

Hope Starts Here.

Campaign for Mental Health

Campaign Cabinet Orientation Guide

Updated May 16, 2023



Mental Health - Care & Research
Santé mentale - Soins et recherche

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The Royal's Leadership

The Royal is one of Canada's foremost mental health care, teaching and research hospitals.



Clinical Care

One of Canada's largest mental health hospitals, providing care for over 15,000 patients annually.



Research

World-class mental health professionals, scientists, and technology dedicated to gaining a deeper understanding of the brain and discovering innovative approaches to preventing and treating mental illness.



Education

Training the mental health care workforce of the future through residencies and fellowships, knowledge translation, and health promotion.



Advocacy

Located in Canada's capital city, advocate for mental and substance use health policy change at municipal, provincial, and national levels of government.

THE ROYAL OTTAWA FOUNDATION

PURPOSE

We inspire philanthropy that will help The Royal advance its vision for the future of mental and substance use health research and care.

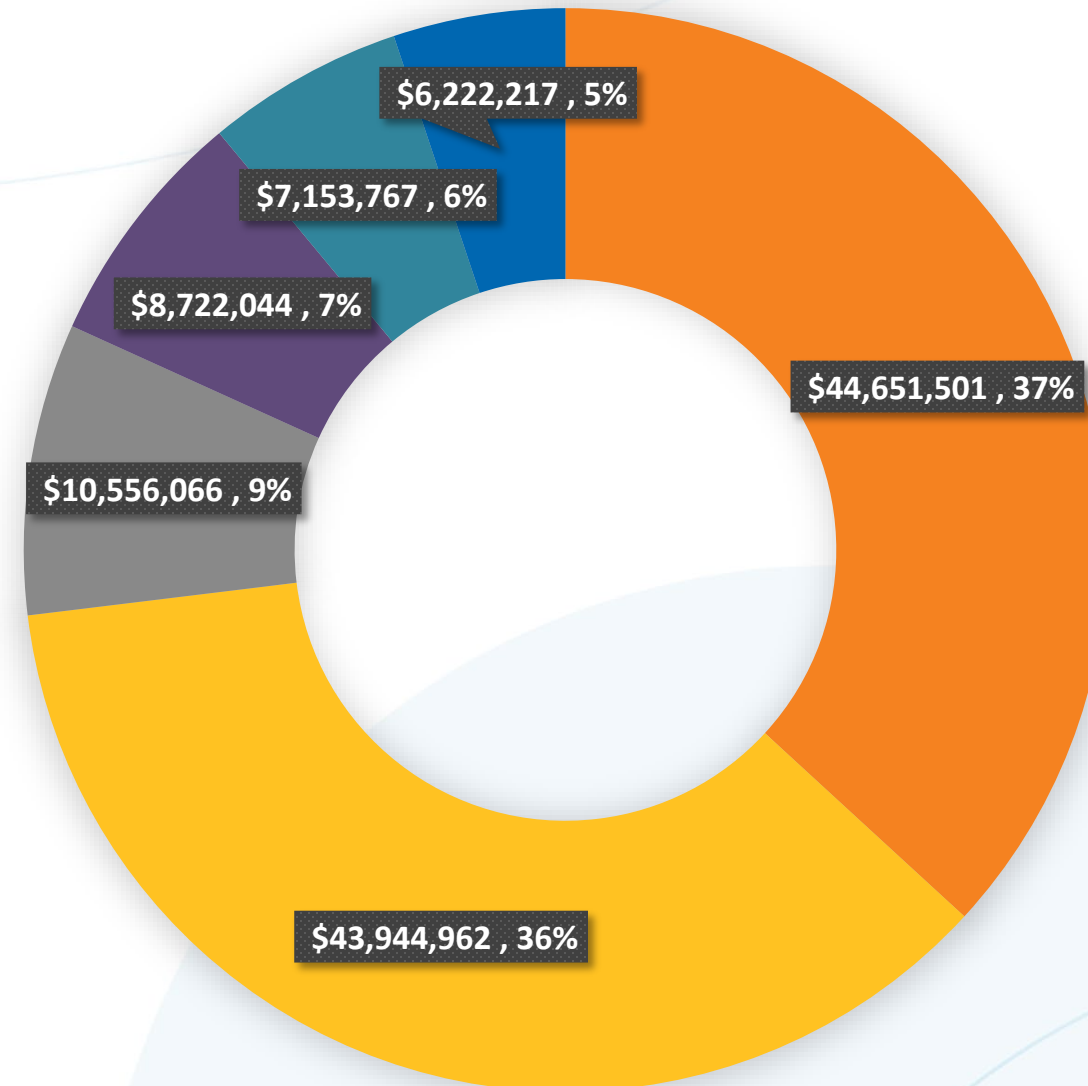
Philanthropy's Role in Healthcare

1. Capital needs
2. Equipment
3. Research and education
4. Standard care vs. excellence

Healthcare Philanthropy in Ottawa

2020 Gross Revenue

- CHEO Foundation
- TOH Foundation
- Queensway-Carleton Foundation
- Bruyère Foundation
- Foundation de L'Hôpital Monfort
- Royal Ottawa Foundation



