



# Associate Director, Philanthropic Partnerships

Executive Profile Presented By







Located in one of Canada's most beautiful and livable cities, the University of Victoria (UVic) is one of Canada's best universities. Ranked #2 in the country in the 2025 Maclean's ranking of comprehensive universities, UVic is widely recognized for teaching and research strengths in ocean and climate health, Indigenous knowledge, health sciences and sustainable communities.

UVic's Alumni and Development Office advances the vision of the University by securing and increasing philanthropic and private support for University priorities, as well as fostering lifelong relationships between the University and its alumni, friends, and community members. UVic's fundraising team has achieved multiple milestones in recent years and successfully laid the foundation for the largest campaign in the University's history.

With this ambitious project underway, and realizing the need for a dedicated **principal gifts leader**, **UVic now seeks a dedicated and accomplished professional to lead principal gifts fundraising** across the University and play a pivotal role in the Campaign's success. The newly created position of **Associate Director (AD), Philanthropic Partnerships** will lead and grow a **Principal Gifts** program (of \$1 million+ gifts) that comes with both University-wide interest and support, a history of significant gifts to build on, and ambitions to expand the number of \$1 million+ gifts.

Reporting to the Director of University Development, and leading a Coordinator, the AD will work directly with UVic's leadership (including the President, VP, AVP and Deans across campus) and have the lead role with the Campaign's largest donors.

**This could be a career-defining opportunity for an experienced fundraiser to:**

- Advance the Principal Gifts program;
- Galvanize University-wide interest and support for deep donor conversations;
- Build on a history of large gifts, and an exceptional pipeline of principal gift prospects;
- Play a lead role with the Campaign's largest donors;
- Be in Victoria, one of Canada's best cities for a globally renowned university.

## Information for Candidates

This search is being led by University of Victoria'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.  
We welcome questions and enquiries!

### Application Timing and Selection Process:

Please apply to Christoph with a cover letter/expression of interest and resume/CV, together in a single document.

### Compensation & Benefits:

This position has a starting salary range of \$106,897 - \$133,623 and a performance ceiling of \$153,666 to grow to in time through annual performance increases. UVic's excellent benefits package (with 75% of premiums paid by the university) includes extended health and dental coverage, matching RRSP program, Employee Assistance Program, Professional Development support, and on-site gym and meal programs. Time off includes five weeks of vacation with additional paid time off during winter break. A relocation package is also possible for candidates seeking to move to Victoria for this role.

### Location:

Victoria is a vibrant city with an exceptional quality of life. Residents enjoy its social life, arts and culture scene, easy access to nature, and cutting-edge food scene. With cheaper housing, less congestion than other major cities in Canada, and some of the best weather, people seldom leave.

Located on the southern tip of Vancouver Island, Victoria is BC's capital city. With a regional population of about 397,000 residents, Victoria is a big city with a small-town feel. As one of the most beautiful and photogenic cities in the world, it enjoys beautiful heritage architecture and a modern cityscape framed by stunning ocean views and mountain vistas.

The region is made for an active lifestyle. Outdoor recreational activities are boundless, and many people walk and cycle to work. Victoria may be surrounded by rainforest but is actually a lot drier than nearby Seattle or Vancouver. Home to the warmest winters in Canada, snow is uncommon in the city, allowing golfers, hikers, sailors, rowing, rugby, soccer, tennis, and gardening enthusiasts to play outside all year long. Along with the outdoors, there is a great selection of things to do in Victoria and environs.



In addition to the Royal BC Museum, the Art Gallery of Victoria, and Butchart Gardens, there is a myriad of cultural attractions, festivals, and activities to enjoy. The food scene thrives here, with exceptional restaurants, outstanding brewpubs, award-winning spirits, and of course, an outstanding west-coast café culture.

Travel to mainland Canada and USA is simple, either by ferry (a scenic 90 minutes to the mainland), or by air via Victoria International Airport or Victoria Inner Harbour Airport (a 30-minute flight to Vancouver). Victoria is also exceptionally well-connected to the west coast's network of smaller islands for day trips to the Gulf Islands or longer getaways.

For a visual overview of Victoria, see <https://www.tourismvictoria.com/>.

### **Diversity, Equity & Inclusion:**

UVic is committed to building a campus where everyone feels a sense of belonging. Our institutional plans include a focus on equity, diversity and inclusion, and we strive to bring this lens to the work we do locally, nationally and globally.

We acknowledge and respect the Lək̓ʷəŋən (Songhees and X̱sepsəm/Esquimalt) Peoples on whose territory the stands, and the Lək̓ʷəŋən and WSÁNEĆ Peoples whose historical relationships with the land continue to this day.

UVic is committed to upholding the values of equity, diversity, and inclusion in our living, learning and work environments. In pursuit of our values, we seek members who will work respectfully and constructively with differences and across levels of power. We actively encourage applications from members of groups experiencing barriers to equality.

