Director of Development & Communications

Position Brief

BELMONT HOUSE

Est.1852

The Seniors' Home of Choice

BELMONT HOUSE
Est.1852
The Seniors' Home of Choice

TABLE OF CONTENTS

The Opportunity 1
About Belmont House Foundation and Belmont House 2
Additional Information 5
Board of Directors 5
Foundation Board of Directors 5
Key Duties and Responsibilities 6
Qualifications and Competencies 8
Biography 9
Organizational Chart 10

FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of Belmont House. For more information about this opportunity, please contact Ellie Rusonik or Jody Jacobson KCI Search + Talent, by email at BelmontH@kcitalent.com.

Interested candidates are invited to send a resume and letter of interest to the email address listed above. We will be reviewing applications and interviewing candidates as submissions are received; early applications are encouraged. All inquiries and applications will be held in strict confidence.

The hiring range for this role is $110,000 to $130,000 with a full range of benefits.

BELMONT HOUSE
Est.1852
The Seniors' Home of Choice

Director of Development & Communications

THE OPPORTUNITY

The Belmont House Foundation is seeking an experienced fundraising generalist as the new Director of Development and Communications. This position will support Belmont House's significant expansion, as it grows from 221 to 421 beds in a state-of-the-art residence while continuing to provide the best-in-class care for which it is renowned.

Reporting to the Chief Executive Officer and working closely with the Board of Directors of Belmont House Foundation and the Campaign Cabinet, the Director serves as both a strategic leader and an active practitioner. The role includes leading the fundraising strategy, while directly cultivating, soliciting, and stewarding donors, while overseeing fundraising communications to advance the Foundation's capital and annual goals. The successful candidate will be energized by hands-on work in a small, grassroots fundraising environment where strategic vision and tactical execution go hand in hand.

The Director will be responsible for planning and executing a diverse fundraising portfolio, including the public launch of the capital campaign. KCI Philanthropy is providing strategic leadership for the Campaign, and a Campaign Cabinet is actively engaged. While direct campaign leadership experience is not required, exposure to campaigns and the ability to apply relationship-based fundraising skills in a campaign context would be an asset. A background in major donor relationship management will be essential.

This position will provide leadership, guidance, and support to the Fund Development staff, who drive a diverse fundraising program that includes annual giving, planned giving, major gifts, grants, and community and special events. The Director will also oversee the development of communication strategies to support annual and campaign initiatives and will be actively involved in creating and delivering marketing and donor communication plans and materials. The successful candidate will represent the Foundation to donors, residents, media, and the community at large.

Above all, this role is about building and sustaining meaningful relationships. The successful candidate will be a natural relationship builder who inspires confidence and conveys passion for the mission, vision, and values of Belmont House.

BELMONT HOUSE FOUNDATION AND BELMONT HOUSE

The Belmont House Foundation is a registered charity dedicated to supporting the efforts of Belmont House in the fulfillment of its mission, vision, and values. Established in 1993, the Foundation's sole focus is to enhance the lives of our residents by engaging generous donors.

Belmont House is a charitable, non-profit, Christian home for seniors offering long-term care and retirement living.

Beautifully furnished and located in a garden-like setting in downtown Toronto, Belmont House is a community in which individuals, from all income levels and walks of life, are professionally and sensitively cared for according to their needs and wishes in an intellectually, socially, and spiritually stimulating environment.

Belmont House provides seniors with a breadth and quality of programs that are second to none, due in significant part to its charitable model. This means that profits from rental income are continually reinvested in Belmont House, and contributions from our generous and caring donors help provide added value not often seen in other seniors' homes.

Originally founded more than 170 years ago by women to provide women with equitable care, Belmont House has provided quality care to residents in a safe and stimulating home environment. Belmont House is forward-looking and has a long history of quickly adapting to the changing needs of the community.

