

### Who We Are

VGH & UBC Hospital Foundation is Vancouver Coastal Health's primary philanthropic partner, raising funds for specialized adult health services and research for all British Columbians. We partner with donors to drive innovation and sustainable health care at VGH & UBC Hospital, GF Strong Rehab Centre, Vancouver Coastal Health Research Institute and Vancouver Community Health Services. Further information about the Foundation is available at [www.vghfoundation.ca](http://www.vghfoundation.ca).

The Legacy Giving Team will be focused on identification, cultivation, solicitation, and stewardship of legacy giving donors and prospects included within the Community Giving portfolio.

### About The Role

The Associate Director, Legacy Giving will provide leadership to the Legacy Giving program and the Heritage Circle donor recognition society. In addition, the individual will manage a team of two and personally manage a portfolio of prospects and donors. In collaboration with the Estate Administration Team, the AD will ensure confirmed expectancy donors are stewarded and engaged in Foundation activities to ensure ongoing annual and future giving.

### Key Responsibilities

- Provides strategic direction for the Legacy Giving program and leads in the creation, design and execution of the Foundation's legacy giving strategies, including establishing goals and developing metrics to measure ongoing success and ROI
- Responsible for the growth of confirmed expectancies and Heritage Circle donors
- Ensures the legacy giving program reflects industry best practices and maximizes charitable contributions through various gift planning vehicles, which may include bequests, tax and estate planning, present gifts; insurance, trusts and residual interests
- Collaborates with other fundraising teams to ensure that legacy prospecting and solicitation activities are integrated with other Community Giving and Major Gift touchpoints and communications and align with the Foundation brand
- Leads all legacy prospecting activities in coordination with Annual Giving Team, including direct response mailings and digital activities
- Internal resource as a SME for colleagues regarding legacy and estate planning
- Responsible for budget development, monitoring, reporting, benchmarking, develops annual work plans, as well as future realized gift forecasting
- Utilizes analytics and modeling tools to identify internal prospects and develops strategies and implements tactics for the cultivation and solicitation of top-ranked legacy prospects and donors
- Ensures that donors of legacy gifts are provided with appropriate recognition and stewardship by working closely with Donor Relations to develop and implement individual stewardship plans.
- Advises and assists prospective donors and their professional advisors in their charitable and estate planning efforts.
- Maintains accurate and up-to-date information on legacy giving activities, donors, and prospects using the CRM system and supplementary tools
- Mitigates risk to the Foundation by ensuring all necessary policies, standards and procedures are developed and monitored for the work carried out by the Legacy Giving Team

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### What You Offer

- Proven experience in the art and the science of planned gift fundraising, possessing a clear understanding of the various planned giving vehicles available and how to determine the best fit for prospects and donors based on their tax and philanthropic motivations.
- Knowledge of planned giving vehicles, current trends in philanthropy, and basic estate and financial planning for individuals, including tax implications of charitable giving
- Proven ability to lead and coach individuals and teams to success.
- Familiarity with direct response methods and experience with working with external vendors
- Highly developed interpersonal and relationship skills. Proven ability to exercise a high degree of good judgment, diplomacy, and discretion.
- Enthusiastic, passionate, and dedicated to building upon a strong existing planned giving program to secure a solid growth trajectory for the future.
- Superior communication skills, including ability to write clear and compelling letters and proposals and make concise and engaging presentations.
- Current member in good standing or willingness to join CAGP.
- Participates in professional organizations and keeps abreast of current and state-of-the-art trends in fundraising and related operations and assists in the implementation of emerging opportunities.
- Holds broad and extensive knowledge of the fundraising profession, non-profit industry and health care philanthropy
- Maintains an understanding of best practices in philanthropy, updating job knowledge, participating in educational opportunities, reading professional publications, maintaining personal networks, and participating in professional association activities.

### What We Offer

This is a full-time permanent position. The successful candidate can expect a starting salary between **\$104,225.14** and **\$118,437.66**, depending on factors such as skills, experience, and internal equity. Once hired, salary is reviewed annually and successful employees have the opportunity for their salary to increase over time up to the maximum of the pay band, currently **\$133,834.56**.

Additional variable pay, benefits, flexible working arrangements, investment in professional development and subsidized access to fitness, cycling and parking facilities all contribute to a top-notch total rewards package.

### To Apply

Please submit your resume and cover letter to the Human Resources team at [careers@vghfoundation.ca](mailto:careers@vghfoundation.ca) by **February 16, 2025**.

We welcome applications from anyone who is eligible to work in BC and fully vaccinated against COVID-19. We encourage applications from Indigenous people, people with disabilities, BIPOC and racialized individuals, people 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.