

# VGH+



## Philanthropy Lead, Major Gifts

Executive Profile Presented By

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**VGH & UBC Hospital Foundation** is Vancouver Coastal Health's primary philanthropic partner and the leading charity investing in health care innovation in British Columbia, raising essential funds for specialized adult health care services and research for people across the province. In partnership with donors, the Foundation supports Vancouver Coastal Health's key institutions, including VGH & UBC Hospital, GF Strong Rehab Centre, Vancouver Coastal Health Research Institute, and Community Health Services.

The Foundation is one of BC's largest fundraising organizations, whose dedicated staff team of more than 110 people raised \$149+ million last year from 13,600 committed supporters. Approximately 70% of the Foundation's annual revenue is raised by the Philanthropy & Campaign Division, including the Foundation's exceptional team of major gifts fundraisers focused on gifts of over \$100,000.

Recognizing the significance of the team's work – which amounts to approximately \$60 million raised every year – the Foundation has created the new role of **Philanthropy Lead, Major Gifts** to lead this dynamic group.

The Lead will provide strategic leadership and management of the four Philanthropy Advisors, each of whom have goals of up to \$10 million, as well as managing their own pipeline of major gift prospects. This is a senior role in the Foundation with significant leadership, fundraising, and cross-Foundation collaboration expectations. As well, the Lead will play a key role in fundraising for VGH & UBC Hospital Foundation's campaign, its most ambitious fundraising campaign in history and the largest ever health care campaign in BC.

This is a unique opportunity to further enable major gift best practices and help achieve the Foundation's strategic priorities by:

- Playing a pivotal leadership role in a historic and transformative campaign;
- Shaping and advancing major gifts strategy at a critical moment of growth;
- Partnering with senior leaders, physicians, and volunteers to secure significant gifts;
- Combining big-picture strategic thinking with hands-on leadership of a high-performing team;
- Working at the intersection of campaign fundraising, clinical priorities, and organizational strategy;
- Joining an established, deeply committed, and high-performing fundraising team.

## Information for Candidates

This search is being led by VGH & UBC Hospital Foundation's search partner, Christoph Clodius at The Discovery Group, at [christoph@thediscoverygroup.ca](mailto:christoph@thediscoverygroup.ca).

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

### Application Timing and Selection Process:

All submissions should be received by August 7, 2026. Please apply to Christoph with a cover letter/expression of interest and resume/CV, in a combined single document.

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

### Compensation & Benefits:

The successful Director can expect a starting salary between \$135,600 – 169,500 depending on experience. Salary is reviewed annually for success factors such as skills, experience, and internal equity. Additionally, each year, the Foundation considers its overall performance and awards a bonus Organizational Performance Incentive. Once hired, employees have the opportunity for their salary to increase over time up to the maximum of the pay band, currently \$203,400.

The Foundation's top-notch total rewards package includes enrollment in the Municipal Pension Plan, dental and extended health benefits (with premiums paid by the Foundation), life insurance, subsidized access to the VGH fitness facilities, parking, transit, and cycling centre and a Health Spending Account.

Vacation includes 4 weeks each year and eligibility for the 9-day fortnight program in the summer months. The remote work policy allows individuals to work up to 10 days per year remotely, and a hybrid work model is available (up to 50% of their time at home).

### About the "Lead" Job Title

*The title **Philanthropy Lead, Major Gifts** reflects both the role's seniority and strategic nature. As part of an evolving leadership structure at the Foundation, "Lead" has been introduced to recognize positions with significant responsibility, influence, and decision-making authority. Internally, the role is equivalent in level to a Director.*

*Externally, however, the Foundation has intentionally adopted the title "Lead" to better reflect its relationship-centred approach to philanthropy. Rather than emphasizing organizational hierarchy, the title conveys leadership, partnership, and trusted stewardship in working closely with donors to advance transformational giving.*

*This change is part of a broader evolution in the Foundation's titling philosophy. Traditional titles such as "Officer" are being replaced with "Advisor" and "Lead" to better represent the consultative, collaborative, and donor-focused nature of philanthropy. These titles reinforce the Foundation's commitment to building meaningful partnerships with donors while recognizing the strategic leadership these roles provide.*



## About VGH & UBC Hospital Foundation

### The Foundation's Vision is:

Healthier lives for healthier communities in BC.