A trusted leader in the sector, Belmont House provides guidance to other seniors' homes on best-practices, and our proven model of care; a people-centered, innovative approach to helping seniors age in place. Personal care, skilled nursing and medical care, palliative care and support, spiritual and religious programs, and various social, therapeutic recreational, arts, and inter-generational programming all contribute to Belmont's reputation as the "Seniors' Home of Choice."

OUR MISSION

Belmont House is a charitable, not-for profit Christian organization dedicated to providing seniors with excellent care within a safe, stimulating community. Belmont House provides support for independence, companionship, choice, dignity, and privacy.

OUR VISION

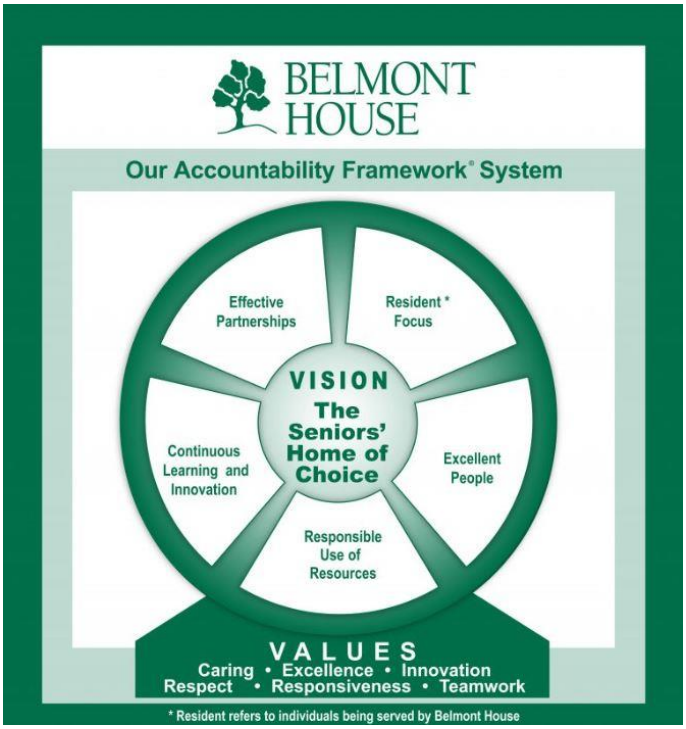
To be an exemplary community for seniors within a caring environment.

OUR VALUES

- Caring
- Excellence
- Innovation
- Respect
- Responsiveness
- Teamwork

OUR ACCOUNTABILITY FRAMEWORK

Belmont House operates within an Accountability Framework, which guides the development and implementation of our operational and strategic goals. This framework sets the direction that guides everyone at Belmont House towards achieving our mission of being “The Seniors’ Home of Choice”.



FUNDRAISING AT BELMONT HOUSE FOUNDATION

Our year-round fundraising efforts raise money to support increased nursing staff, electric beds, medical equipment, pastoral care, art therapy, horticultural therapy and our gardens, music therapy, pet therapy, and special entertainment for our residents.

Belmont House Foundation engages donors through direct mail and annual campaigns, events, major and planned giving. Foundation staff work within the building and interact with residents daily. With the implementation of the capital campaign for the new building, the time is right for strategic leadership with an aim to grow fundraising.

CAPITAL CAMPAIGN

Care It Forward.

Building a Legacy of Compassion and Care

There is an urgent and growing need for long-term care as Canada's population ages. Within the next 15 years, the number of people over age 85 will double, and increasing life expectancy means more seniors will require specialized services and support. Belmont House is responding to this challenge by expanding its "campus of care" to add a bold, new state-of-the-art 11-storey residence with 168 long-term care beds and 32 memory and assisted living care beds, more than doubling capacity and ensuring that more seniors can receive the support they need.

With over 70% of the $30M campaign goal achieved, there is strong momentum towards the public launch and groundbreaking in 2025. This is a transformational time for Belmont House and for the Foundation as this exciting project comes to fruition.

