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*CONFIDENTIAL POSITION PROFILE*

**CanadaHelps**  
**President & CEO**



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## POSITION DESCRIPTION

Client Organization: **CanadaHelps**  
Position Title: **President & CEO**  
Reports to: Board of Directors  
Location: Toronto, Ontario



### THE ORGANIZATION

CanadaHelps is Canada's online charitable foundation, pioneering Internet transactions for over 13,000 charities across the country, and facilitating \$70 million in annual giving. Its goal is to make giving simple, and its mission is to engage Canadians in the charitable sector, providing accessible and affordable online technology to both donors and charities to promote – and ultimately increase – charitable giving in Canada.

Helping hundreds of thousands of donors find and give to any registered Canadian charity, CanadaHelps has facilitated more than \$300 million in charitable donations since launching in 2000. CanadaHelps is a one-stop-shop for giving; donors can give to any charity through one account and one transaction, manage monthly donations and receive one annual donation tax receipt. Donating online is easy and secure.

In its twelve-year history, CanadaHelps has become a leader in the Canadian charitable sector, spearheading not only e-commerce for charities, but engaging in policy advocacy and cementing its role collaboratively with other sector-leading organizations, including Imagine Canada, Community Foundations of Canada, and United Ways. It has become a voice for the small and mid-size charities that depend on grassroots support across the nation, and they have, in turn, looked to CanadaHelps' educational programs on new, emerging models of fundraising and marketing for inspiration and guidance.

CanadaHelps has pioneered many forms of online giving, including charitable gift cards, GivingPages, gifts of securities, and online debit. It continues to be the Canadian leader in online giving, developing innovative products and solutions for the Canadian charity and donor marketplace. CanadaHelps is routinely profiled in the media, discussing how to give to charity, encouraging Canadians to give, and providing consumer advice on the best ways to give.

CanadaHelps is a hybrid organization: part charitable foundation, part financial institution, and part software and web development enterprise. It is a nimble and entrepreneurial culture and environment with a young and engaged staff complement of 15. CanadaHelps is currently executing a plan for rapid expansion and hiring in the technical development area (software and web development).

While CanadaHelps is responsible for an annual transactional flow of almost \$70 million, it remains nimble with an operating budget of just over \$1.6 million. CanadaHelps also enjoys stable fiscal footing, with a robust and healthy accumulated surplus, and almost all expenses covered through earned income. The organization also benefits from consistent growth, with annual revenues (and the operating budget) increasing at between 15 and 20% per year. Although a registered charity in its legal form, Canada Helps is as much a social enterprise as it is a charity.

CanadaHelps is embarking on new strategic directions. In the last five years, CanadaHelps has built a robust and sustainable financial model, and focused its external efforts on engaging with its charity clients, to great success. Now, the Board is looking to leverage this success with greater focus on individual donors. The organization is increasing its technical capacity, and is shifting to a product development model that will create more peer-to-peer fundraising tools. The strategic plan anticipates that this will also require a faster



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product development and deployment cycle, with rapid learning and quick turnarounds. This new model will require significant technology and social innovation planning and capacity.

The new direction for CanadaHelps marks an exciting time for a pioneering President & CEO to join the organization, leading change and innovation as CanadaHelps writes the next chapter in Canadian donor engagement.

Please visit [www.canadahelps.org](http://www.canadahelps.org) for more information about CanadaHelps.

## **SUMMARY & PURPOSE**

Reporting to the Board of Directors, the President & CEO is charged with the successful execution of strategic and operational plans in all areas of the organization, ensuring adequate resources and their appropriate allocation. The President & CEO is responsible for ensuring that CanadaHelps remains sustainable and competitive, and that the organization maintains adherence to its mission and vision. She/he is the key spokesperson on behalf of the organization.

The President and CEO will be an energetic leader with a passion for and commitment to shaping the direction of the organization and online charitable giving in Canada. In addition to being strategic and visionary, the President and CEO will have a track record of leadership and management experience and notable achievements in driving results within a dynamic, competitive, and technologically evolving environment. The President and CEO will establish ways to engage charities and donors across Canada while continuing to grow the CanadaHelps organization. He/she will be comfortable balancing drive, energy and entrepreneurialism with political acuity and sensitivity, and effectively managing both the strategic planning and the tactical execution required to achieve measurable results. The President and CEO will foster an enterprising culture that inspires innovation, facilitates dialogue, mobilizes commitment, and drives results.

## **DUTIES & RESPONSIBILITIES**

### **Governance**

- Is the primary staff support for the Board of Directors and its affiliated committees and working groups, acting as a resource so that decisions are made on an informed basis.
- Gathers, interprets, and articulates information to the Board about community trends and resources as they relate to enhancing the Board's capacity for effective communication, decision-making and long-term planning.
- Keeps the Board informed (on a timely basis) of significant issues affecting the development and delivery of programs and services.
- Works with the Chair of the Board in developing the agenda and schedule for board meetings, and likewise working with the Chairs of board committees and working groups.
- Oversees the development and implementation of orientation for incoming Board Members.
- Provides guidance and advice to the Board on process issues such as establishing and interpreting terms of reference, decision-making, and accountability.
- Is familiar with Canada Revenue Agency provisions relating to registered charities and ensures CanadaHelps' full compliance.



