

Our stories may be different, but our MS journey is shared.



MS Canada

**Assistant Vice President,
Community Fundraising
Position Brief**

MS Canada

Table of Contents

The Opportunity	1
About MS Canada	2
Fundraising at MS Canada	3
Events at MS Canada	4
What is MS.....	4
Research at MS Canada	5
Additional Information & Resources	5
Key Responsibilities	6
Qualifications & Competencies	7
Our Leadership	8
MS Canada Governance	9
Organizational Chart	10

Application Process

KCI Search + Talent has been retained to conduct this search on behalf of MS Canada. For more information about this exciting leadership opportunity, please contact Meredith Roberts, Senior Consultant, Search + Talent by email at MS-AVP@KCI Talent.com.

Interested candidates should submit their resume and a cover letter of interest no later than **May 1, 2025**. All enquiries and nominations will be kept in strict confidence.

The hiring salary range for this position is **\$150,000 - \$185,000** as well as comprehensive health benefits, health spending account, and RRSP match.

The Assistant Vice President will enjoy a flexible work location anywhere in Canada. Travel across Canada for events, meetings, and donor and volunteer engagement will be required in this role.

MS Canada has a bold vision for the future. We have a team of dedicated professionals who share a common goal to create a world free of MS. We strive to be an employer of choice and provide a working environment that values diversity, teamwork, and professional development. MS Canada embraces diversity and encourages all qualified applicants to apply.

We are committed to accessibility for all candidates and will accommodate applicants in need of assistance. Please contact us should you need accommodation.

This position is a position of trust. The incumbent will be required to complete the screening process including completion of a criminal and credit background check in compliance with the National Screening Measures Policy.

MS Canada

Assistant Vice President, Community Fundraising

The Opportunity

MS Canada is seeking an **Assistant Vice President, Community Fundraising (AVP)** to lead the development and execution of its comprehensive strategy to elevate MS Canada's community engagement across peer-to-peer events and community fundraising programs. This is an exciting opportunity to lead one of Canada's top event and community fundraising organizations, with MS Walk and MS Bike ranked among the country's Top 30 Peer-to-Peer Fundraisers (*P2P Fundraising Forum, 2024*).

Reporting to the CEO and working with the Executive Team, key event participants, leadership volunteers and team members, the AVP will work collaboratively at all levels to achieve shared outcomes and contribute to MS Canada's growth and culture. A leader who understands the interconnectedness of constituents within an organization, the successful candidate will collaborate across teams and programs to expand and deepen engagement with community members through community fundraising initiatives. They will proactively seek opportunities to create touchpoints and experiences, fostering stronger connections with community fundraising participants and amplifying the collective impact of our mission.

In this new role, MS Canada is seeking a strategist with expertise in relationship-based and community focused fundraising. The ideal candidate will bring innovation, apply best practices in community fundraising, including peer-to-peer fundraising, and excel in relationship management to foster lasting connections with event participants. With energy and excellence, the successful candidate will lead the growth of a current \$10M portfolio.

Community building through our community fundraising portfolio at MS Canada is an important entry point for constituents to the organization and a critical opportunity for engagement and cultivation of our community. The AVP will bring an integrative approach, aligning event participant/donor and volunteer experiences with the organization's overall constituent engagement strategies and activities.

The AVP will be a collaborative, people-oriented leader who will inspire and engage communities by providing exceptional experiences for community members, colleagues, volunteers and donors. With a commitment to seamless execution, the ideal candidate will drive efficiencies and streamline processes to maximize impact, ensuring broader reach and improved results with optimized resources.

The AVP will lead, guide, and motivate a geographically dispersed team of approximately 28 staff, driving accountability to achieve organizational, team, and individual goals. With an "even better if" attitude, the ideal candidate will provide guidance and expertise to encourage their team to learn and grow. By creating a culture that embraces inclusion, diversity, equity and accessibility, the AVP ensures all team members feel valued, understand their contribution to the strategy, and are encouraged to participate in the journey to improve the lives of those affected by MS.

The Assistant Vice President will enjoy a flexible work location anywhere in Canada.

Limited travel throughout Canada for events, meetings, and donor and volunteer engagement will be required in this role.

