for all people across BC.

We are determined to:

- Close the gap in access to care and the social factors that affect mental health.
- Raise the bar in the quality of care and for mental health spending so it is comparable to physical health spending.
- Respond with care to mental health crisis in community and the toxic drug crisis across the province.

And we work with our partners to:

- **Improve Mental Health:** Mental health is not only the avoidance of a mental illness. Your mental health is affected by numerous factors from your daily life, including the stress of balancing work with your health and relationships. We provide a number of programs and services designed to help individuals, families, and communities promote and improve mental health and wellbeing.
- **Prevent and Intervene Early with Mental Ill-Health:** We know that mental ill-health affects our minds and our bodies —our thoughts, our emotions, our behaviours, and physical symptoms. We help people understand mental health and substance use health related problems and provide programs and services to thousands of people across the province to prevent and intervene early with symptoms.
- **Treatment and Recovery:** We believe that people living with severe and enduring mental ill-health can thrive when connected to a sense of purpose, a safe place, and people in the community. We oversee and provide a range of evidence-based and innovative services designed to respond quickly when someone is in distress and to help connect people to meaningful employment and training to help people flourish in community.
- **Alcohol and Other Substances:** People use alcohol and other substances for many different reasons, and how other substances and alcohol impact someone's life depend on many different factors. In some cases, use of substances may cause few harms, or even be beneficial. For others, it may be more harmful. We fund a range of services across the province to help people access quality treatment and recovery.
- **The Bigger Picture:** Mental health and well-being are so much bigger than one person. They include every part of our lives. When people have the right tools and supports in place, they can flourish regardless of health problems. When people do not have the support they need or are excluded, the entire community can struggle. We advocate for big transformational change in all of our efforts.

Programs & Services

The [Framework for Support](#) is the central philosophy guiding our activities. This philosophy holds that the person experiencing mental illness is at the centre of any supportive mental health system. The goal of the Framework is to ensure that people experiencing mental illnesses live fulfilling lives in the community. We reach over 1 million people each year across all of our programs and services, which include:

Wellness Programs include:

- Bounce Back: A free, evidence-based program designed to help adults and youth experiencing symptoms of mild to moderate depression, low mood, or stress, with or without anxiety.
- Confident Parents: Thriving Kids: A family-focused, telephone-based coaching service for parents and caregivers, effective in reducing mild to moderate anxiety or behavioural challenges and promoting healthy child development in children ages 3 – 12.
- Living Life to the Full: An eight-session, 12-hour mental health promotion course designed to help people deal with low mood, anxiety, stress and everyday life challenges.
- Youth Programs include Talk Today, a mental health education program designed to help athletes and their supporters learn about mental health and to help support players who may be struggling or at risk of suicide. Talk Today is delivered through partnerships with the BC Hockey League and the Canadian Hockey League.
- Campus Programs like Healthy Minds/Healthy Campuses supports BC campuses in developing networks, activities and policies to promote mental health and healthier relationships with alcohol and other drugs among post-secondary students. It is a vibrant province-wide Community of Practice, which brings together persons who share the common goal of promoting campus mental health and healthier relationships with substance use.
- Workplace programs include workshops and training sessions to improve mental health in the workplace. For instance, [Mental Health at Work \(MHW\): Awareness, Introduction to Psychological Health and Safety \(PHS\)](#), [Responding to Crisis at Work](#), help prepare and support people in the workplace to building specialized skills, ensuring employees and members get the support they need.



Strategic Priorities 2021–2025

Led by the CMHA BC Board and reflecting the voices and input of CMHA BC’s team members, our strategic plan is the result of work of colleagues, partners, and stakeholders from across the province to define where we are, where we’re going, and why. We sought to model strength-based advocacy, apply an intersectional lens, and ensure we leveraged the strengths of branches and non-profit partners in the development of the plan. With those guiding principles in mind, three strategic priorities emerged:

- 1. Reach** all British Columbians throughout their lifespan to promote mental wellness and provide mental illness and substance use care by leveraging strengths.
- 2. Uplift** the voices of BC’s nonprofit organizations and people with lived and living experience to create positive change in our public and community-based systems of care.
- 3. Advance** our human right to our best possible mental health by calling for a comprehensive system of care that protects and promotes our rights to adequate housing, education, employment, community inclusion and health.

Read more about our Priorities here: [CMHA BC Strategic Plan 2021 - 2025](#)

We will be renewing our Strategic Plan in 2025.

To learn more:

- [Annual Impact Report \(2023-24\)](#)
- [Annual Audited Financial Statements \(2023-24\)](#)
- [Annual Registered Charity Information Return \(2023-24\)](#)
- [CMHA BC Website](#)

CMHA BC Funding & Fundraising

CMHA has reliable and steady income from various government sources and is keen to diversify the organization's sources of revenue.