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### **Strategy**

- Working with the Board to develop the strategic plan for CanadaHelps, the President and CEO leads the senior management team in the execution of the strategic plan, providing ongoing monitoring, evaluation, and reporting on progress against the plan.
- The President & CEO monitors and assesses competitive opportunities and threats, to ensure that CanadaHelps' programs and services remain viable, innovative, and engaging for their target markets.

### **Operations & Finance**

- Oversees the efficient and effective day-to-day operation of CanadaHelps; monitors, updates, and reports on organizational progress against the annual operational plan and budget.
- Develops an annual business and operating plan, as well as an accompanying budget for approval by the Board, incorporating goals and objectives that work towards the strategic direction of CanadaHelps.
- Drafts appropriate policies for the approval of the Board and prepares procedures to implement the organizational policies; reviews existing policies on an annual basis and recommends changes to the Board as appropriate; ensures effective execution of policies throughout the organization.
- Attracts, manages and inspires a diverse group of dedicated and engaged professionals (6 direct reports; total staff complement of 15).
- Ensures appropriate staffing consistent with the needs and capacity of CanadaHelps; maintains a competitive hiring and retention environment for staff.
- Ensures organizational compliance with all applicable legislation and regulations.

### **Marketing & Communications**

- Manages key relationships with external agencies and partners.
- Oversees the strategic development of marketing and communication function and capacity to 1) identify and understand key and target markets, 2) aid in product and program development, 3) build awareness and adoption of CanadaHelps programs and services.
- Is the primary spokesperson to the public and media representatives on issues relating to CanadaHelps.
- Builds general awareness of CanadaHelps through outreach to donors and charities; plays a leadership role in a Canadian context to stimulate and grow philanthropic giving.

### **Business & Technical Development**

- Directs the development of new programs and product offerings.
- Develops capacity for technical program development and innovation.

### **Revenue Development**

- Develops and maintains key relationships with current and prospective funding and sponsor sources.
- Directs proposal development and fundraising for programs under development.
- Identifies and develops earned income and other non-philanthropic revenue-generating opportunities.



## **SCOPE & ACCOUNTABILITY**

The President & CEO is the sole employee of the Board of Directors. The President & CEO has a broad scope of responsibility and accountability for all activities of CanadaHelps, including annual revenue and expense targets, and achieving annual goals and objectives. The President & CEO ensures progress against the strategic plan. The President & CEO must act as a model of integrity, discretion, and diplomacy, often working with sensitive and confidential matters.

## **PRIORITIES AND NEAR-TERM EXPECTATIONS**

Within the first year, the President & CEO will have:

- Built trust with CanadaHelps employees and gained respect of the Board and the broader charitable sector (nationally).
- Increased the number of donors who use CanadaHelps and taken steps to further drive donor engagement.
- Developed innovative ways to leverage data/data mining.
- Maintained continued growth in the number of charities utilizing CanadaHelps services.
- Grown the business, demonstrated by increased revenues and donor engagement.

## **THE CANDIDATE**

The ideal candidate will possess the following skills, knowledge, experience and attributes:

- A strategic executive comfortable in the hybrid environment of leading a national Canadian charitable organization with significant profile, as well as taking charge of a team focused on technical software development and product delivery.
- A results-driven executive with experience developing and implementing growth oriented business strategies; able to focus priorities and drive and use metrics to build a successful platform for growth.
- Knowledge and interest in technological advances and trends in online/e-commerce strategies and applications. Innovative with ability to leverage data and technology to provide a compelling value proposition to the broader charitable sector and to donors.
- An accomplished communicator and presenter; confident in handling media and public relations. Highly developed oral, written and presentation skills that are open, direct and respectful.
- Exceptional relationship-building and networking skills; establishes credibility and trust quickly with a wide range of stakeholders and has the persuasion and negotiation skills to harness the effectiveness and resources of large networks of volunteers and partners; a natural 'connector' who can develop integrated communication strategies, including the effective use of social media.
- A lateral thinker; drives innovation and creativity based on a superior level of market/customer insight to move ideas forward and enhance organizational performance.
- Builds and mentors a high performance team; effectively manages fiscal, human and operational resources.



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- Comfortable in dealing with complexity and complex issues. Flexible and able to respond and adapt to a changing environment. Willing to challenge the status quo, taking calculated risks and addressing difficult issues head-on.
- Balances drive, energy and an entrepreneurial spirit with political acuity, good judgment and sensitivity.
- A seasoned leader who inspires trust, confidence and credibility; exhibits passion; operates with high-integrity principles and standards.
- Undergraduate degree or post-graduate degree in a related field (e.g. business, nonprofit management).
- 10+ years of progressively more responsible leadership and management experience with a demonstrated track record of achievements in leading customer driven organizations through change and growth. Experience in the not-for-profit/charitable sector or in consumer focused/e-commerce/Internet driven businesses is considered an asset, as is the ability to communicate (oral and written) in both English and French.

#### **CONTACT INFORMATION**

Confidential submissions of a cover letter and current resume should be forwarded to Mala Cornell, Senior Consultant, at [mcornell@amropknightsbridge.ca](mailto:mcornell@amropknightsbridge.ca).

Should you have any questions regarding this exciting and challenging opportunity, please contact:

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**About Amrop Knightsbridge - [www.amropknightsbridge.ca](http://www.amropknightsbridge.ca)**

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