Read our full equity statement here: <https://www.uvic.ca/equity/employment-equity/statement/>.

## About the University of Victoria

The University of Victoria is one of Canada's leading research-intensive universities. Although the University received degree-granting status in 1963 our origins trace back to 1903 and the establishment of Victoria College, our predecessor institution.

Located on a stunning campus known for its open green spaces and state of the art buildings, UVic is home to more than 22,000 students enrolled in academic programs offered by the University's nine Faculties and Continuing Studies, including: Business, Education, Engineering and Computer Science, Fine Arts, Health, Humanities, Law, Science, and Social Sciences. UVic has over 5,000 employees, including 900 full-time faculty members. We award approximately 5,000 degrees a year and have over 155,000 alumni worldwide.

The University is one of Canada's leading research universities with over \$139 million in research income. UVic excels in diverse forms of research and creative activity, innovation and knowledge mobilization that advance human knowledge, improve, and enrich lives, tackle global challenges, and promote the sustainability of the planet. UVic aims to be a preferred partner and a leader in local and global engagement. Working together for mutual benefit with community, private sector, government, and other educational and research organizations.

UVic has developed a reputation for progressive research. The Times Higher Education 2024 Impact Ranking places UVic in the Top 1% of universities globally for contributions to the United Nations Sustainable Development Goals. In the same ranking, UVic was #2 in Canada and #5 globally for climate action; and #2 in Canada and #4 globally for contributions to sustainable cities and communities.

The 2024 Academic Ranking of World Universities ranks UVic among the world's top 100 universities in three individual subject areas - Oceanography (29th globally and #1 in Canada), Atmospheric Science (51-75 globally and #1 in Canada), and Automation and Control (76-100 globally and #3 in Canada).

On November 1, 2020, Kevin Hall became the President of UVic. He is a very keen fundraising President and is excited to meet donors and establish relationships with them and has a primary goal to increase alumni engagement. See here for more information: <https://www.uvic.ca/about-uvic/governance-and-administration/about-our-president>.

Learn more information about the University here: <https://www.uvic.ca>.



# Strategic Plan: Distinctly UVic

## A Strategy for the University of Victoria – 2023 Forward

For over 60 years, UVic has proven its unwavering commitment to providing an excellent student experience in a supportive teaching and learning environment, to partnering with communities, and to pursuing research and creative activities that make an impact, both locally and globally. We are prepared to face a changing world with renewed commitment, enthusiasm, compassion and humility.

This plan urges us to be creative, innovative, collaborative, compassionate and brilliant—not on our own, but together. Bringing together different perspectives and lived experiences is what allows us to build better solutions. We are ready to take action and lift up the expectations we have for each other and the role UVic has in the world and the communities we serve.

### Our Priorities:

- **ʔetalnəwəl | ÁTOL,NEUEL**

Respecting the rights of one another and being in right relationship with all things reinforces UVic's commitment to implement core local, national and international responsibilities and calls to action that support the rights and sovereignties of Indigenous Peoples—for example, UNDRIP, DRIPA, the MMIWG Report and the TRC Calls to Action.

- **People, Place & the Planet**

Our current social and environmental context clearly demonstrates the urgent need to solve the issues threatening the well-being of Earth and all beings living here. The teaching of Sʔeyəʔenxʷ | S,ÁELA'NW | When things are in harmony reinforces what we know—that all life is interconnected, with individual and community choices having far-reaching impacts. Healthy communities depend on responsible stewardship.

- **Culture of Change & Transformation**

We aspire to create a culture of courage, trust, curiosity and flexibility that will advance our quest to solve big problems and create powerful, positive change. New ideas can change everything—and Xəčijəʔnəwəl | XEĆINEŁNEUEL | Actively planning and problem solving teaches us to engage deeply with challenges and opportunities. Cultivating change means having the courage to take risks, embrace new ideas, and be open to learning and trying things in new ways.

- **Partnering for a Shared Future**

ʔaʔnəwəl ʔist | ÍY,NEUELIST | Moving forward together for the good of all instructs us to come to the table as engaged and authentic partners. We actively co-create inclusive, values-based partnerships that are reciprocal, mutually beneficial and long-lasting. We acknowledge that lived experiences and diverse knowledge systems are essential in finding solutions to the challenges facing society and the planet.

Learn more about UVic's Plans here: <https://www.uvic.ca/about-uvic/university-plans/index.php>

## Alumni & Development

The Office of Alumni and Development works to advance the vision of the University by securing and increasing private sector funding for campus initiatives as well as fostering lifelong relationships between the University and its alumni, friends and community members with the goal of increasing personal involvement and commitment to the philanthropic support of the University's academic mission and priorities. Development provides fundraising expertise and assistance, and coordinates and integrates fundraising initiatives for the University community in order to achieve optimal long-term results with donors.