Campaign Conditions

1

ENVIRONMENT

Mental health is an urgent health concern

2

LEADERSHIP

ROHCG, IMHR,
Foundation in place



STRATEGY

Co-creating access, hope,
and new possibilities

3

PRIORITIES

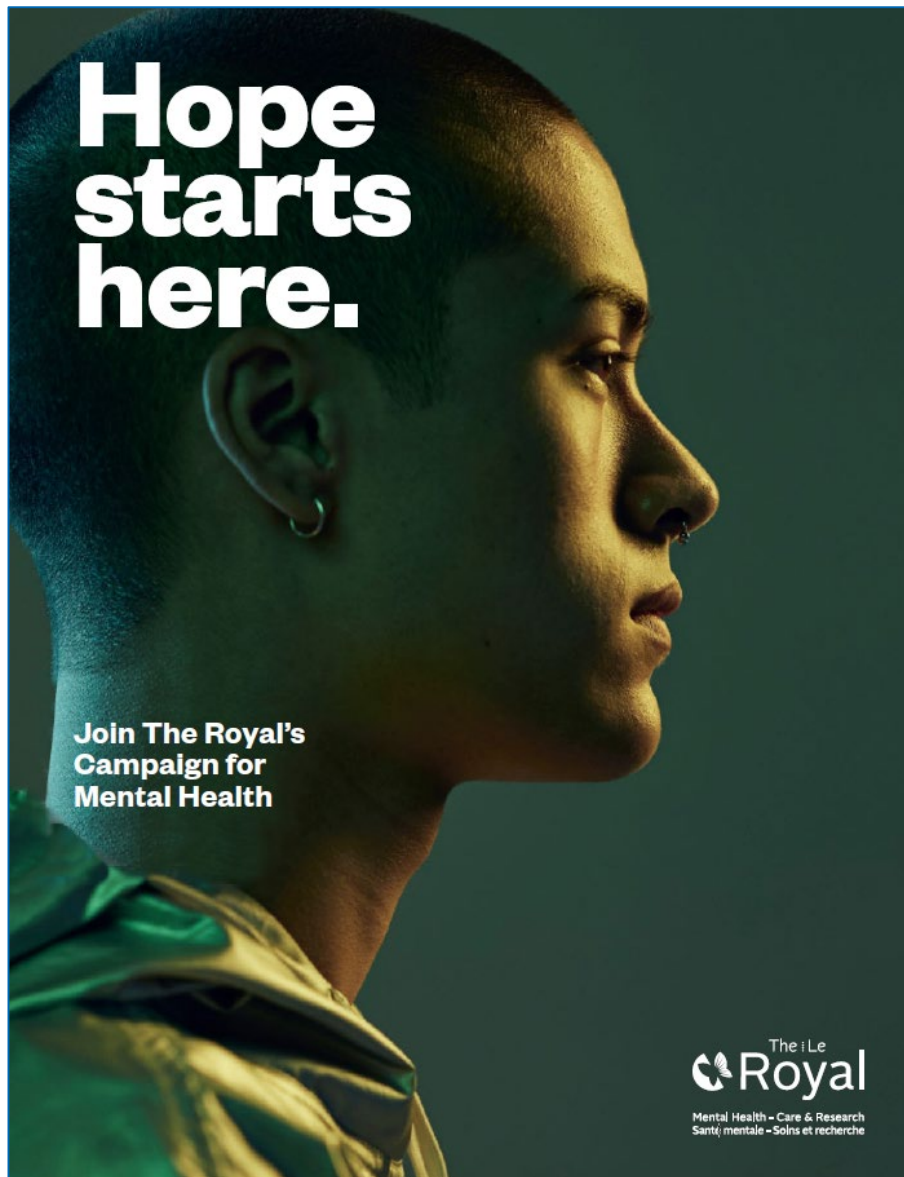
Philanthropic funding
priorities

4

The Royal's Philanthropic Priorities

FUNDING PRIORITIES	NEED
Clinical Brain Research Centre	\$11,500,000
Rising Star Accelerator Program for Mid-Career Scientists	\$10,000,000
Prompt Care Clinic	\$10,000,000
Discoveries in Substance Use & Concurrent Disorders	\$6,000,000
Artificial Intelligence	\$6,000,000
Regional Psychosis Clinic	\$4,000,000
Esketamine Research	\$3,000,000
Gender Health & Sexuality Resource Centre	\$3,000,000
Research Chair in Mental Health in Aging	\$2,000,000
Research Chair in Transitional Age Youth	\$2,000,000
Integrated Mental & Substance Use Health Resource Team	\$2,000,000
Fellowship Training Program	\$1,500,000
Neuromodulation Research	\$1,250,000
Discoveries in Suicide Prevention	\$1,000,000
Journey to Recovery	Any
Highest Priority Needs	Any