ADDITIONAL INFORMATION

- Belmont House Website
- Our History
- Senior Management Team
- Long-Term Care
- Retirement Living
- Board of Directors
- Board of Directors - Foundation
- Annual Reports
- Strategic Plan
- Publications
- Fundraising
- Volunteering

BELMONT HOUSE FOUNDATION BOARD OF DIRECTORS

- Jim Christie, Chair
- Michael Chan
- Myles Mindham
- Michael Missaghie
- Winn Oughtred
- Barbara Track

BELMONT HOUSE BOARD OF DIRECTORS

- Kathyrn Ramsay, Chair
- Haider Alvi
- Joanne Beaton
- Katherine Carre
- Wynne de Jong
- Michael Heffer
- Subashini Kangesan
- Diane McArthur
- Don McCutchan
- Chris Morgan
- Valerie Pringle
- Stephen Rice

KEY DUTIES AND RESPONSIBILITIES

FUNDRAISING STRATEGY & LEADERSHIP:

- Plans and directs all fundraising programs; oversees the development of annual plans for achieving fundraising success and monitors key performance indicators.
- Works collaboratively with the CEO and fundraising team to drive short and long-range fundraising strategies, including the creation, monitoring, and evaluation of the Foundation's multi-year development plans and targets in alignment with organizational priorities and needs.
- Participates as a member of the Senior Leadership Team, and engages regularly with the Foundation Board of Directors, and other teams to ensure a solid understanding of current and future care needs, and that teams are informed and appropriately engaged in fundraising activities.
- Provides support to the Foundation Board of Directors, which includes preparing all materials for Board meetings.
- Acts as a representative and spokesperson for Belmont House within the community, with media, and at events, building and maintaining relationships that support greater philanthropic support.
- Builds and strengthens fundraising processes, policies, and activities ensuring adherence to regulatory requirements.
- Provides leadership to the development staff team in the planning and direction of all fundraising programs.
- Provides support to the Board of Directors and all standing committees of the Board, with respect to trends and new developments in fundraising, as well as legislation impacting philanthropy and/or operations of the Foundation.
- Ensures that the business, fiduciary and legal responsibilities of the organization are met as it pertains to fundraising, working closely with legal and audit counsel, and reporting regularly at meetings of the Board of Directors.

FUND DEVELOPMENT & DONOR RELATIONS:

- Further develops and builds existing ongoing fundraising programs with action-oriented plans, including robust donor pipelines for Major Gifts/Campaign, Special Events, Direct Response, and Planned Giving programs.
- Actively cultivates, solicits and stewards a portfolio of high-value major gift prospects/donors.
- Coordinates and participates in the identification, evaluation, cultivation, and solicitation of prospective donors, including individuals, foundations, corporations, and organizations.
- Oversees and executes effective acknowledgement, recognition stewardship strategies to ensure donors are properly and equitably acknowledged and appropriately recognized and stewarded for their current and future gifts.

- Prepares fundraising reports for funding agencies.
- Leads the building and delivery of a robust legacy giving strategy.
- Oversees research and preparation of grant proposals by the Foundation staff team.
- Leads the development of the cases for support to build awareness of philanthropic opportunities.
- Builds the culture of philanthropy within Belmont House's internal community.
- Actively promotes the development of philanthropic support for Belmont House throughout the region and amongst a wide variety of constituencies and stakeholders.
- Responsible for the Foundation Sponsored Speakers' Series on Health & Wellness.

CAPITAL CAMPAIGN:

- Provides leadership, support, and guidance to the Campaign Cabinet and Foundation Board members.
- Supports the CEO and senior volunteers in managing their portfolios of prospects and donors.
- Plans cultivation and solicitation of leadership and major gifts.
- Coaches and motivates Cabinet and Board volunteers to achieve personal and collective targets.
- Prepares all Cabinet communications, and material for meetings and events.
- Planning and delivery of the public phase of the campaign.
- Creates and implements a comprehensive recognition and stewardship program for capital campaign donors.