About MS Canada

This is an exciting time to join MS Canada as we move forward with our bold vision of a world free of MS. With a mission to connect and empower the MS community and to create positive change, MS Canada provides essential services to people with MS and their families and funds research to find pathways to cures.

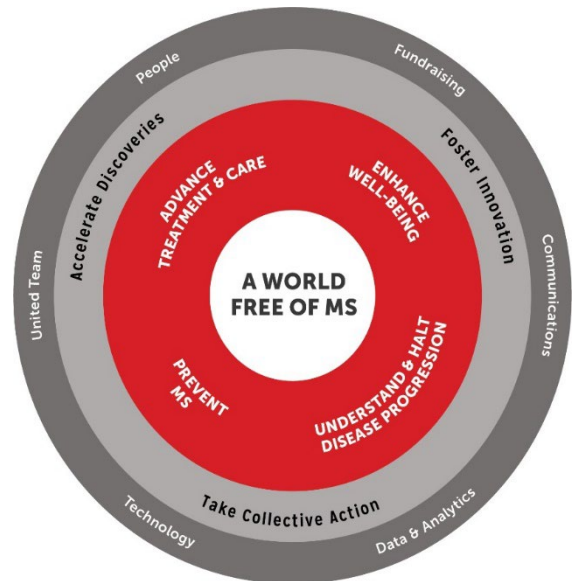
Canada has one of the highest rates of multiple sclerosis (MS) in the world, with an estimated 90,000 Canadians living with the disease. On average, 12 Canadians are diagnosed with MS every day. Most people are diagnosed with MS between the ages of 20 and 49 and the unpredictable effects of the disease will last for the rest of their lives. At MS Canada, we are privileged to be a part of a determined group of change agents who are working tirelessly to create a world free of MS with thousands of volunteers engaged in and advancing our programs, fundraising events, public awareness campaigns and advocacy activities.

MS Canada is governed by a board of directors and hundreds of leadership volunteers are driving collective action across the country. Leading community-based initiatives in fundraising, advocacy, public awareness, research and programs, leadership volunteers act as important connections to our grassroots.

Our strategic vision not only builds upon the work of the entire MS community but also brings a new chapter to move forward with our mission of connecting and empowering the MS community to create positive change that helps realize our vision of a world free of MS.

Through discoveries, innovation, and collective action, we will work together to alleviate the uncertainty that MS causes, help provide accessible options for disease management and reach out to partners to eliminate physical and social barriers in our communities.

Our strategy not only lays out the roadmap in our journey to create a world free of MS, but we hope it also provides inspiration for all in the MS community to connect and collaborate in order to advance treatment and care, enhance well-being, understand and halt disease progression, and prevent MS from happening. Discover. Innovate. Act.



OUR IMPACT GOALS

ADVANCE TREATMENT AND CARE: Having a variety of effective treatment and care options for symptom management, wellness, and self-care will help people on their unique MS journey.

ENHANCE WELL-BEING: Removing physical and social barriers within communities will ensure access to opportunities and supports for people affected by MS.

UNDERSTAND AND HALT DISEASE PROGRESSION: Understanding the complexities of MS progression will stop MS in its tracks.

PREVENT MS: Stopping MS before it starts will reduce the number of people who develop the disease.



MEASURING OUR IMPACT: Underpinning our strategy is a robust impact measurement framework to track our progress in achieving our impact goals.

Fundraising at MS Canada

The core support of MS Canada has been from tens of thousands of dedicated individuals, companies and foundations in communities across Canada. **In 2023, MS Canada raised over \$42 million** through a diverse fundraising portfolio of community fundraising events, major gifts, direct marketing, and other fundraising initiatives.

In 2023, MS Canada reinvested funds raised and drawn from reserves in the following programs:

- \$22.6 million in MS research, programs, and advocacy
- \$18.9 million in community fundraising activities
- \$4.4 million in administration



Events at MS Canada

MS Bike is an experience-driven event that brings the community together in exciting ways to help create a world free of MS. In 2023, 2,770 cyclists joined MS Bike totaling over 647,868 km across Canada.

MS Walk is more than just a walk for charity, it's a chance to honour the strength of those living with MS and show that your commitment extends beyond words. Registered Walkers, along with their friends and family will get active in their communities and walk to fundraising and show their support for Canadians impacted by MS.

