



Covenant
FOUNDATION

www.covenantfoundation.ca

OPPORTUNITY PROFILE | Chief Executive Officer

ABOUT COVENANT FOUNDATION

Covenant Foundation proudly supports Covenant Health, Covenant Care and Covenant Living and their 155-year legacy of healing the body, enriching the mind, and nurturing the soul, by raising funds to help support leading-edge programs and services, research and education, and state-of-the-art equipment at 20 Covenant facilities across Alberta.



Covenant Foundation partners with the community to invest in transforming health care and to help create vibrant communities of health and healing. As a Catholic organization, we are committed to serving people of all faiths, cultures and circumstances according to our values of Respect, Transparency, Collaboration, Impact, Integrity and Stewardship.

We are proud to be one of the leading health care foundations in Alberta, with our contributions aiding significant enhancements to Covenant facilities, equipment, and programs. To learn more about these enhancements and accomplishments, please visit our [What We Do](#) page.

Watch Covenant Foundation's [Donor Thank You Video](#) to learn more about our cause.

THE OPPORTUNITY

The Chief Executive Officer (CEO) is responsible for the overall strategic management and leadership of all activities of the Covenant Foundation. This is an exciting opportunity for an innovative leader who has proven success to maximize revenues, source new revenue generating streams and drive growth. The CEO's focus is to be creative with alternative fundraising methods and creating sustainable capital generation outside the traditional models. The Board seeks a progressive leader with inclusive fundraising talents to orchestrate an inspiring provincial vision.

This includes the development and execution of strategies tailored to maximize contributions to Covenant Foundation through philanthropic sources within the context of exemplary charitable sector governance, capacity building, appropriate recognition of existing donors and the stewardship of positive, meaningful relationships with donors to ensure continued support of Covenant Health facilities.

The CEO must demonstrate exceptional leadership to make the Foundation's mission a success by effectively leading human/financial resources and by providing direction and support to the Board as it carries out its governance functions.

KEY ROLES & RESPONSIBILITIES

Strategic and Business Planning

- Provide leadership and overall direction in the planning, developing and implementing processes, programs and activities to fulfill the mission and strategic direction of the Foundation.

- Communicate and build an understanding of the brand, vision, mission and key goals amongst employees and stakeholders, ensuring overall integration of the Foundation's activities.
- Assess organizational performance and make timely changes in strategy, structure and resource allocation.
- Contribute to the philanthropic components of Covenant Health's overall strategic plan; ensure alignment of the Foundation's activities to Covenant Health's strategies.
- Convert the Foundation's strategic directions into annual and medium-term business plans and budgets.
- Develop the Foundation's financial targets including benchmarks, performance measures and risk assessment.
- Direct the operations of the Foundation, ensuring compliance with all applicable laws and regulations in fulfillment of the Foundation's mission, vision and values.
- Actively promote *Imagine Canada's* standards for fundraising and charitable organization management.
- Ensure the integrity of the Foundation's brand.
- Provide oversight to all marketing and communications activities to maintain and raise the profile of the Foundation.

Leadership

- Lead a high performance, fundraising focused team dedicated to achieving innovative revenue generation goals.
- Resilient and confident leader who is not afraid to try unconventional fundraising methods. Balances a healthy level of risk to creating a culture of innovation in philanthropy.
- Ensure the effective recruitment, development, organization and maintenance of human resource needs of the Foundation including staff, volunteers and Board members.
- Develop and manage the Foundation's human resources plan in order to meet Foundation's objectives.
- Develop and engage a committed and motivated leadership team through effective succession planning, career development, clarity of expectations, and effective performance management building on employee retention, satisfaction, and engagement levels.
- Establish performance measures and expectations with all direct reports that are aligned with the overall goals of the Foundation.
- Prepare annual performance reviews for all direct reports.

- Create and foster a culture and environment that is consistent with Covenant Health's Values Statements and Commitments, mission of the Foundation and support the accomplishments of the strategic plan and goal.
- Accountable for development of effective systems and programs that directly support and enhance the capability of the various fundraising groups and activities throughout the province.
- Develop and effectively foster close and effective relationships with members of Covenant Health Senior Leadership Team and Covenant Health facilities relating to priority-setting, needs assessments, financial reporting, and other key areas.
- Participate and liaise with Foundation volunteers as needed.

Financial Accountability

- Safeguard the Foundation's role as trustee of donor's funds; anticipate and mitigate risk as needed.
- Ensure endowment policies are clear, effective, and transparent; manage return on investments and ensure long range objectives are met.
- Ensure the accurate and timely preparation and review of annual operating plan and budget, annual capital plan and budget, annual and quarterly financial statements.
- Develop long-range fiscal policy supporting financial stability and sustainability.
- Establish, monitor and maintain appropriate management systems to provide effective control of operations, appropriately allocating resources and safeguarding organizational assets.
- Maintain regular contact with the Finance and Audit Committee of the Board, and with the Treasurer to effectively manage finances.
- Ensure compliance with fiscal policies and procedures, including providing required assistance to the Board in the appointment of auditors.

Board Relations

- Serve as the interface between the Board of Directors and the Foundation, to support and conduct the administration for the Board.
- Work closely with the Board of Directors to obtain approval for the brand, vision, mission, strategy and goals of the Foundation and the annual financial objectives and budgets.
- Advise the Board of Directors on all matters, and provide leadership in the areas of policy recommendations, administration, charitable law, taxation, current trends, capital and operating budgets, human resource policies and organizational structure for the Foundation.
- Actively promote principles of good governance in all actions of the Board and management.
- Provide and ensure staff support to the Board and all Board Committees.

