



Manager, Annual Giving

Executive Profile Presented By





BC Women's Health Foundation (BCWHF) is BC's largest non-profit organization dedicated to advancing the full spectrum of women's health. Our Mission is to ensure exemplary healthcare for women and newborn health by providing solution-focused philanthropy that delivers tangible societal impact. For over 30 years, we've helped transform women's health.

Our mandate is to support the groundbreaking care at BC Women's Hospital + Health Centre and the transformative initiatives at Women's Health Research Institute to catalyze meaningful changes in women's health in BC and beyond. BC Women's Hospital + Health Centre, the province's only women's hospital, serves 80,000+ patients annually through 60+ specialized clinics and programs devoted to women's and newborn health.

BCWHF funds groundbreaking research, delivers state-of-the-art equipment and technology, and enhances family-centred care for women and newborns across BC. The Foundation powers new possibilities across key initiatives in NICU Care and MRI, Menopause and Midlife Women's Health, Perinatal Mental Health Unit, to name just a few.

To support this essential work, the Foundation is now seeking a **Manager, Annual Giving**. In this new role, the Manager will develop and implement strategic fundraising plans to sustain and increase gifts from broad-based appeals to generate a reliable and sustainable revenue stream. This role plays a key part in advancing a digitally integrated, data-driven, and donor-centric Annual Giving Program, while proactively developing and executing both short- and long-term strategies to grow and strengthen Annual Giving initiatives.

This is a great opportunity for an enthusiastic fundraiser to:

- Have a lasting impact on women and newborn health in British Columbia;
- Lead and grow the Annual Giving Program;
- Work in a collaborative, inclusive, and high-performing team culture.

The Foundation is also hiring additional members of their fundraising team, particularly in major gifts. Please reach out if you have an interest beyond the Manager, Annual Giving role.

Information for Candidates

BC Women's Health Foundation has partnered with The Discovery Group
in support of building their team.

If you're interested or curious, or know someone who is, please be in touch.

To apply or learn more, please contact Christoph Clodius at christoph@thediscoverygroup.ca or Laura Heikkila at laura@thediscoverygroup.ca.

Application Timing and Process:

Candidates will be evaluated on an ongoing basis, so we are encouraging early and/or immediate applications and inquiries prior to applications.

Compensation & Benefits:

The Manager's salary range is \$80,000 - \$100,000, depending on experience and ability. A comprehensive health benefits package through PHSA includes extended medical and dental coverage, enrolment in the Municipal Pension Plan, four weeks of vacation, and work from home options.

Location:

The Foundation's offices are located at 4500 Oak Street, Vancouver, and offer a hybrid work environment with 3 days from the office.

Diversity, Equity and Inclusion:

We are committed to developing a team where reconciliation, equity, diversity, and inclusion are the cornerstone of what we believe in and where we want to go.

When we refer to "women", we are referring to women in all their diversity, inclusive of LGBTQ2SAI+ individuals.

Territory Acknowledgement:

We acknowledge that we carry out our work on the traditional, ancestral, and unceded territories of the skwxwú7mesh (Squamish), selilwitulh (Tsleil-Waututh), and x̱məθḵəy̱əm (Musqueam) nations.

We thank the Indigenous communities who are allowing us to carry out our work on their lands. For thousands of years this place has been care taken by Indigenous communities and is still home to many peoples whose presence here is appreciated and honoured.



About the Foundation

Our Vision:

Support life-changing healthcare for women and newborns across BC.

Our Mission:

To ensure women and newborns in BC have access to world-class healthcare at all life stages, through support of groundbreaking care at BC Women's Hospital + Health Centre (BCWH) and transformative research initiatives at Women's Health Research Institute (WHRI).

Our Values:

Equity: We are committed to advancing equity in women's health by funding solutions to ensure every woman and newborn has access to the highest quality healthcare when, where, and how they need it.

Evidence-Informed Impact: We lead with facts. Research, data, and lived experience guide everything we do – because real change in women's health starts with what the evidence tells us.