STAFF MANAGEMENT:

- Provides inspiring leadership to the Development team, ensuring clear accountabilities, ongoing work quality, and effective project management.
- Measures, monitors, and manages the overall performance of the program and Foundation fundraising staff against set performance targets.
- Performs work in compliance with all policies, procedures, and legislation.
- Provides monthly reports to the CEO on fundraising progress.

FINANCE & OPERATIONS:

- Develops and manages annual budgets and provides regular reports to the CEO and Foundation Board of Directors, in collaboration with the Director, Finance & Information Management.
- Acts as the administrative lead for the fundraising department, including monitoring and approving all major expenditures, service contracts, and other expenditures.

COMMUNICATIONS:

- Develops a communication strategy and action plans for annual and capital campaign initiatives, which highlight donor impact.
- Oversees and actively contributes to the development and delivery of marketing and donor communication strategies and materials.
- Oversees and contributes to the development of print, multimedia, and digital content, including the website, videos, newsletters, and social media.
- Collaborates with program teams to collect stories, testimonials, and impact data for communications and fundraising.

QUALIFICATIONS AND COMPETENCIES

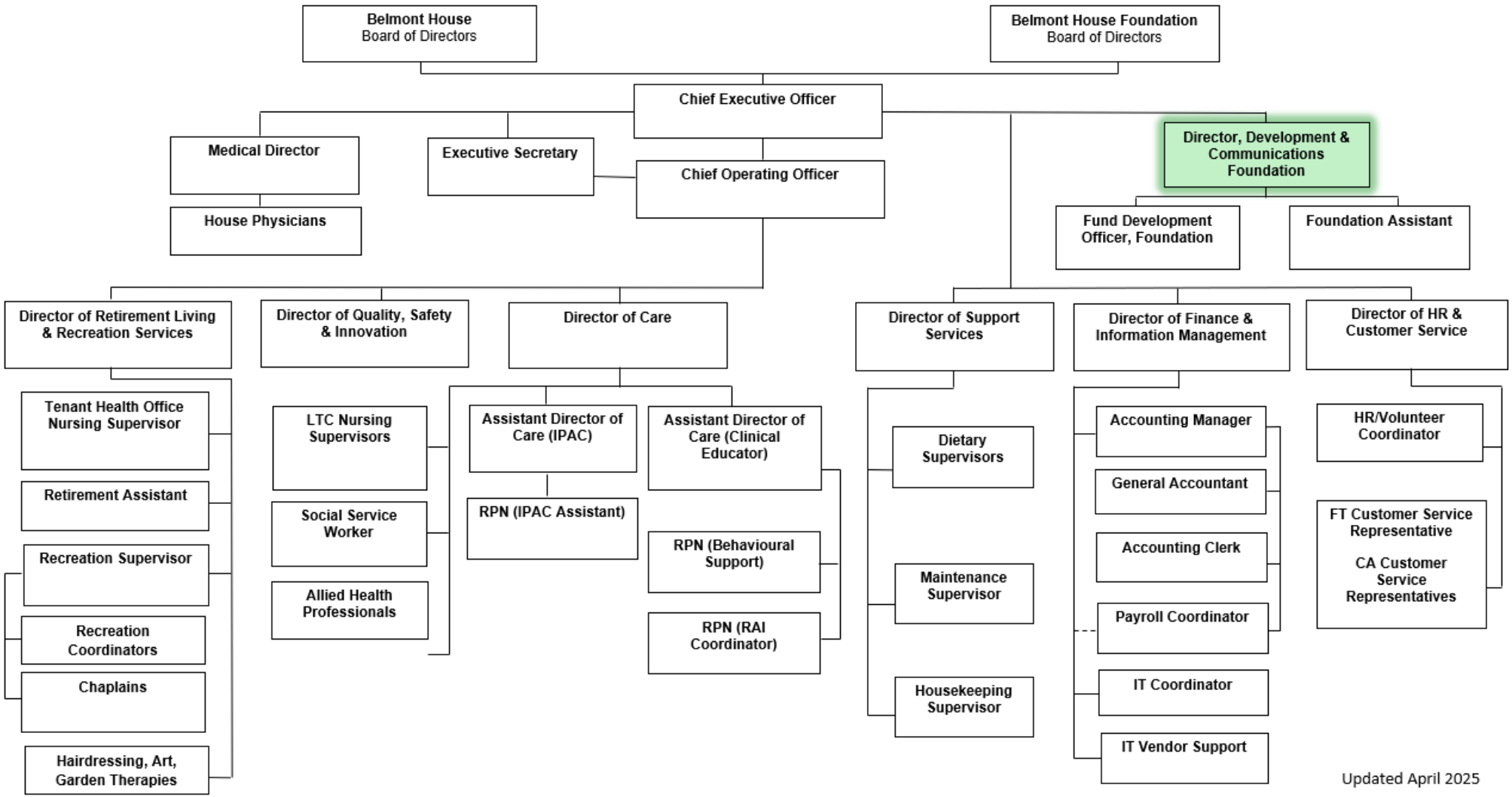
- Progressive fundraising experience with a demonstrated record of achieving financial and strategic goals.
- Demonstrated ability to develop philanthropic strategies that include multiple revenue streams; proven ability to develop new revenue opportunities through both mid-level, major gift, and legacy donors.
- Experience building and managing a robust portfolio, including donor cultivation, solicitation and stewardship of gifts at the five and six figure level.
- Experience developing and executing stewardship strategies and activities, from personalized donor engagement to broader recognition initiatives, ensuring donors feel valued and connected to the mission.
- Proficiency in donor database management, ideally Raiser's Edge, with experience maintaining accurate records and generating reports to support fundraising activity. Strong computer skills (Work, Excel, PowerPoint, Outlook).
- Knowledge of and experience with legacy giving programs is an asset, particularly in cultivating and stewarding donors considering future gifts.
- Demonstrated experience with fundraising communication materials such as newsletters, brochures, website, social media.
- Excellent leadership skills, strategic judgment, entrepreneurial spirit, and the drive to originate and effectuate fundraising campaigns and strategies end-to-end.
- Demonstrated strategic thinking and leadership skills, with ability to work within a senior management team.
- Management experience in the supervision of staff.

