

Fundraising Manager for Wayside House of Hamilton

Candidate Briefing

March 29, 2022



For more information, please contact:

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Introduction

On behalf of Wayside House of Hamilton and the many clients we support, thank you for considering this important opportunity. This **Candidate Briefing** contains an overview of the organization, position, salary range, candidate profile, our search process and a few points we would like to get your agreement on at the beginning of the search.

This document is intended to provide you with information and is up to date as of **March 29, 2022**. Some of the material may be subject to change. We will do our best to keep you informed of any new developments over the course of the search. At any time during the search process, should you have any questions or require further clarification, we would be happy to assist.

Please feel free to contact us should you have any additional questions. Thank you for your time and interest.

Sincerely,

Regan Anderson
Chief Executive Officer
Wayside House of Hamilton
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The Opportunity

Wayside House of Hamilton (Wayside) is embarking on an ambitious fundraising program. From 2019 to 2021, donations grew from less than \$25,000 to over \$300,000.

Wayside is offering an opportunity for an experienced fundraiser to get in on the ground floor with a small and focused charity whose goal is to raise over \$14M in capital for an expansion from 20 beds to over 60 beds in the next 3 – 4 years.

We are looking for a hands-on individual who is prepared to take on a variety of tasks and work seamlessly with a small management group. Required skills include experience in fundraising, capital campaigns together with a passion for working with the addiction and mental health community in Ontario.

We have begun putting in place supports that will maximize your chances of success. This includes being actively supported by an established and well-respected social change philanthropy consulting firm, **The Fundraising Lab**. They include:

- A major gifts/Capital Campaign Plan for Stage 1 – *currently in development*
- Support for database management,
- Support for grant applications and impact reports,
- Board and senior management fundraising support, and
- Stewardship strategy and initial support for larger donors

These supports will be in place until at least January 31, 2023.

We have a vision and we have ideas. What we need is someone to help us execute. Someone that will bring ideas and be part of this growth journey for Wayside.

You will be walking into a program with lots of the strategic heavy lifting and thinking already in progress. You'll be able to build on that foundation and grow the program.

If you care about social change, have awesome problem-solving skills, **are strategic and entrepreneurial; if you are comfortable with change and transition;** if you like systems and processes and you're good at sweating the small details **as well as seeing the big picture**— then read on.

The Details

Salary range: between \$75,000 and \$90,000 depending on experience and skills.

Bonus: Available and based on organizational metrics.

Benefits package: A standard package is available.

Vacation: Three to four weeks of vacation depending on experience.

About Wayside

Wayside House of Hamilton is truly a unique service in Ontario. Founded in 1967, we are an integrated live-in treatment program for men living with substance use disorders (many with concurrent disorders).

With 70% of our residents coming from outside of Hamilton, we are a low-cost alternative to private health care for vulnerable men and their families who cannot afford private treatment. Wayside does not charge fees for accessing their live-in beds/programs or for their crisis beds.

Wayside receives government funding for residential care, which includes supportive housing. We are looking to grow our program from the current 20 beds to 60 beds.

These are our current programs:

- Pre-residential care – supporting men before they enter the Wayside live-in program
- Residential Addiction Treatment – personalized treatment, one-on-one counselling, group support and recreational programming
- Transitional Support – comprehensive relapse prevention program and individualized plan for reintegration into the community
- Supportive Housing – Wayside has 6 houses that help with transition from residential treatment to long-term stability
- Family Support – Wayside provides families with mentorship, resources and planning
- Forever Aftercare™ - the doors are always open and three crisis beds are available for any former resident who needs it long after they have graduated from the program.

Wayside has been consistent in our mission for 52 years: being there for men struggling with their relationship to substances and those living with concurrent disorders. Wayside has stayed the course, working one-on-one with men to address the barriers to achieving their goals of a sober life.

Diversity and inclusion have always been at the core of our values at Wayside. A diverse workforce with wide perspectives and creative ideas benefits our clients, the communities we operate and all of us as colleagues. We welcome applications from qualified individuals from all backgrounds. Persons with disabilities who need accommodation in their application process or those needing job postings in an alternative format may email a request to: waysidehouse.info@gmail.com.

At Wayside, we strive to create a flexible work environment where our employees are empowered to do their best work. Several flexible work options are available and can be discussed throughout the interview process.

We are a registered Canadian charity and are accredited by the Canadian Centre for Accreditation.

Currently, Wayside has a staff compliment of just over 20 staff at 15 Charlton Avenue in Hamilton.