Authentic Connection: We show up with transparency, heart, and integrity. Whether we're speaking with donors, researchers, or the community, we lead with honesty and aim to build genuine relationships rooted in trust.

History:

BC Women's Health Foundation has been transforming women's and newborn health for over 30 years.

Learn more about our history: bcwomensfoundation.org/25-years-of-supporting-womens-health



Fundraising

The Foundation's dedicated team of 18 staff raised over \$5.2M in 2024 from a variety of sources, including major gifts, corporate support and sponsors, events, and individual donors.

To learn more, see:

- 2025 Impact Report: bcwomensfoundation.org/impact-report-2025/
- 2024 Annual Report: bcwomensfoundation.org/impact-report-2024/

Our Fundraising Priorities

BC Women's NICU Care + MRI

For the more critically ill and premature babies, a dedicated NICU MRI at BC Women's Hospital will enable immediate imaging – no transport, no anesthesia. This breakthrough technology means faster diagnosis, safer care, and better outcomes. It will also power research to transform the future of neonatal brain health.

Learn more here: bcwomensfoundation.org/nicu-mri/

Menopause + Midlife Women's Health

Women in midlife face daunting new health challenges. To help them navigate these challenges, this program will combine holistic research with real-time clinical care. This will lead to improved treatment options and better healthcare experiences. Together with BC Women's Hospital + Health Centre, the University of British Columbia and the Women's Health Research Institute, we envision a highly specialized care centre where midlife women are seen, heard and supported.

Learn more here: bcwomensfoundation.org/midlife-health/

Perinatal Mental Health

For high-risk new moms struggling with mental health challenges, North America's first Perinatal Mental Health Unit will deliver an innovative and integrated model of care that seeks to minimize mother-baby separation – reshaping the future of care for patients, babies and families.

Learn more here: bcwomensfoundation.org/pmhu/

Maternal Newborn Health

As the provincial leader in maternal and newborn care, BC Women's Hospital + Health Centre must be equipped to meet the urgent needs of mothers and their newborns who are at higher risk. BC Women's Hospital will be the first hospital in Canada to use a Rotational Thromboelastometry (ROTEM) device to help diagnose postpartum hemorrhage in new mothers.

Learn more here: bcwomensfoundation.org/maternal-newborn/

Women's Research + Innovation

Research is critical to a future with groundbreaking treatments and innovative healthcare. With funding from BC Women's Health Foundation, the Women's Health Research Institute is igniting health research for women and newborns, making way for Good Things To Come.

Learn more here: bcwomensfoundation.org/womens-health-research/

Global Cervical Cancer

BC has been a leader in cervical cancer research for decades. The journey began with a commitment from BC Women's Hospital + Health Centre in 2005 to provide seed funding to support Dr. Ogilvie's work involving self-screening for cervical cancer. This was followed by a long-term commitment to research, with landmark large clinical trials for HPV screening and pilot programs involving self-screening. Years of dedication and innovation led to BC becoming the first province in Canada to offer free province-wide cervix self-screening kits as part of the provincial transition to HPV primary screening.

Learn more here: bcwomensfoundation.org/cervical-cancer/

About the Role

The Manager, Annual Giving will be a key member of the fundraising team. Reporting to the Vice President, Philanthropy, the Manager will lead and grow the Annual Giving Program, balancing relationship management and strategy, with an eye for crafting compelling communications.

Main Duties & Responsibilities

Fundraising:

- Develop and lead both short and long-term strategic plans for Annual Giving Programs, identifying growth opportunities and ensuring alignment with the Foundation's goals.
- Manage a portfolio of Annual Giving donors through the donor cycle: prospect, solicit, cultivate, and provide thoughtful stewardship to deepen and expand the Foundation's donor pipeline and revenue targets.
- Lead the Foundation's Baby Tile and Post Your Mom Love Programs; leverage BC Women's Health Research Month.
- Working with the Vice President, Philanthropy, develop new strategies to grow our existing donor base through Annual Giving Programs. These may include direct mail, e-requests, monthly giving, and online giving platforms, ensuring a cohesive and integrated donor experience.
- Meet revenue targets and manage expense budgets.

