



Position: Annual Fund/Events Coordinator
Reports to: Executive Director

Scope of Position:

Reporting to the Executive Director of the Valley Regional Hospital Foundation, the incumbent is a key member of a team responsible for generating funds for the Foundation. The **Annual Fund/Events Coordinator** leads and supervises volunteers in coordinating, organizing, executing and evaluating the Annual Fund and Fundraising Events. The Coordinator ensures consistency with the overall mission of the Foundation and enhances positive relations with all contributors. Time is split between fundraising 80% and programs 20%.

Duties and responsibilities include:

Annual Fund

- Maintaining current revenue streams in the Annual Mail Campaign.
- Measuring performance with respect to goals and benchmarks, reporting back to the ED and making recommendations based on findings.
- Staying current on mail strategies and online integration of the Annual Campaign.
- Working closely with staff team to ensure seamless integration of the Annual Campaign, promotions, communications, receipting, and stewardship as they intersect with other revenue streams and donor development in the overall Annual Fund.
- Working closely with mail house to ensure best practices are being met and timelines are being achieved.
- Ensuring volunteers are in place at critical times of the year to assist with the mail campaign.

Special Events

- In conjunction with appropriate Foundation staff and volunteers, developing and implementing a plan of action for each event that support its implementation.
- Providing leadership to volunteer committees who participate in VRHF events.
- Providing timely event status reports for the appropriate committees and the Executive Director.
- Ensuring stakeholder, volunteer and sponsor follow-up from special events.
- Ensuring compliance with Canada Revenue Agency (CRA) and provincial legislation pertaining to charitable activities and events.
- Preparing written evaluations following completion of each event.
- Developing new fundraising project ideas; research and propose new event opportunities to support the Foundation mission.



- Supporting, encouraging and stewarding third-party initiatives.

Donor Relations/Sponsorship

- Identifying potential sponsorship opportunities for Foundation events.
- Preparing sponsorship documents and securing sponsors for Foundation events.
- Managing the tracking and stewardship of sponsors and event partners in Asana.

Public Relations/Promotions

- Working closely with Communications Specialist to meet goals of the Communications Plan;
- Providing input into website and social media strategies.

Other duties as required

- Perform as a member of a small team, filling in where needed as priorities demand or as required by the ED.

Qualifications:

- Demonstrated experience in non-profit Fundraising with 3+ years' experience.
- Post-secondary education/background in Fundraising, Public Relations or Communications.
- Excellent communication skills, both written and oral, with ability to connect with donors and sponsors to find alignment with mission.
- Ability to meet plan, organize, coordinate and meet deadlines through effective planning and scheduling of simultaneous projects.
- Strong computer skills: database, word processing, spreadsheet, and presentation applications.
- Superior interpersonal skills and ability to work in a result-oriented team environment.
- Possess tact, diplomacy, and strong attention to detail.
- Motivated, energetic, ability to work alone or with team.
- Respectful, able to take direction and follow through on assigned task in a timely manner.