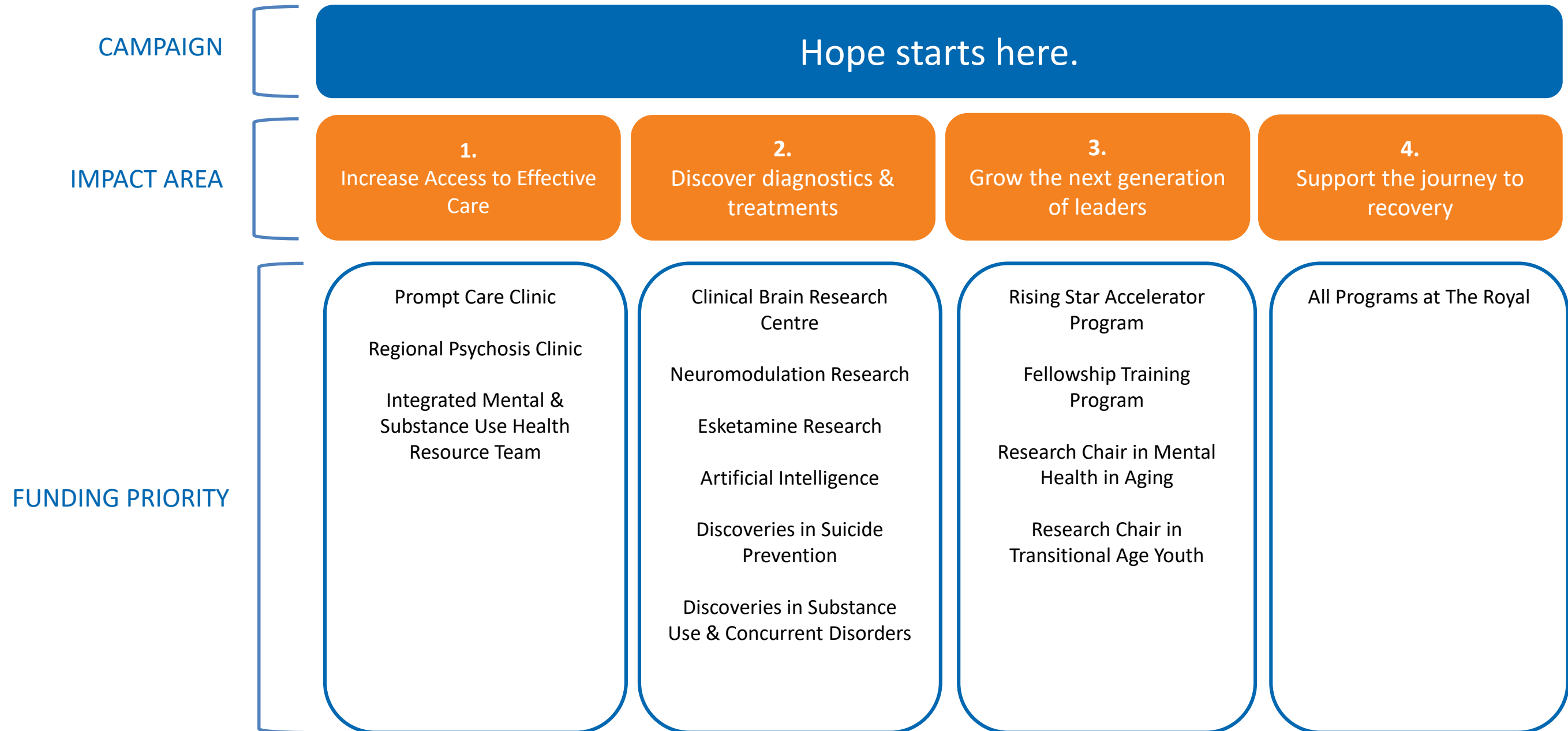
The Royal's Campaign for Mental Health



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Funding Priorities by Impact Area

