

MANAGER, SIGNATURE & FUNDRAISING EVENTS

THE OPPORTUNITY

North York General Foundation (NYGF) is seeking a dynamic, experienced and detail orientated Events Manager to join its Corporate, Community & Special Events team. NYGF is gearing up for a historic period of growth including investment in teams across the organization. The Events Manager will help to drive significant revenue-generating strategy as the organization looks towards the next campaign to support our capital expansion.

Reporting to the Director, Corporate & Community Partnerships, the Manager, Signature & Fundraising Events, will lead the planning, execution and evaluation of a diverse and successful signature events portfolio that contributes around \$2M to the Foundation. The successful candidate will collaborate across teams in order to deliver a top-in-class execution of our signature events that align to our objectives and exceed our fundraising goals. This role is ideal for someone who is passionate about planning and executing fundraising events, works well with event vendors and is comfortable creating innovative, mission-driven and cost-effective events that resonate with our donors and help to deliver our message and impact.

This is an exciting time to join NYGF with our new brand campaign, Here For Life and to be a part of transforming health care in the ever-growing and diverse community of North York and beyond.

ABOUT US

NYGF's mission is to raise and steward funds that enable North York General Hospital (NYGH) to deliver exceptional health care to our growing and diverse community. Exceptional care requires exceptional support. At NYGF, we know this to be true, which is why we are grateful to every one of our supporters who understand the central role that NYGH plays in caring for our community. The Foundation supports the hospital's most urgent needs, including upgraded equipment, technology and new care environments. We look beyond the needs of the day to day and seek to invest in programs and infrastructure that will transform how our hospital delivers care and how this improved care can be replicated and scaled across Canada.

NYGH is a leading community academic hospital serving a population of nearly 500,000 in one of Toronto's most diverse and rapidly growing areas. The hospital provides a wide range of acute care, ambulatory, and long-term care services across seven sites. In addition to having one of the busiest Emergency Departments in the GTA and one of the highest volume single-site birthing centres in Canada, the hospital is well recognized for clinical excellence including breast cancer and colorectal cancer care, family medicine, children's mental health, palliative care, and geriatrics. NYGH also owns and operates a 192-bed long-term care (LTC) home, the Seniors' Health Centre (SHC), which is known for leading-practice, seniors-focused care. Beyond health care delivery, NYGH is at the forefront of applied research in Canada and is a top destination for learners.

NYGH is known for:

- **Labor & Delivery:** One of the busiest single-site birthing centers in Ontario
- **Family Medicine:** Among the largest family medicine departments in Canada

- **Emergency Department:** One of the busiest in Ontario with the shortest wait times
- **Cancer:** Canada's only accredited breast cancer program
- **Seniors' Care:** Building one of the largest long-term care centers in Ontario
- **Mental Health:** Leader in mental health for youth, adults and seniors across four sites

For more information, please visit nyghfoundation.ca.

POSITION OBJECTIVE

Reporting to the Director, Corporate & Community Partnerships, the Manager, Signature & Fundraising Events will be responsible for overseeing overall logistics planning and execution of the Foundation's signature events which include our annual Masters Golf Tournament and Rally in the Ravine as well as the bi-annual Heart of Fashion event in addition to the logistics planning and execution of new events that align with our objectives and fundraising goals.

KEY RESPONSIBILITIES

- Manage and oversee overall planning, execution and end to end logistics support for the Foundation's signature and other foundation led fundraising events including peer-to-peer fundraising events
- Working with the Director, Corporate & Community Partnerships, develop revenue generating opportunities and deliverables that appeal to corporate and individual partners
- Act as main liaison and contact with our event agencies that support our signature events
- Manage and oversee event logistics budget working to ensure that event revenue goals are met and exceeded while ensuring to fall within appropriate event cost ratios
- Work closely to source and negotiate with event vendors ensuring maximum cost efficiency and securing gift in kind where appropriate
- Develop and oversee the entire events cycle which includes but not limited to sponsorship deliverables, critical paths, run of shows, donor recognition, auction support and gathering of information on guest attendance
- Work closely with internal Foundation teams such as Marketing & Communications to ensure alignment of our events with our brand campaign, Here for Life, Donor Experience to ensure donors are stewarded appropriately along the donor journey, the Finance department for invoicing and payments to vendors and other departments as appropriate
- Support volunteer event Co-Chairs and Committees with information gathering on donors for outreach, creation of meeting agendas and providing of event promotional collateral
- Work collaboratively to develop strategies with the Marketing & Communications and Donor Experience teams to enhance profile of our program and donors through avenues such as digital and marketing materials.
- Work closely with the Diaspora team to ensure events are planned with cultural relevance that are designed to build affinity with the hospital and provide useful information including impact
- Attend volunteer event committee meetings as required
- Act as the Foundation's event planning expert ensuring to stay on top of the latest trends in our industry to position North York General Foundation's events as the top in class and in the sector
- Create event briefings for internal and external audiences to provide details on our events

- Recruit and oversee staff and volunteer support, including training for all of our signature events to ensure successful event execution
- Track KPIs, collect feedback and create post event reports to evaluate performance and identify areas for improvement
- Support key third party events which require additional Foundation support as needed
- Working with the Director, Corporate & Community Partnerships, supporting the annual business plan to increase awareness of NYGH as a destination for philanthropy via our signature and fundraising events
- Assistance with solicitation of sponsorship for signature events
- Overseeing and maintenance of all the Foundation's event materials storage
- Other duties as assigned

QUALIFICATIONS & COMPETENCIES

- Progressive experience in philanthropy, ideally within a hospital, education, or other similarly complex setting.
- A minimum of 4-5 years of progressive roles in event planning and execution ideally in a charitable or non-profit setting.
- Experience overseeing planning for peer-to-peer fundraising events
- Ability and confidence to take on a leadership role within our events, ensuring they are executed seamlessly and promoted internally in the hospital and externally within our donor network.
- Possess well-developed community building acumen and cultural competencies that contribute to your understanding, skill and appreciation of working with a variety of community groups.
- A confident self-starter who can work collaboratively within a team and independently with minimal supervision
- Excellent oral, written and interpersonal communication skills with the ability to inspire diverse audiences and encourage greater engagement.
- High emotional intelligence enabling the best conditions for strong relationships and trust within the Foundation and Hospital, with donors and leadership volunteers.
- Passion for health care philanthropy, NYG, and its leadership role in the Greater Toronto Area.
- Availability to work occasional evenings and weekends as needed for our signature events
- Experience with event management platforms such as Team Raiser and FundRazr
- Experience with Raisers Edge and Luminate Online
- Experience in donor stewardship, sponsorship sales and knowledge of non-profit compliance for events such as raffles, 50/50 draws and tax receipting would be considered assets

FOR MORE INFORMATION

The target salary for this role is between \$95,000 and \$105,000. All inquiries and applications will be held in strict confidence. Interested candidates should send their resume and letter of interest to foundationcareers@nygh.on.ca no later than August 22nd, 2025.

Foundation staff enjoy the flexibility of a hybrid work model working in the Foundation office located at 4001 Leslie St with an expectation to be in the hospital offices at least 2 days per week.

At NYGF, we are committed to fostering an inclusive and accessible environment. We are dedicated to building a workforce that reflects the diversity of the community in which we live, including those with disabilities. NYGF is committed to providing accommodation in all parts of the hiring process. If you require accommodation, we will work with you to meet your needs.