It nurtures a culture of pride and philanthropy at UVic and generates resources for the University's priorities. The A&D Office is comprised of a committed staff team who work both centrally and in faculties and units to identify opportunities where donors and alumni can be instrumental to enhancing the University's programs, research, and student support.

A growth model was developed in 2017 with a goal of increasing annual fundraising revenue to the \$20-\$25 million range in five years. This has been a great success: last fiscal year, UVic raised a milestone total of \$44.95 million from 5,604 donors, with over 120 donors giving between \$25,000 and \$1 million, and five donors giving over \$1 million (including a \$10 million foundation gift and a \$9 million estate gift).

The Alumni and Development team is led by Jane Potentier, Associate Vice President, Alumni & Development (AVP A&D). Jane joined UVic five years ago after a lengthy and successful career at the University of Alberta. Jane's bio and welcome video can be found [here](#). Five Directors work collaboratively to plan and lead all fundraising and alumni engagement efforts for the University: Director, University Development; Director, Faculty Development; Director, Campaign and Strategic Initiatives; Director, Alumni Relations; and Director, Advancement Services.

### UVic's Campaign:

We are in the quiet phase of UVic's first comprehensive campaign, having also completed the leadership briefings and feasibility study in Spring/Summer 2024. A draft case for support is currently being socialized with prospects and our working goal is \$400 million.

Additionally, we are developing the overarching University and faculty philanthropic priorities and gift opportunities. The campaign themes represent four intersecting areas: health, climate, Indigenous, and students. These themes are currently being refined and framed, and key messaging is under development.

Learn more about giving at UVic: <https://www.uvic.ca/givingtouvic/impact/impact-report/index.php>

## Principal Gifts at UVic

Principal Gifts had previously been a part of the campaign team, but recognizing its importance and wanting to have a single subject matter expert drove the creation of this role. The AD will be assuming leadership of the PRIN (Principal Gifts) group, comprised of: Vice President, External Relations; Associate Vice President, A&D; Director of Faculty Development; Director of University Development; Director, Campaign and Strategic Initiatives; and Manager, Prospect Research & Strategy.

The Associate Director will be specifically responsible for securing philanthropic gifts from a portfolio of the University's highest-level donors and prospects. The incumbent will work alongside the A&D Development Team to deliver Principal Gift level donations for proposals from across the faculties and wider University, balancing prospect interests within the University's key Campaign priority pillars.

More broadly, the President, Deans, Faculty, and major gift staff across the University will be engaged closely. The AD will prepare and accompany the President, AVP and other leaders on calls and oversee preparation, execution and follow-up activity for donor meetings that involve the President to ensure that they align with the institutional strategy and goals of the University.

The AD will report to the Director of University Development, who also oversees Development's other central and university-wide fundraising programs: annual and leadership giving, planned and legacy giving, and donor relations.

The AD will be positioned for success. As noted above UVic has a history of \$1 million gifts, and prior to 2023/24, UVic's 3-year average funds raised was \$31.61 million and six \$1 million + donors annually. Additionally there are about 30 \$500,000+ legacy commitments on file.

**The overall PRIN prospect pool is currently 142 \$1 million + rated prospects and growing** with the collective efforts of Prospect Research and an emphasis on qualification from the frontline fundraising team.







## The Role: Associate Director, Philanthropic Partnerships

### Specific Key Responsibilities

#### Fundraising:

- Implement the fundraising strategic plan for Principal Gifts and monitor and evaluate its ongoing effectiveness.
- Manage a pool of major and principal (focused on \$1 million dollars + capacity) prospects; develop and implement tailored action plans/strategies for identifying, cultivating, soliciting and stewarding.
- Direct, develop, and steward UVic relationships, to secure gifts from individuals, corporations, and foundations at the \$1 million plus level.
- Perform a leadership role in advising and supporting the President and AVP A&D, and other key leaders, including preparing and accompanying leaders on calls and overseeing preparation, execution, and follow up activity for donor meetings at the highest level.
- Meet with principal gift donors and prospects one on one and on occasion with the President or other UVic senior leaders.
- Initiate and manage complex donations, including complex multi-vehicle gifts, both current and deferred.
- Develop and maintain excellent working knowledge of the University's activities and priority projects.
- Direct the development and review of proposals, strategies, gift agreements, stewardship plans, and events developed for Principal Gift prospects/donors.

#### Management:

- Assume the day to day administrative and supervisory responsibilities for a direct report and monitor their workload as well as meet resource needs as the team grows.
- Provide leadership and strategic support to others involved in Principal Giving activity across campus including setting priorities, fostering constructive working relationships, and providing strategic direction and decision support.
- Work in partnership with the Director, University Development and the Director, Campaign and Strategic Initiatives to implement and evaluate operating procedures and policies related to the efficient and effective operation of the principal gifts portfolio.