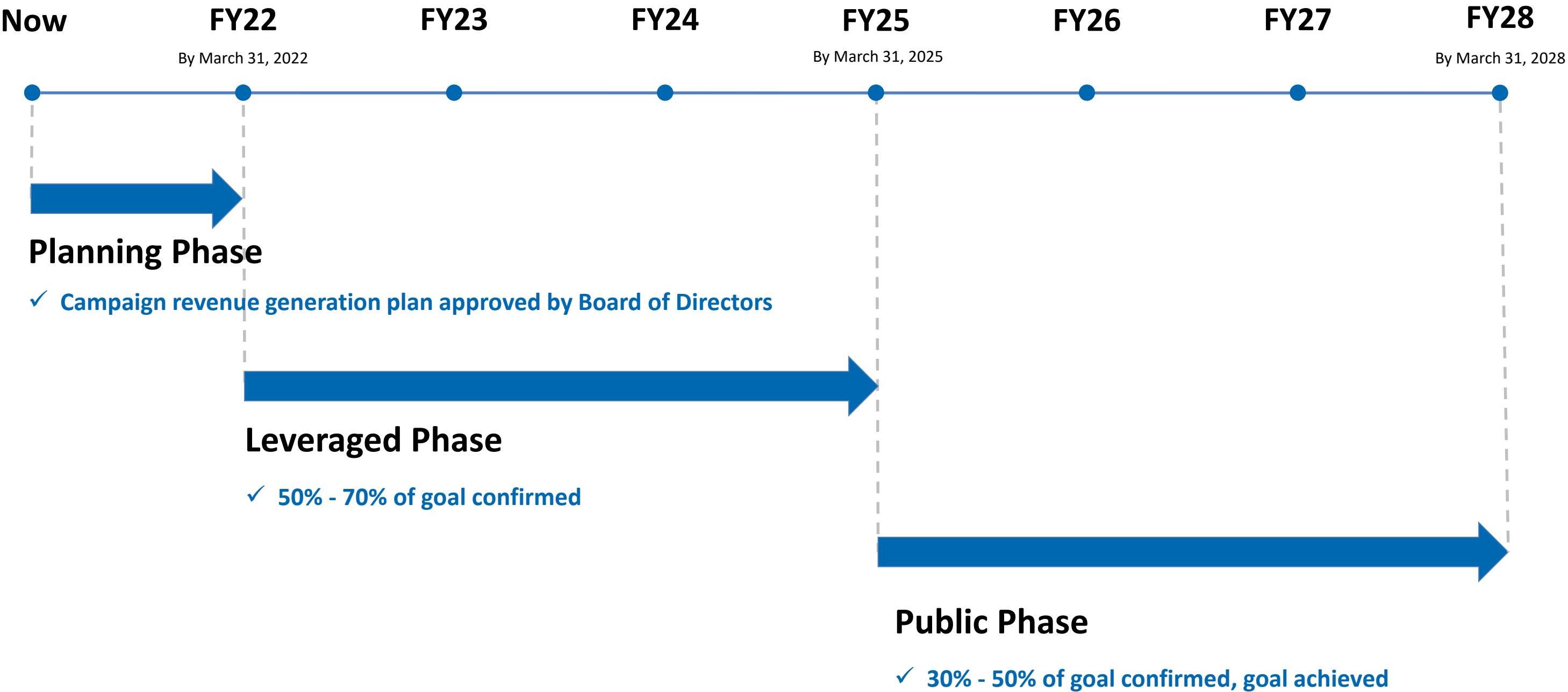
Hope starts here.



\$50+ Million

Campaign Goal

Campaign Timeline



Campaign Phases

Leveraged (Quiet) Phase

Goal

Confirm \$50 million (70% of revenue generation plan)

Audience

Individuals, families, foundations, and corporations with a >\$25K capacity to give

Priority Fundraising Products for Growth