In 2023, 10,800 people came together and walked 43,200 km at our 54 MS Walks Events both through in-person and virtual formats.

We Challenge MS is a nationwide movement turning people's ordinary hobbies into extraordinary actions.

What is MS

MS is a neurological disease of the central nervous system which includes the brain, spinal cord, and optic nerves. It is considered an episodic disability meaning that the severity and duration of symptoms and disability can vary. It can also be progressive. The disease attacks myelin, the protective covering of the nerves, causing inflammation and often damaging the myelin. Myelin is necessary for the transmission of nerve impulses through nerve fibres. If damage to myelin is slight, nerve impulses travel with minor interruptions; however, if the damage is substantial and if scar tissue replaces the myelin, nerve impulses may be completely disrupted, and the nerve fibres themselves can be damaged.

MS is unpredictable and may cause symptoms such as extreme fatigue, lack of coordination, weakness, tingling, impaired sensation, vision problems, bladder problems, cognitive impairment and mood changes. Its effects can be physical, emotional and financial. Currently, there is no cure, but each day researchers are learning more about what causes MS and are zeroing in on ways to prevent it.

We are here to help. No one needs to face MS alone. In communities across Canada, MS Canada provides information, support, educational events, and other resources for people living with MS and their families.



Researchers funded by MS Canada are working to find the cause of MS, develop better treatments that improve quality of life, and ultimately cure the disease for everyone who is affected by it.

Research at MS Canada

Canada remains at the forefront of MS research around the world. Through generous contributions from donors, corporate sponsors, and fervent fundraisers, MS Canada has invested over \$224 million dollars in research since its inception in 1948. This investment has led to significant results for people affected by MS. More specifically, MS Canada-funded studies have gone the distance in areas such as imaging, diagnosis, genetics, tissue repair, rehabilitation, and disease-modifying therapies. With each passing year research continues to reveal new knowledge about the cause of MS, as well as the mechanism by which MS impacts the central nervous system.



Although much progress has been made, many questions regarding MS remain unanswered. As a result, Canadian researchers with diverse scientific backgrounds and expertise are turning their attention to MS and working together to uncover important knowledge and develop treatments that will effectively manage symptoms and slow progression.

To ensure that momentum in MS research continues, MS Canada administers an annual research competition that provides support for researchers whether they are in the early stages of graduate school or conducting research as independent investigator.

Funding researchers across the academic and clinical spectrum enables education and training for the next generation of MS leaders while reinforcing their passion for the field.

In addition to supporting research, MS Canada engages young researchers in education and training programs, mentorship initiatives, and networking opportunities which aim to stimulate interest in MS research and encourage collaboration amongst the future generation of MS experts.

The overarching goal of MS Canada is to invest in research that will provide the greatest benefit to individuals who are deeply affected by MS. Each year the organization is hopeful that its commitment to research will bring the MS community one step closer to finding a cure for this complex and often unpredictable disease.

Additional Information & Resources

[About MS Canada](#)
[Mission and Values](#)
[Strategic Plan](#)
[MS Bike](#)
[MS Walk](#)
[We Challenge MS](#)

[Community Events](#)
[Imagine Canada Standards](#)
[Financial Information](#)
[Impact Reports](#)
[Policies](#)
[Board of Directors](#)



Key Responsibilities

- Working closely with the Executive Team, support the model of shared leadership for MS Canada's growth plan and key organizational priorities.
- Function as an integral part of a high-performing expanded Senior Leadership Team, focused on collaboration, working successfully across units and achieving impact.

Strategy, Planning, and Leadership

- Develop and implement an integrated community fundraising strategy including priorities, objectives, and annual goals. Ensure strategies are concretely linked to the department's as well as MS Canada's vision, values, and strategic plan.
- Ensure the integration of MS Canada's campaign priorities into all community fundraising initiatives.
- Work collaboratively across the organization to develop and implement a robust moves management strategy that broadens and deepens constituent engagement.
- In collaboration with leaders across the organization, develop systems and measures that appropriately assess performance and progress to ensure achievement of MS Canada's targets.
- Foster a collaborative and integrated approach to planning, execution, risk, projects, and key results.
- Develop and sustain strong relationships with board members and leadership volunteers, offering support as needed to assist with fundraising efforts.
- Foster key constituent relationships to advance the mission of the organization.
- Manage related budgets and ensure sound financial decisions to efficiently manage resources.
- Adhere to and ensure compliance with MS Canada's processes, policies, systems, and practices.