Our annual budget for 2023-24 was almost \$40 million, about 97% of which comes from government sources. Our top three expenses include program funding for regional CMHA branches and partners, programming costs, and wages. Last year thanks to excellent financial management and returns on investment we were in a strong surplus position.

Over the past decade, CMHA BC has steadily grown fundraising strength and capacity. Most fundraising revenue comes from 3rd party community fundraising events, planned gifts, and individual monthly donors. Fundraising efforts supplement our base funding, and therefore represent a key growth area with tremendous potential.

We have a range of fundraising events across the province such as our own Ride Don't Hide and Impact Night alongside the partner-led Shoppers Drug Mart's Run for Women, Annual Mood Swing Golf Tournament, Grouse Grind Fundraiser, and annual sports-based fundraisers including basketball and tennis.

Our planned giving program is also steady and shows great growth potential. Last year we received almost \$380,000 from bequests, we have several large expectancies for 2025/26 in probate and suspect there are many other estate donors we are not aware of.

Donations for 2023-24 totalled just over \$400,000, with foundations providing just over \$75,000, and we receive strong and steady support from over 200 monthly donors.



Senior Director Role & Responsibilities

As noted above, the Senior Director role represents a merger of the Development and Communications portfolios, which previously collaborated closely, and we recognize the strategic value in bringing them together. The Senior Director will have the opportunity to shape this new portfolio and guide the team. Specifically, they will:

Organizational Leadership

- Actively participate in CMHA BC leadership meetings to prioritize challenges and emerging issues faced by the organization as well as strategic portfolios, such as Policy & System Change, Resilience Programs, and Recovery & Community Living.
- Work with all necessary teams within CMHA to identify community needs and align those with funding opportunities.
- Regularly keep the CEO and leadership informed of emerging issues and information for effective decision-making.
- Engage the Board in challenging conversations and decision making to advance CMHA BC's impact.
- Demonstrate a positive professional presence, inspiring and building confidence both within CMHA BC and among a broad range of constituencies.
- Embed CMHA Division's commitment to Equity, Inclusion, Truth, and Reconciliation in all activities.
- Lead a team of fundraising and communications professionals and provide coaching and mentorship, elevating, empowering, growing their success and abilities.

Fundraising

- Prioritize, develop, and implement a comprehensive fundraising plan aligned with the organization's strategic goals.
- Create short- and long-term strategies and tactics to maximize revenue while ensuring the development of a pipeline of future donors who are deeply committed to the impact of CMHA BC Division.
- Establish and develop a team to expand and diversify CMHA BC's fundraising base including annual campaigns and special event(s), major gifts, estate giving, and corporate support.
- Oversee individual giving programs, including events, direct mail, online fundraising, and others as needed.
- Analyze fundraising data and identify trends to inform future strategies.
- Develop and maintain a strong case for support, effectively communicating the impact of our programs.
- Manage the grant application process, including research, proposal writing, and reporting.
- Represent CMHA BC at hosted or external events, meetings with significant donors and prospects, and in the media as needed.

- Work directly with the internal and external partners to generate giving opportunities that will inspire prospective donors to make transformational major gifts.
- Develop, implement and track donor recognition and stewardship programs to maximize donor satisfaction and retention identifying opportunities to strengthen the organization's fundraising capacity.
- Oversee the development, analysis, and strengthening of CMHA BC Division's event-based giving programs (e.g. Shoppers Drug Mart Run for Women, Bottom Line Conference, Impact Night, and Ride Don't Hide).
- Nurture strong relationships with Branch leadership and together define complementary fundraising scope.
- Develop, implement, and track comprehensive metrics and targets for philanthropy activities (both monetary and non-monetary metrics).

Communications & Media Relations

- Lead the development of an integrated marketing and communication strategies for public relations, media relations, social media presence, giving, digital communications, messaging, signature events, outreach, storytelling, and branding in support of CMHA BC's strategic priorities to Reach, Uplift and Advance.
- Define the portfolio's operating model and oversee unit goals for marketing and communications balancing long-term direction and short-term requirements
- Work with Director, Race, Equity and Inclusion, to create greater understanding and promotion of inclusion, and diversity.
- Strategically manage overall brand identity and work with CEO to protect organizational reputation.
- Provide issues management leadership to CEO, board, and branches.
- Provide communications support to CEO, Board, and leadership team on confidential, high-profile and sensitive matters, including preparing presentations, briefing notes, speeches, backgrounders, newsletters, profiles, and articles.
- Facilitate dissemination and understanding of CMHA National communication directives with BC Division office and CMHA branches in BC.
- Oversee the development and creation of all graphic materials design/edits/ creation requests from departments and programs in accordance with CMHA Brand Guidelines.
- Provide strategic leadership of all social media platforms.
- Oversee the team's development of internal publications such as newsletters, releases, email announcements, planned publications, on-line, intranet, video, special projects and assignments.
- Proactively seek out and maximize opportunities on radio, TV and online to raise public awareness of key issues related to CMHA's programs and policy initiatives.
- Develop and implement clear consistent messages in support of CMHA BC's vision.
- Develop strong relationships with local, regional, and national media; identify, train, and coach

CMHA BC spokespeople to prepare them for media appearances.