- ✓ Philanthropic Ask
- ✓ Planned Giving
- ✓ Leadership Communities
- ✓ High-Capacity Flagship Fundraising Events

Public Phase

Goal

Confirm \$20 million (30% of revenue generation plan)

Audience

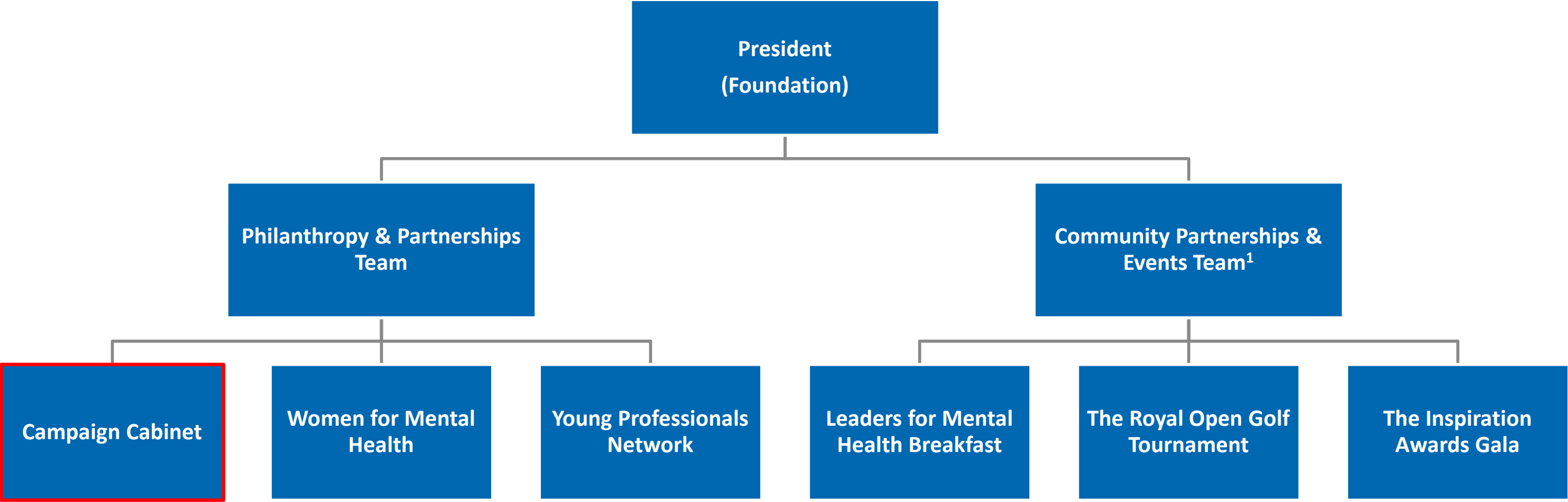
Individuals, families, foundations, corporations, and organizations with <\$25K capacity to give