### Our Mission:

We create and inspire a community of donors to catalyze health care innovation in BC.

### Our Values:

**Bold** We embrace courage, creativity and forward-thinking, and are catalysts for breakthroughs, positive change and innovation.

**Integrity** We are steadfast in our commitment to honesty, trust, maximum impact and stewardship, and operate with purpose and transparency.

**Community** We are committed to people and communities, fostering relationships, collaboration and partnerships.

The Foundation is led by an accomplished Board of Directors, which governs VGH & UBC Hospital Foundation and is ultimately responsible for our strategic direction and overall performance.

### History:

Since 1902, VGH has been pioneering medical advancements and providing exceptional patient care. Learn more about the milestones that have shaped our legacy and continue to drive us forward: [vghfoundation.ca/who-we-are/timeline/](http://vghfoundation.ca/who-we-are/timeline/)

## Our Beneficiaries

### Vancouver General Hospital: Leading Comprehensive Health Care

Vancouver General Hospital (VGH) is the largest, most specialized hospital in BC and the number one adult health care referral centre. VGH is one of only two accredited Level 1 adult trauma centres in BC, caring for 60% of adult trauma cases. VGH cares for the most complex patient needs in BC, taking referrals from across the province. Nearly half the patients come from outside Metro Vancouver for advanced treatments that are only available here. The simple truth is, if you are seriously ill or injured, our hospitals are your best chance. There are a few illnesses or injuries our medical teams cannot treat, no matter how complex or rare.

### UBC Hospital: Innovative Care and Research Hub

UBC Hospital excels in patient-centered care and advanced research, offering specialized treatment for non-life-threatening emergencies and surgical care. The facility includes urgent care, short-stay day surgery, diagnostic imaging services, extended care, bladder care, brain research, sleep disorders, and a range of neurology clinics.

### VCH Research Institute: Driving Medical Research and Innovation

The VCH Research Institute leads in medical research and innovation, advancing health care through studies and collaborations aimed at improving patient outcomes. Comprised of acclaimed doctors, scientists, and researchers, the institute discovers new cures and treatments for many serious conditions and diseases.

### GF Strong Rehabilitation Centre: Premier Rehabilitation Services

GF Strong Rehabilitation Centre is BC's largest rehabilitation centre. It provides inpatient, outpatient, outreach and clinical support services to clients and patients. It offers four unique programs: Acquired Brain Injury, Spinal Cord Injury, Arthritis, neuromusculoskeletal and a Transitional Rehabilitation Unit.

### Vancouver Community Health Services: Comprehensive Community Health Care

Vancouver Community Health Services offers a wide range of health care programs and support services, ensuring accessible and quality care for all residents. The division emphasizes health promotion, prevention, primary, secondary, rehabilitative, and palliative care for all ages, from newborns to elders.

The Foundation's Key Impact Areas span 23 fields, including Long-Term Care, Dementia, Women's Heart Health, Brain Breakthroughs, Cancer, Mental Health Support and Wellness, Stroke Health and Surgery, to name a few. To learn more about them, see: [vghfoundation.ca/impact-areas/](https://vghfoundation.ca/impact-areas/)

For more information about the Foundation, see: [vghfoundation.ca](https://vghfoundation.ca)

- 2024 - 2025 Audited Financials: [vghfoundation.ca/who-we-are/audited-financial/](https://vghfoundation.ca/who-we-are/audited-financial/)
- Foundation Leadership: [vghfoundation.ca/who-we-are/executive-leadership/](https://vghfoundation.ca/who-we-are/executive-leadership/)

## The Role: Philanthropy Lead, Major Gifts

This newly created role is accountable for all account management activities for the Major Gift Fundraising team, developing and executing cultivation, solicitation and stewardship plans for major gifts to the campaign. They ensure fundraising and organizational objectives are met, overseeing and implementing all aspects of donor management strategy, including prospect identification and alignment, and volunteer and physician engagement.