WAYSIDE TEAM

Wayside is a small but mighty team with an emerging fundraising program. While this new role will have the opportunity to connect with all staff, they will work most closely with the following team:

Regan Anderson, Chief Executive Officer

Regan Anderson, Honours Bachelor of Arts degree and a Master's degree in Applied Clinical Psychology, has been the Chief Executive Officer of Wayside for the past 25 years. Regan is the program lead for the Hamilton Hepatitis C harm reduction outreach and treatment team with the AIDS and Hepatitis C Secretariat of Ontario.

Regan began his clinical career in Stamford, Connecticut working in both residential and outpatient's settings. This included treatment of alcohol, drugs and work with methadone. Regan was director of Hamilton Men's Withdrawal Management Centre with Hamilton Health Sciences for several years prior to joining Wayside.

Regan is the co-chair of the Adult Mental Health and Addiction Secretariat of the Greater Hamilton Health Network (Ontario Health Team), co-chair of the Hamilton Drug Strategy Treatment Pillar and member of the Addiction and Mental Health Association advisory to the Ontario Centre of Excellence.

Regan also chairs the provincial Residential Community of Practice with Addictions and Mental Health Ontario and chairs the Concurrent Disorders Advisory of Mohawk College where he is also an instructor. He is a director on the Board of Directors of Addiction and Mental Health Ontario. Regan is the recipient of the 2017 Individual Champion, Minister's Medal, recognizing excellence in quality and safety.

Regan is a strong proponent of client choice and flexibility of care while recognizing the value of harm reduction.

John Hartnett, President and Chair of the Board of Directors

John Hartnett, MBA, is passionate about leveraging innovative solutions to help people live to their fullest potential. Through his career at Sun Life Financial, John bridges the gap between business needs and Information Technology solutions to help ensure that Sun Life's clients achieve lifetime financial security and live healthier lives.

For the past 12 years, John has been actively involved at Wayside. As President of the Board of Directors, John has overseen the organization attain voluntary accreditation, adopt safe spaces, offer crisis beds, include Opioid Agonist Treatment, and ensure all programming is trauma informed.

John believes that men who are actively seeking recovery deserve respect and quality care. His goal is to ensure that Wayside plays a prominent role in the complex process that returns fathers, brothers, and sons to their roles in society, the workplace, and the family. His hope is that by helping men directly cared for by Wayside, a ripple effect will positively impact the lives of many.

Gordon Conlin, Director and Member, Business Development Committee

Gordon Conlin, BA, CPA has been a director of Wayside for 3 years and sits on the Business Development subcommittee of the Board of Directors.

Prior to joining the Board, Gordon worked with KPMG in Vancouver and Toronto for 10 years and then went on to become a founding partner of Spectra Securities Software, a technology company based in Toronto serving the Canadian investment community. He also is a director of a hardware technology company in St. John's, Newfoundland & Labrador and has served as a board member in various organizations within the United Church of Canada.

While at Wayside, Gordon has worked with his fellow Board members to initiate a fundraising strategy through sourcing and engaging **The Fundraising Lab** as well as working with an external consultant to write a 35-page Business Plan published in January 2022 detailing the expansion strategy for Wayside.

Gordon is currently retired and living in Mississauga with his wife, Cecilia.

FUNDRAISING LAB TEAM

Since The Fundraising Lab team will be critical partners in Wayside's fundraising journey, you may want to know a bit about some of the key folks you'll be working with.

Cathy Mann, MA, CFRE is an award-winning fundraising professional, named the 2018 Outstanding Fundraising Professional by the Association of Fundraising Professionals (AFP), Greater Toronto Chapter; recognized for excellence in scholarship by Saint Mary's University of Minnesota in 2015 for her thesis entitled: The Role of Philanthropy in Collective Impact; and during her time as Executive Director, Frontier College Foundation was awarded the Excellence in Fundraising for Small Shops Award, from International AFP, representing 30,000+ fundraisers from 7 countries.

Strategic, action-oriented, and with a wealth of experience gleaned over three decades working on the front lines in the charitable sector, Cathy takes a hands-on approach to creating

measurable and sustainable results for her clients. With 20 years of teaching College and University students, Cathy brings her teaching experience to every client and project she works on. Most importantly, she likes to have fun at work. So, if you're not prepared to laugh a bit, Cathy is not your Mann.

Anne LeMesurier, MA: As an expert in database management, fundraising technology and digital giving, Anne is the brains behind the systems, technology and operations side of the business. She helps clients achieve optimum information flow, streamlined and simplified processes and strong digital strategies that spike awareness and measurably increase donor giving at every level.

Prior to working with Cathy, Anne supported a successful \$1.2 million endowment campaign, provided bequest programming support balancing database, reconciliation with finance, board support and programming.

Stephanie MacGregor has been helping organizations articulate their vision and connect with audiences for over two decades. She has extensive communications experience in both private and non-profit sectors. She also has over a decade of experience in revenue generation and strategic planning.