Priority Fundraising Products for Growth

- ✓ Flagship Events
- ✓ Community Fundraising
- ✓ Integrated Marketing Products
- ✓ Community Flagship Fundraising Events

Fundraising Committees

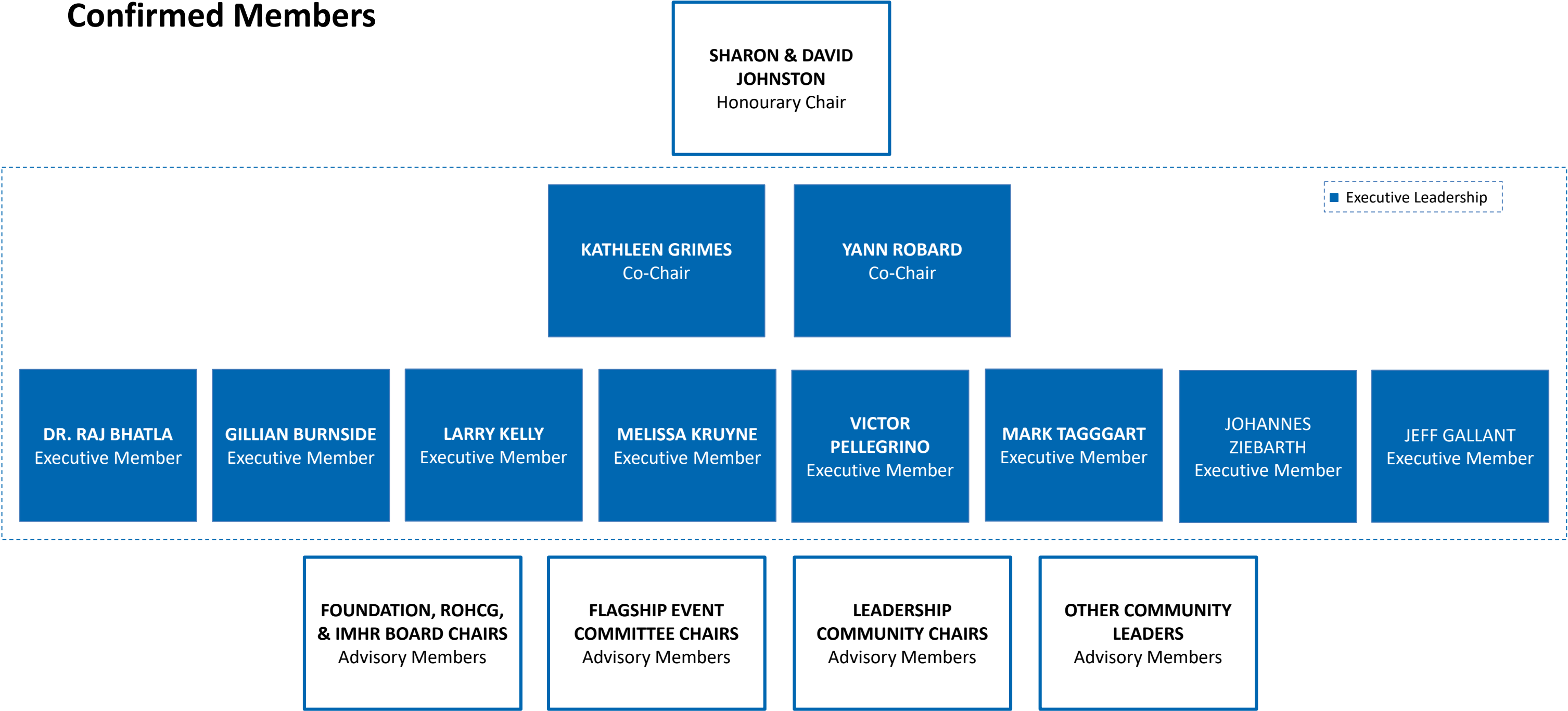
Royal Ottawa Foundation for Mental Health