The Lead inspires, leads, and mentors the major gift fundraisers responsible for their respective fundraising focuses within the comprehensive campaign, and exemplifies a collaborative approach to donor opportunity identification in philanthropy, donors from leadership giving, donors with the potential to upgrade to transformational giving, and support future planned and blended giving. The role will be accountable for the revenue success of Major Gifts fundraisers reporting to it, including the robust and healthy state of the donor pipeline and budget planning for the team. This role will also be responsible for the strategy for professional advisor engagement strategy.

As an individual contributor, the Lead is accountable for developing and managing their own portfolio of approximately 50 active major gift prospects capable of giving at least \$100,000, and an annual target of \$3 – 5M or more, according to annual pipeline projections. The Lead develops, executes and models donor cultivation and stewardship strategies and tactics to achieve individual and departmental revenue targets and ensure a strong, positive relationship between each donor and the Foundation.

### Position Impact

- Accountable for providing strategic leadership on all account management activities for the fundraising team.
- Work collaboratively with the AVP and Major Gifts fundraising team to develop, implement, and enhance strategies to grow revenue across the portfolio of fundraising initiatives.
- Enhances department and organization reputation through effective leadership and management of the Major Gift function.
- Provides leadership and effective management to ensure the execution of the donor management strategies within Major Gift portfolios.
- Develops and provides direction for the major gift fundraisers, ensuring effective and brand-appropriate execution of elements of donor cycle activities.
- Accountable for the accuracy and efficacy of the overall major gift pipeline.
- Develops an annual plan of activity that includes both the Major Gifts team's strategic objectives and personal portfolio objectives.
- Provides leadership and direction to Major Gifts fundraisers to develop, manage, and execute activities for related fundraising strategies and identified prospects, as well as volunteer engagement strategies.
- Provides input to the AVP Philanthropy on campaign priorities, including goals, funds raised, prospect/proposal pipeline, and timelines.

More specifically, the Lead's functional areas of responsibility include:

### Business Solutions

- Provides the Major Gifts team leadership, facilitating the development of innovative and integrated solutions and plans to increase efficiency in donors' move management, revenue tracking, key performance indicators analysis and donor giving trends.
- Diagnoses and identifies issues relating to fundraising strategies and implements creative solutions to escalated issues related to account management activities.
- Develops, establishes, and ensures adherence to best practices around Major Gifts donor cycles.

### Relationship Management

- Responsible for the highest level of donor relationships, providing expert advice and counsel, negotiating and influencing where necessary and resolving escalations and challenges.
- Provides clear and accountable leadership to direct reports in monitoring prospect assignments and interactions.
- Manages and monitors the activities of donor, volunteer, and stakeholder management activities, ensuring donor management plans and revenue objectives move forward in a strategic and timely manner.
- Develops strategic relationships with physician groups in partnership with the Strategic Partnership & Campaign Communication team, reaching strategic organizational goals to strengthen alignment with clinical partners, increasing grateful patient referrals and physician champions.
- Develops and manages a portfolio of approximately up to 50 major gift prospects with an estimated giving capacity in excess of \$100,000.
- Cultivates and solicits donors in one-on-one meetings and phone calls, and solicits major gifts independently and in collaboration with the other members of the Major Gifts team, as well as senior volunteers.
- Under the general direction of the AVP, Philanthropy, establishes financial goals for major gift prospects/donors and prioritizes key donors.
- Develops and executes detailed development plans for each prospective donor and current donor pipelines.
- Builds and maintains strong working relationships with Foundation leadership, department heads, and campaign contributors.
- Engages with clinical leaders, donors, senior volunteers (including Board and campaign cabinet members), and external partners to advance campaign priorities.
- Facilitates complex collaborations across internal and external groups, ensuring shared understanding and coordinated action.
- Communicates effectively across all levels of the organization and with external contacts, often in sensitive or high-impact contexts.



## People Leadership

- Provides subject matter expertise on major gifts fundraising, major gift donor behaviours, and donor trends.
- Provides strong and effective leadership to direct reports and ensures that members are developed and supported in their roles.
- Creates a team workforce plan, including succession for their own role.
- Motivates, guides and supports team members to understand long term direction and contribute fully to the realization of the Foundation's goals and objectives.
- Develops, achieves approval for, and implements long-term human resource plans for the team, in alignment with the broader division's goals.
- Supports the AVP as required, including representing the Division on internal and external committees, as appropriate.