- Highly developed communication skills (presentations, written, oral), with the ability to communicate effectively to build and foster solid relationships with a broad range of stakeholders.
- Excellent problem solving, research, and analytical skills, with a drive to exceed expectations.
- Strong financial management skills.
- Strong organizational skills and attention to detail with experience with the ability to multi-task effectively and meet competing deadlines.
- Commitment to uphold professional standards and ethics, knowledgeable on fundraising trends, Canadian charity, and related tax implications and CRA regulations.
- Working knowledge of Ontario's Freedom of Information (FOIPOP) Act.
- Experience in seniors care, healthcare or social services sector is an asset. Interest and understanding of the issues facing older persons in Toronto, Ontario and Canada-wide.
- A related post-secondary degree and/or other equivalent combination of education and demonstrated work experience. CFRE (Certified Fundraising Executive) is considered an asset.

BIOGRAPHY

MARIA ELIAS, CHRP, BA, MHSC.
CHIEF EXECUTIVE OFFICER

Maria Elias is the Chief Executive Officer for Belmont House and Belmont House Foundation and is currently the Past-Chair of the AdvantAge Board of Directors.

Maria has her Master's degree in Health Administration from the University of Toronto, and is a Certified Human Resources Professional. She has also served as Past Chair of AdvantAge Region 5, Chair of a Toronto CEO Alliance Network, and Board Chair for Unionville Home Society. Before her life in long-term care, she was the Vice President of Human Resources and Organizational Development at the Toronto Rehabilitation Institute, which is part of the University Health Network.

ORGANIZATIONAL CHART