Prior to working with The Fundraising Lab, Stephanie worked for clients as diverse as Algonquin College, SOS Children's Villages, University of Ottawa Heart Institute and the Co-operative Development Foundation, working both as an independent consultant and in partnership with a large national fundraising consultancy. She was also Executive Director of the Dave Smith Youth Treatment Centre Foundation, where she managed fundraising, staffing, volunteers, an annual campaign and multi-million dollar fundraising campaign.

Ideal Candidate

We are looking for someone who has strategic thinking and problem-solving abilities to support Wayside during what we expect will be a period of great growth and activity.

You treat everyone with respect and recognize that success is a result of the effort of everyone involved.

You lead with humility, you collaborate, you take your work seriously, but not yourself. Laughter is important to you.

You are comfortable working with all kinds of people: male youth, men, community members, program and senior staff, sector leaders, donors, volunteers.

You understand that working in a small fundraising shop means that you need to be strategic, problem-solve and be hands-on. And you excel in rolling up your sleeves to get done what is needed. We expect the same of everyone who joins the team.

How we see the breakdown of the role:

Major Gifts, Foundation Giving and Annual Donations

- Wayside has already had some success with foundation giving. We're looking to grow the granting program and establish a major giving program. And we've already done some thinking regarding major gifts. The right candidate would deliver on some of the planning that will be established and along with other annual donations, reach \$500,000 per year in 3 years' time.

Capital Campaign

- Wayside has already conducted a business plan and are looking to establish a capital campaign that would raise \$14M in 2 stages over the next 3 – 5 years. The campaign plan is being developed and the foundational work for a successful campaign will be rolling out as you join the team. You will then implement the activities needed to reach goal.

Special Events

- Organize Wayside's main fundraising event each year, *Step Up for Wayside*

Stewardship

- The Stewardship Plan will be written and will need your leadership in its rollout. Specific stewardship activities will already be underway with granting organizations and key sponsors of the *Step Up for Wayside* event.

Infrastructure

- You'll present monthly updates to the Board of Directors on fundraising activities
- You will manage and review quarterly fundraising reports generated by the Thrive Group (external accounting firm)
- You will manage Wayside's relationship with The Fundraising Lab which includes the database, grant writing and major gift initiatives and stewardship of existing donors, foundations and corporate sponsors.
- In time, you will make a business case for growing the fundraising team to meet the goals set out by Wayside.

What you bring:

- At least 5 years' experience with demonstrated success at building fundraising programs and delivering results
- Experience in major gifts and/or grants, capital campaigns and stewardship programs
- Comfort with managing multiple projects and responsibilities at once
- Experience in supporting the CEO, Board of Directors and working with and managing external consultants
- A desire and ability to learn quickly and deliver results while working independently

- Excellent organizational skills, particularly around handling competing priorities and scheduling work in advance
- Excellent verbal and written communication skills
- Marketing and social media campaign experience
- Experience in Word, PowerPoint, Excel, database systems and Grant Connect. Knowledge of Canada Helps DMS is an asset
- Bonus: experience in healthcare and/or substance use disorders
- Bonus: professional fundraising designation
- Bonus: experience and ambition in growing a fundraising organization from the ground up

What we offer:

- At-home work
- A small but mighty team
- A modest professional development budget and working with a leading social change fundraising firm
- The opportunity to make a difference in the world

Search Process

1. Application

Now that you have seen this candidate briefing and learned more about this opportunity, we hope you'll send in your cover letter and resume to Regan Anderson, CEO of Wayside. We expect your resume to impress us with your accomplishments and skills. We also want you to WOW us in your cover letter. To apply in confidence, send your cover letter and resume to: waysidehouse.info@gmail.com.

2. Preliminary Assessment and Meeting

Each resume will be reviewed and assessed against the job description criteria. Candidates with the strongest match to the job's needs will be screened with an initial one-on-one meeting with a representative from The Fundraising Lab to assess skills. These meetings will be conducted virtually via phone or Zoom.

3. First Interview

Based on the skills assessment interview and each candidate's interest, a small group of candidates will be invited to a first interview. Whether invited to a first interview or not, all candidates who participated in the preliminary assessment will be notified of their status at this point in the process.

We will provide a list of some questions in advance. Some questions will be spontaneous. During the first interview, candidates will meet with Gordon Conlin and Cathy Mann from The

Fundraising Lab. We will contact the short-listed candidates with a date, time and location for the interviews. All interviews will be conducted virtually via Zoom.

4. Second Interview

Individuals invited to a second interview will meet with Regan Anderson, CEO and John Hartnett, Chair of the Board of Directors. It's also an opportunity for you to ask a lot of questions.

5. Selection and Offer

Following the interviews and selection of a candidate, a Wayside representative will contact the preferred candidate to discuss an offer of employment and initiate the reference checking process.

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