Community Fundraising and Engagement

- Serve as MS Canada's practice leader in the field of community and peer-to-peer fundraising, monitoring trends to ensure that the MS Canada benefits from current knowledge, resources and techniques.
- Accountable for overall performance for events including maintaining positive public relations and protecting MS Canada's reputation.
- Work collaboratively with peers, provide leadership to MS Canada's event strategy; evaluate opportunities and requirements to support organizational goals and strengthen the supporter experience.
- Collaborate with key constituents, including the Board of Directors, event committees, and program leads, to strengthen and leverage existing event relationships while fostering new ones as needed.
- Develop and monitor a comprehensive and integrated stewardship strategy that aligns with the organization's approach and that is inclusive of event volunteers, sponsors, donors and participants.
- Provide direct support to team prospecting and solicitation activities to expand portfolios and advance outcomes, paying special attention to building pipelines in all areas of giving and engagement.
- Ensure consistent and effective use of donor software (Salesforce) to inform decision-making and maximize fundraising opportunities.
- Establish performance measures, evaluate, and monitor the success of fundraising strategies.
- Analyze and report on event performance by preparing post-event evaluations, facilitating learning across the event teams, and identifying and implementing opportunities to enhance revenue as well as the donor stewardship/participant experience.
- Advance equity, diversity, inclusion and accessibility (EDIA) strategies within the portfolio to deepen reach and connectivity for those living with and affected by MS.
- Oversee the development of marketing and communications strategies and collateral in conjunction with the Marketing & Communications team.

Team Leadership and Relationship Management

- Manage staff team, including two direct reports; including performance management, coaching, fostering staff development and ensuring the individuals on the team are thriving in their roles.
- Measure, monitor, and manage the overall performance of the program and direct reports against set performance targets.
- Develop and maintain effective relationships with agencies, vendors and other partners for the design and production of events.
- Recruit and train qualified event staff to meet departmental staffing needs.
- Model MS Canada's values and set the cultural tone within department.

Qualifications and Competencies

- Demonstrated commitment to engaging communities to take collective action.
- Demonstrated progressive senior leadership experience in event and peer-to-peer fundraising in the charitable sector, or event development and execution in the private sector
- Demonstrated knowledge of community fundraising, volunteer and donor engagement.
- Ability to develop event concepts and integrate strategies into operational and fund development strategies.
- Proven skills delivering large, complex, high-profile events that require collaboration with multiple stakeholders while appropriately managing expenses within industry standard expense ratios.
- Digital event proficiency, including experience managing digital events and familiarity with digital event management platforms.
- Demonstrated commitment to measuring outcomes and thrives within a results-oriented culture.
- Entrepreneurial and creative with a propensity towards developing and testing innovative approaches to event fundraising.
- Exceptional interpersonal skills with a demonstrated ability to build, manage, and maintain meaningful relationships with donors, prospects, volunteers and other supporters.
- Command of current fundraising and event management options and trends and where the future of event fundraising is headed.
- Ability to liaise and build relationships with senior leadership and strategic partners (internal and external).
- Experience leading and motivating staff with the ability to develop and mentor individuals and teams toward success.
- Track record of developing excellent relationships with volunteer committees and volunteer leaders.
- Experience managing vendors and outside consultants, agencies, writers, and other suppliers.
- Experience with the financial oversight of a department or program and building and managing budgets and annual plans.
- Exceptional interpersonal skills, including strong verbal and written communication skills and the capacity to communicate at all levels with confidence and influence.
- Strong organizational and time management skills to determine work priorities and manage multiple projects in a fast paced and resource-lean environment.
- Results-oriented personality with a collegial management approach and a high level of integrity.
- A practical, calm, and creative problem-solver with excellent judgement and decision-making skills.
- The ability to work respectfully and inclusively with diverse populations and community members.
- Valid driver's license and access to a vehicle as travel will be required
- Availability to work flexible hours, including evenings and weekends to accommodate after-hours events and meetings.