- Communicate and implement relevant information and directions from the Board of Directors to the Foundation.

Innovative Fund Development, Stewardship and Revenue Generation

- Promote entrepreneurial spirit to seek new and creative opportunities to drive revenue growth and sustainability.
- In collaboration with the Board of Directors, set and achieve fundraising revenue goals in relation to the needs identified through strategic planning sessions.
- Fulfill overarching responsibility in the development, execution, monitoring and evaluation of all fundraising initiatives and promote strategic and integrated implementation in alignment with the strategic plan of Covenant Health.
- Solicit and manage leadership gift prospect solicitation in partnership between the Foundation's staff with Covenant Health personnel, the Board, and its volunteers.
- Using sound resource development principles, initiate programs to deliver new revenues.
- Evaluate existing donor stewardship and recognition plans and policies for relevancy, effectiveness, comprehensiveness, and strategic impact.
- Establish and maintain effective relationships and communication with key stakeholders including donors, potential donors, the community, corporations, the media, various levels of government and Covenant Health and its family of facilities.
- Attend various Covenant Health events representing the Covenant Foundation and Board of Directors.
- Assure compliance with Provincial and Federal laws and regulations that apply to Foundation and Foundation licenses.

Grant Allocations

- Ensure a strategic, accountable and responsive grant allocation system in alignment with the priority needs of Covenant Health and considering endowments and designated funds.
- Liaise with Covenant Health's senior leadership team in order to align philanthropic sources of funding with defined financial requirements of Covenant Health and its facilities.
- Ensure appropriate policies, processes and procedures are in place to achieve transparency, accountability, effectiveness, and efficiency of allocations programs.
- Provide leadership to the grant allocation vision and delivering on the disbursement commitments to Covenant Health programs and facilities.

Community and Professional Responsibilities

- Represent the Foundation at the community, provincial, and national levels, maintaining a high visibility with potential donors in these communities.

- Participate in activities of appropriate local, provincial and national organizations to keep abreast of new developments, not-for-profit governance, and techniques in managing a fundraising operation.
- Enhance existing skills through membership in key professional associations and selective conference participation.
- Establish and maintain a sense of trust and partnership with diverse donors, community groups, corporations and other key audiences.

Support to the Family of Foundations

- Provide strategic support to the rural Foundations as needed and ensure other required support is delivered.

THE PERSON

QUALIFICATIONS & EDUCATION REQUIREMENTS

- Related university degree in business or social sciences, combined with strong fundraising credentials and/or experience.
- Certified Fund-Raising Executive designation (CFRE) would be considered an asset.
- Proven track record of success in leading successful fundraising programs and meeting/exceeding fundraising goals.
- Entrepreneurial spirit to drive revenue generation and growth. Seeks new opportunities to explore revenue possibilities through corporate sponsorships/giving, relationship building, and strong program planning and execution.
- Proven track record leading an organization of similar size and scope. Experience within the not-for-profit and health services organizations.
- Experience with strategic planning, visioning, meeting progressive strategic goals, and development through execution.
- Demonstrated record of success in building lasting relationships with diverse and complex stakeholder groups.
- Demonstrated executive leadership expertise developing positive Board relations and governance practices ultimately resulting in inclusive fundraising with the Board.
- Team leadership experience, including the ability to coach, mentor, motivate and develop human resources.
- Exceptional experience communicating change effectively, building commitment and overcoming resistance during times of change and transition.
- Experience and comfort with print, radio and television media including being an on-air spokesperson.

KEY COMPETENCIES

Knowledge and Skills

- Exceptional communication and strong interpersonal skills in different settings.
- Knowledge of principles, methods and practices of fundraising and development, particularly within capital campaigns, planned giving, major gifts, foundation grants, annual giving and event planning. Awareness of individual and corporate philanthropy.
- Understanding of branding and marketing fundamentals with an interest in representing the Foundation to the broader community through networking events, media interactions and key stakeholders.
- Understanding charitable law and taxation.
- Knowledge of accounting principles and financial management, including the development and monitoring of budgets.
- Familiarity with Alberta's health care setting would be an asset.
- Time management abilities to set priorities and objectives and develop practical work plans for achievement of results within the context of competing demands and time limitations.

Attributes

- Recognized as an innovative fundraiser who has successfully led many exceptional campaigns. Inspired to create unique fundraising techniques and thrives on continuous revenue growth.
- Master at developing stakeholder relationships that thrive into trusted partnerships.
- A highly inspiring and motivating leader who is genuinely interested in the development of staff.
- Creative and strategic problem solver who identifies opportunities while anticipating potential challenges.
- Confident, poised and consistently demonstrating a positive attitude in the face of criticism, resistance or during times of crisis.
- Maintains high ethical standards and is highly respected among peers, subordinates and key stakeholders.
- Commitment to and strong belief in providing quality, compassionate care by healing the body, enriching the mind and nurturing the soul.
- Philanthropic spirit and a heartfelt commitment to the purpose of the Foundation.

Other

- Ability to travel within the Edmonton area and throughout the province. Valid driver's license and access to a reliable vehicle is required.

- Ability to work flexible hours, as evening and weekend work will be required.
- Requirement for Criminal Record Check and enhanced Financial & Credit check (upon offer of employment).
- Mandatory COVID-19 vaccines are a job requirement for Foundation employees.

COMPENSATION

A highly competitive compensation package will be provided including an attractive base salary and excellent benefits. Further details will be discussed in a personal interview.

FOR INFORMATION PLEASE CONTACT

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