## Organizational & Occupational Knowledge

- Demonstrates ability to diagnose and identify issues relating to fundraising strategies and implement creative solutions.
- Demonstrated leadership and coaching skills to build high-functioning teams, networks and communities of practice, and fostered cross-team collaboration within the Philanthropy and Campaign Division.
- Collaborates with members of the Transformational Giving team on donor portfolio optimization.
- Holds broad and extensive knowledge of the fundraising profession, non-profit industry, and health care philanthropy, as well as proven strategic expertise around major gift and campaign fundraising.
- Maintains an understanding of best practice in philanthropy, updating job knowledge, participating in educational opportunities, reading professional publications, maintaining personal networks, and participating in professional association activities as appropriate.

## Diversity, Equity & Inclusion & Belonging:

Through every part of the Foundation, we are committed to creating an equitable and inclusive workplace. We have a highly engaged cross-functional team that develops and continuously monitors policies, practices and experiences to support our journey of creating a workplace that continuously strives to improve. Guided by the input of our staff and best practices in the Global Benchmark for DEIB, our Culture Cabinet created (and received executive and Board endorsement for) the Foundation's Diversity, Equity, Inclusion and Belonging Statement:

We believe that inspiring donors and catalyzing health care innovation for healthier communities in British Columbia requires a team that embodies the diversity of the geography we serve. Our journey in diversity, equity and inclusion is ongoing and intentional. It is guided by our commitment to being bold in our forward-thinking approach to breakthrough solutions, demonstrating integrity through transparent, purpose-driven stewardship, and fostering community through meaningful collaboration and partnerships. This journey enables every individual to contribute their unique strengths and perspectives to our philanthropic mission and drive lasting, equitable impact, both within our organization and beyond. Learn more here: [vghfoundation.ca/who-we-are/careers/](https://vghfoundation.ca/who-we-are/careers/)

We welcome applications from Indigenous persons, persons with disabilities, BIPOC and racialized individuals, persons of minority sexual orientation or gender identity, and others who may contribute to the Foundation's organizational diversity and who share the Foundation's values.

## Role Competencies & Background

The ideal candidate is a seasoned, strategic, and collaborative fundraising leader who combines credibility, coaching ability, and systems awareness to drive high-impact major gifts performance.

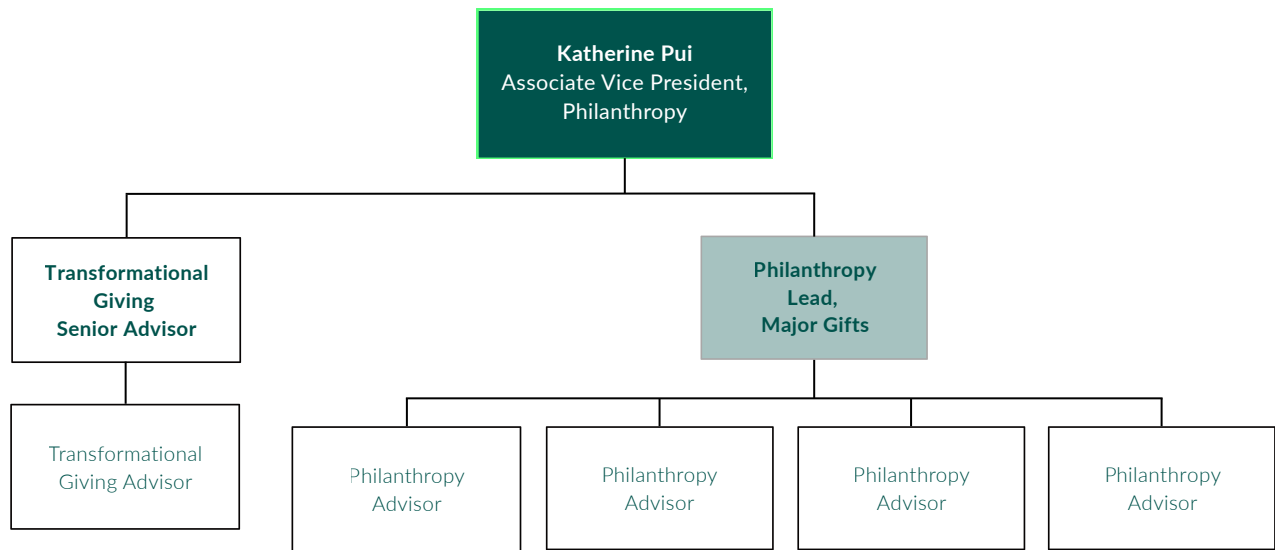
### The Lead will ideally be:

- An experienced major gifts professional with a strong track record and deep expertise in high-level fundraising strategy and portfolio management.
- A proven team leader and coach capable of developing, guiding, and motivating senior fundraisers within a high-performing team.
- A strategic thinker who can elevate team performance, identify opportunities, and advance complex donor proposals.
- A confident yet low-ego leader who can manage experienced professionals with credibility while fostering a supportive, respectful environment.
- An operationally effective practice lead able to set clear expectations, drive consistency, and ensure strong fundraising discipline.
- Collaborative and relationship-oriented, with a listening-first approach, seeking to understand before advising and brings partners along in decision-making.
- A strong communicator who values transparency, open dialogue, and aligning stakeholders around shared goals.
- Adaptive and systems-aware, able to navigate organizational complexities, constraints, and processes while improving outcomes.
- Creative and opportunity-focused, helping ensure fundraising efforts align with viable priorities and fundable initiatives.

### Ideal background and skills:

- Extensive major gifts and fundraising experiences with proven track record of working with high net worth individuals and complex gifts.
- Advanced knowledge of fundraising strategy with a preference for health care philanthropy experience or similar complex organizations.
- Proven ability to provide specialized, relevant advice and support to donors and fundraisers, demonstrating a deep understanding of the healthcare setting, including the complexities and dynamics within the Canadian healthcare system
- Proven ability to meet deadlines in a fast-paced environment with multiple, competing deadlines, and time and resource constraints.
- Demonstrated leadership experience managing high-performing teams and as evidenced by the performance of the team.
- Proven ability to exercise a high degree of diplomacy, discretion, and professionalism in managing sensitive information.
- Demonstrated project management and facilitation with a sound knowledge of formal project management methodologies and practices.
- CRM systems and moves management knowledge to inform decisions and optimize major gifts' team performance (experience working with Salesforce will be helpful).
- Excellent business writing and editing skills; experience developing and writing fundraising cases for support and proposals preferred.
- Consistently models the Foundation's core values of being Bold, acting with Integrity, and embracing Community in all aspects of leadership and collaboration.
- A university degree or comparable professional training and experience.

# Organizational Chart - Philanthropy & Campaigns



## Leadership Bio



**Katherine Pui, MD**  
**Associate Vice President, Philanthropy**

Katherine Pui, MD, is Associate Vice President, Philanthropy at VGH & UBC Hospital Foundation where she leads a 14-person philanthropy team responsible for more than 70% of the Foundation’s annual revenue, with projections surpassing \$110 million. Previously, as Director of Philanthropy, she led the major gifts team through a post-pandemic recovery that grew annual

fundraising revenue from \$23 million in FY20/21 to nearly \$90 million in FY23/24. Katherine was also the primary relationship manager for a historic \$60 million donation for cardiac research, working with donors, executives, and physician partners.

A licensed physician and former family physician trained across Russia, the United Kingdom, Malaysia, and Canada, she brings clinical insight to healthcare philanthropy and is recognized for bridging the perspectives of physicians, donors, and healthcare leaders. Katherine is a 2025 Association for Healthcare Philanthropy 40 Under 40 honouree. Katherine is passionate about mentorship and is involved in the community through volunteering with the School of Biomedical Engineering at UBC; AHP; AFP; and Sea Smart.



## 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.

[www.thediscoverygroup.ca](http://www.thediscoverygroup.ca)

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