¹The Community Partnerships & Events team also leads a committee in support of the Shoppers Drug Mart LOVE.YOU Run for Women community fundraiser

Campaign Cabinet

Confirmed Members



Campaign Executive

Confirmed Members

EXECUTIVE MEMBER	CAMPAIGN ROLE	BUSINESS AFFILIATION
Kathleen Grimes	Co-Chair	Owner, Site Preparation
Yann Robard	Co-Chair	Managing Partner, Whitehorse Liquidity Partners
Raj Bhatla	Executive Member	Past Psychiatrist-In-Chief, The Royal
Gillian Burnside	Executive Member	VP, Investment Land Office Leasing, Avison Young
Jeff Gallant	Executive Member	
Larry Kelly	Executive Member	Retired as Founding Partner, Kelly Santini
Melissa Kruyne	Executive Member	Co-Owner & Past CEO, KOTT Inc.
Victor Pellegrino	Executive Member	Regional President, Personal Banking, BMO
Mark Taggart	Executive Member	Principal, Taggart Wealth & Estate Planning
Johannes Ziebarth	Executive Member	President & CEO, Ziebarth Electrical Contractors

The Role of Campaign Cabinet Members

The Campaign Cabinet will ensure the success of The Royal's Hope Starts Here campaign.

All members will help identify, qualify, cultivate, solicit, and steward major donors (individual, foundation, corporate) by:

- ✓ **Increasing the size and quality of the prospect pool**, conducting introductions, and helping to cultivate and close gifts
- ✓ **Providing strategic advice** on prospects and donors
- ✓ **Supporting stewardship**, recognition, and other meaningful donor experiences
- ✓ **Making their own personally meaningful gift** to the campaign

Campaign Cabinet Roles (cont'd)

EXECUTIVE MEMBERS

In addition to their responsibilities as a member of the Campaign Cabinet, **executive members will also:**

- ✓ Provide overall leadership and guidance to the campaign and provide support throughout the fundraising cycle of prospect identification, qualification, cultivation, solicitation and stewardship
- ✓ Attend up to three (3) Campaign Cabinet meetings per year (two (2) executive meetings and one (1) one full cabinet meeting)
- ✓ Maintain regular communication and attend regular check-ins with your staff support team member
- ✓ Consider taking on a leadership role with respect to a specific impact area of the campaign
- ✓ Conduct four (4) to six (6) strategic introductions per year