Communications:

- Collaborate with other departments to develop strategies to connect with and solicit the broader community.
- Work with the Communications and Marketing team to develop compelling content for stewardship and donor relations materials.

Data and Analytics:

- Develop and implement data mining, segmentation, and predictive analytics strategies to maximize solicitations,
- Utilize the Raiser's Edge CRM system, marketing automation platforms, and fundraising-specific technologies to track activity, measure program effectiveness, and inform strategy development.
- Track key performance metrics, including revenue raised, donor engagement rates, donor retention and pipeline development.

Skills and Competencies:

- Progressive fundraising experience, preferably in health-related charities with a track record of developing and leading Annual Giving Programs.
- A commitment to the mission of the Foundation and dedicated to the cause of women's health.
- Exceptional written communications skills, with demonstrated experience developing compelling fundraising appeals, campaign messaging, and donor communications across multiple channels.
- Proven ability to develop and execute short- and long-term fundraising strategies that drive program growth, donor acquisition, retention, and revenue expansion.
- Strong relationship-building skills and credibility with donors.
- Strong understanding of the full donor cycle, from identification through to stewardship.
- Proven ability to analyze data to inform segmentation, solicitations, and stewardship strategies.
- Comfort in making direct asks and delivering compelling cases for support.
- Strategic mindset paired with strong execution skills.
- Proficiency in CRM systems (Raiser's Edge preferred) and Microsoft Office.
- Strong commitment to exceptional work quality and standards; high degree of professionalism and confidentiality.
- Team-oriented, collaborative mindset with a willingness to share learning and support departmental goals.
- Excellent organizational and project management skills, with the ability to manage multiple priorities in a dynamic and time-sensitive environment.
- Willingness to travel and attend occasional evening/weekend donor events.



Leadership Biographies



Cally Wesson, President + CEO

Cally Wesson has dedicated her career to helping women, children, and families thrive. As President + CEO of the BC Women's Health Foundation (BCWHF), she is known for her collaborative leadership and her ability to bring people together to create meaningful change. She leads a passionate team committed to improving the health and

well-being of women and newborns across British Columbia.

Since joining BCWHF, Cally launched Women's Health Research Month, an initiative that began in BC and is now recognized across Canada. Under her leadership, the Foundation is at the forefront of the philanthropic movement for women's health, driving research, awareness, and investment in areas that have long been overlooked, including menopause and maternal mental health.

Before joining BCWHF, Cally served as CEO of Variety – the Children's Charity, where she more than doubled fundraising and introduced impactful programs such as Continuous Glucose Monitors and Private Autism Assessments, expanding access to vital healthcare supports for families. Guided by collaboration, compassion, and vision, Cally continues to build philanthropic partnerships that strengthen BC's healthcare system and create a healthier future for women and families.



Aryana Sye, Vice President, Philanthropy

Aryana Sye, Vice President of Philanthropy at BC Women's Health Foundation, has more than 15 years of experience leading fundraising initiatives across Vancouver's arts, education, health, and science sectors.

A collaborative and strategic leader, Aryana oversees the Foundation's philanthropic programs, including major gifts, corporate partnerships, planned giving, and donor stewardship. Her work is guided by a deep commitment to building lasting relationships and creating meaningful opportunities for donors to advance women's health.

Before joining the Foundation, Aryana held senior fundraising roles as Senior Director of Development at the Vancouver Art Gallery and Manager of Leadership Giving at the Canadian Cancer Society. Throughout her career, she has demonstrated an ability to exceed fundraising goals and deliver measurable impact. Combining creativity with a deep understanding of fundraising best practices, Aryana continues to strengthen BC Women's Health Foundation's philanthropic partnerships and inspire support for a healthier future for women and families across the province.



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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