### Communication and Internal Collaboration:

- Encourage close collaboration and sharing of knowledge and expertise between colleagues across Alumni & Development.
- Ensure that all University leaders, faculty and staff involved in the strategy for a prospect/donor are consulted and involved in the implementation of pan-University fundraising plans.

### Administration and Reporting:

- Ensure compliance with all relevant University policies, procedures, and processes.
- Record detailed notes for prospect tracking and clearance systems and prepare regular progress reporting on fundraising targets through standardized reporting tools to gauge the effectiveness of activity on ongoing donor strategies.

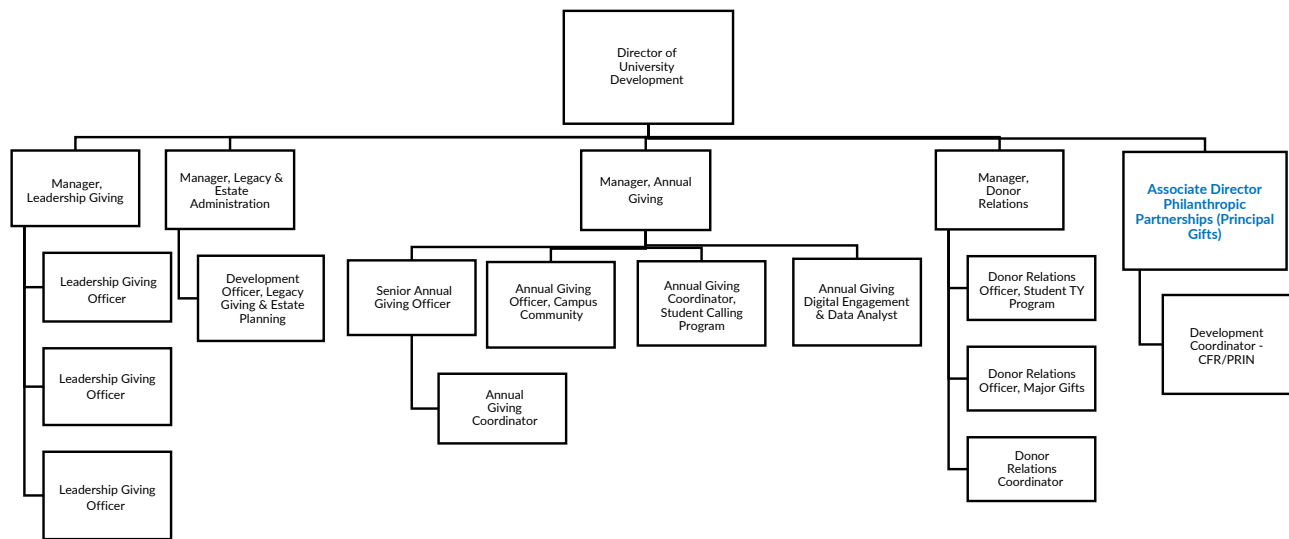
### Knowledge, Skills, & Abilities Include:

#### The ideal new Associate Director will possess:

- Progressive fundraising experience with a proven track record of achievement and success with raising significant gifts (ideally at the \$1 million level) from individuals, corporations, and foundations.
- Excellent instincts and curiosity related to donor engagement; a nuanced understanding of complex gift structures and legacy needs.
- Experience in a university or similarly complex organization will be a tremendous asset. Open-mindedness to adapt their style and background to UVic's unique culture.
- Exceptional consensus-building and collaboration abilities and be able to quickly move initiatives ahead. A strong negotiator with the ability to navigate difficult conversations.
- A strategic, persistent, and driven mindset. Can build and keep momentum; proactive and laser-focused on their portfolio.
- Confident to engage with the university's highest levels of leadership to ask questions, engage, and tactfully encourage.
- A holistic view of the institution coupled with the ability to draw out specific areas of donor interest. Creativity to think outside the box while thriving in an institutional environment.
- Commitment to valuing diversity and contributing to an inclusive and respectful working and learning environment.
- Demonstrated competency in critical and strategic thinking skills with the ability to identify and analyze issues, develop solutions, and implement effective strategies to achieve desired outcomes.
- Ability to collaborate, build and maintain positive relationships with diverse individuals both internal and external to the University.

- Excellent administrative, project management, teamwork, planning, and organizational skills with the ability to thrive under pressure and juggle multiple timelines.
- Exceptional communication and interpersonal skills. Excellent judgment and ability to nurture key relationships.
- Understands the importance of strategic thinking and collaboration.
- Proactive, detail-oriented, and have strong organizational skills.
- This position requires a level of education, training, and experience equivalent to a Bachelor's degree in a relevant area.
- Completion of the CFRE certification would be a strong asset.
- Some travel may be required for this role.

## University Development Organizational Chart







## 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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