- Lead message development, pitch and announcement strategies.
- Track media stories of significant interest to CMHA BC and identify opportunities for public comment.
- Provide strategic media relations advice and robust issues management support to CMHA BC and BC branches as needed.

Administration and Finance

- Lead the development of the annual Department operating budget and ensure financial integrity is maintained.
- Develop strategies to resource fundraising activities, including increasing volunteer involvement.
- Oversee work done by external contractors and suppliers for goods and services, managing risk and ensuring compliance.

Ideal Candidate

The Senior Director will ideally possess the following abilities and competencies:

- An achievement orientation to actively manage partnerships with both an internal and external focus. Impact-focused and can connect people to the heart of what we do. A keen motivator who mobilizes people to see the joy of our work. A do-er by nature.
- Exceptionally mission-driven. A passion for mental health; leads with empathy and support.
- Initiative to build and keen to look beyond the status-quo. Sees potential and a practical self-starter.
- A champion of change and opportunity. Adaptable to changing circumstances and relationships, while maintaining a focus on top priorities.
- Strong interpersonal skills and understanding to prioritize and build culture. A tactful evangelist for the transformative power of philanthropy.
- A supportive and empowering team leader who sees potential in their staff and builds on strengths. A transparent communicator and enabler.
- External impact and influence through the fine art of strategic conversations. Strong community engagement and a customer service orientation to deliver on commitments.
- Highly team-oriented and cooperative. Relational, funny, compassionate, and kind. Infuses confidence and esteem in their abilities. A low-ego approach that holds space for others.
- Politically savvy with tact and diplomacy to work between and across Chapters and within the federation context. Builds fluid partnerships and bridges.
- An outstanding conceptual thinker and strategist. Brings – and effectively communicates - vision to the Department.
- A life-long learner, committed to acquiring expertise and sharing it among their team.

Qualifications

- Significant generalist fundraising experience, ideally in a broad-based social service or health care organization; experience working within a federated organization would be a particular asset.
- Proven track record of exceeding fundraising goals.
- Exceptional mission alignment; passion for mental health advocacy and a strong understanding of the relevant issues. Lived experience is considered an asset.
- Strong understanding of donor cultivation and stewardship practices.
- Ability to build trust and rapport with individuals from diverse backgrounds.
- An excellent track record in building strong relationships and partnerships.
- Deep experience in managing teams and supporting cross-functional collaboration, developing staff, and setting clear goals; experience with staff reports in a unionized environment will be helpful.
- Strong working knowledge of communications, media relations, and marketing.
- Outstanding writing, editing and storytelling ability, including adapting complex information for diverse audiences.
- Impeccable planning, prioritizing, and project management skills. Demonstrated experience successfully managing complex communications projects from planning through to execution.
- An excellent oral communicator who feels at ease presenting to internal and external stakeholders at all levels of the organization.
- Commitment to diversity, equity and inclusion, and application of its principles to all ongoing projects and initiatives.
- Knowledge of budgeting, cost estimating, fiscal management principles and procedures.
- Understanding of federal and provincial legislation affecting charities.
- Bachelor's degree in a relevant field (e.g., Business Administration, Non-Profit Management, Communications) or equivalent experience and education.
- Experience with donor management software (e.g., Raiser's Edge, Salesforce) a plus.
- Certified Fund Raising Executive (CFRE), Strategic Communication Management Professional (SCMP) or similar credentials will be considered assets.



Leadership



Jonathan Morris
Chief Executive Officer
CMHA BC

Jonathan has more than 20 years of experience in community-based mental-health services, policy and advocacy.

He has research and practice experience in suicide prevention, is a trained counsellor and has taught child and youth care courses at the University of Victoria and Douglas College.

Jonny is committed to a vision of mental health for all, working at the Canadian Mental Health Association to lead system change efforts in preventing mental health problems, responding to crisis and improving care when people need to go to hospital. As an advocate for reducing stigma, he regularly speaks with workplaces, colleges, universities and communities about the opportunity to ensure mental health is a priority.

Previously, Jonny led the policy and legislation branch for BC's Ministry of Mental Health and Addictions, helping build the newly formed ministry from the ground up, eventually leading the Policy and Legislation Branch as Senior Director. In this role, Jonathan was responsible for providing advice on a range of complex policy and legislative initiatives, while leading several transformational mental health and addictions programs.

In his past role at the Canadian Mental Health Association, Jonathan provided leadership for provincial mental health and substance use operations through the Association's provincial office and the branch network across British Columbia. His work focused on addressing systemic disparities between physical and mental health, campus mental health, the criminal justice system, systems transformation, policy and government relations.

Jonny comes at his work with lived experience personally and as a family member.



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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