Our Leadership

Pamela Valentine, Ph.D. President & CEO



Dr. Pamela Valentine joined MS Canada in 2018 with the drive and passion to lead the team of volunteers and staff in their work to accelerate research for better treatments and care, advocate for policy and system changes, and work towards improving lives for people living with MS.

Pam led the development of a new strategic plan – Discover. Innovate. Act. – in collaboration with hundreds of constituents from across the country, including people living with and affected by MS, members of the scientific community, volunteers, staff, and donors. Alongside other change agents within the MS community, she is leading the implementation of the strategy to accomplish the ambitious goals of advancing treatment and care, enhancing well-being, understanding and halting disease progression, and preventing MS.

A trained neuroscientist, Pam came to MS Canada from Alberta Innovates where she spent over a decade and a half leading innovation and change. Her leadership at Alberta Innovates included significantly growing the health research portfolio and strengthening the integration of research and health systems to maximize impact for patients and providers. She also led the establishment of a new Alberta Innovates organization that consolidated four corporations across the health, energy, agriculture, and forestry sectors. Pam started her career as a faculty member at the University of Calgary at Hotchkiss Brain Institute and then moved to Alberta Heritage Foundation for Medical Research where she held a number of leadership roles.

Hailing from Edmonton, Alberta, and currently residing in Calgary, Alberta, Pam is a published researcher and has been awarded Hotchkiss Brain Institute Alumni of the Year, Canadian Psychological Association of Excellence, and the Neuroscience Canada Foundation Award. Pam believes in achieving impact in the health domain, a passion she developed as a basic scientist with a strong desire to facilitate translation between basic research and clinical care.

Pam is a strong advocate with an appetite for community involvement and currently serves as a board of trustee member for the MS International Federation; an executive committee member of the International Progressive MS Alliance; an executive committee member of Patient Reported Outcomes Initiative for MS (PROMS); a member of the Strategic Advisory Committee, Ontario Strategy for Patient Oriented Research (SPOR) Support Unit; a scientific advisory board member for SPOR Evidence Alliance; and a member of the Health Charities Coalition of Canada.

Executive Team Members

- Pamela Valentine – President and CEO
- Jennifer Conley – Vice President, Philanthropy
- Benjamin Davis – Senior Vice President, Mission
- Danielle Mandell – Vice President, People and Community
- Matthew Nomura – Vice President, Programs
- Diego Mena Martínez - Executive Director, Quebec Division
- Pam Seto – Vice President, Digital Strategy, Marketing and Communications
- Vacant – Vice President, Corporate Services
- Vacant – Vice President, Research and Scientific Engagement

MS Canada Board of Directors (2024-2025)

The affairs of MS Canada are managed by MS Canada Board of Directors. More specifically, the board is mandated to make, monitor and amend national policy decisions relating to all levels of MS Canada; provide overall strategic direction and monitor strategic progress; approve the annual consolidated budget; monitor and approve financial statements; oversee the work of the president and chief executive officer; and make investment decisions at the national level.

Many members of MS Canada board have MS or have loved ones with MS. The quality of the oversight provided by the board hinges on these important perspectives and many others. MS Canada values and protects the privacy of people with MS. In this spirit, we do not require our volunteers to disclose whether they have MS or have loved ones with MS.

Officers

John Clifford – Chair (Ontario)
Marilyn Emery – Vice Chair (Ontario)
Joe Healey – Treasurer (Manitoba)
Shashi Malik – Secretary (Alberta)
Susan Senecal – Past Chair (BC)

Directors

Lubna Ladak (Ontario)
Martin Legault (Quebec)
Nancy L.Y. Love (Ontario)
Jean-Sylvain Ouellette (Quebec)
Rheanna Robinson (British Columbia)
Cory Turner (Ontario)

MS Governors (2024-2025)

Nancy Love – Chair
Dwight Duncan
Robin Anthony
Valerie Hussey
Diana Joseph

S. Paul Mantini
Gerry Protti
Cory Turner
Justin Young
Nick Caprios
Jennifer Brown

Ex-Officio

Susan Senecal, Chair, MS Canada Board of Directors
Pamela Valentine, President and CEO, MS Canada

MS Canada Organizational Chart