The Role of Foundation Staff

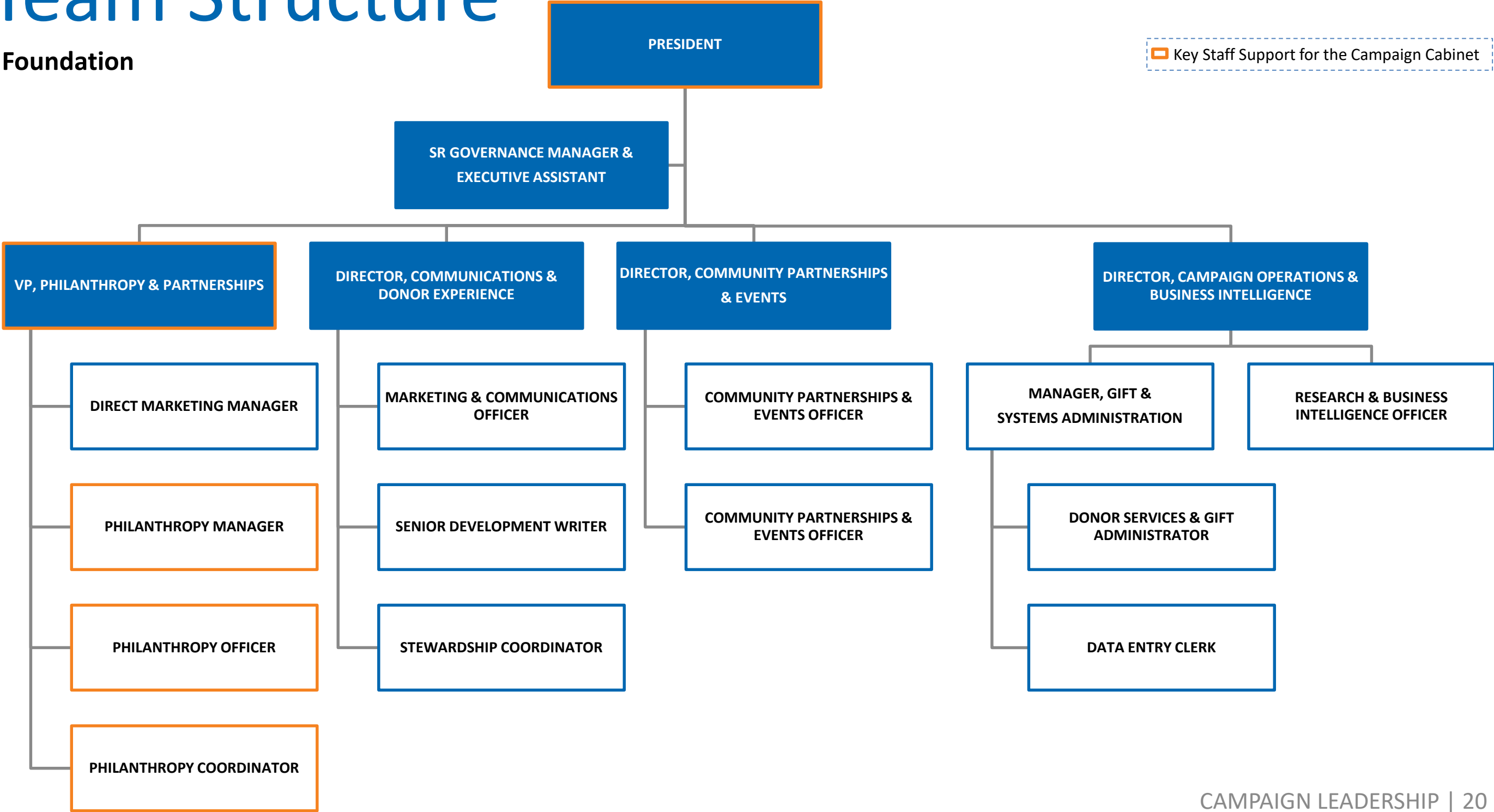
Foundation team members support Campaign Cabinet members to ensure the Hope Starts Here campaign is successful.

The Foundation staff are ultimately responsible for the campaign plan and its execution in consultation with the Campaign Cabinet and the Foundation Board of Directors.

Under the leadership of the President, the Campaign Cabinet's functional management will be led by the Philanthropy and Partnerships team, with support from all other teams including the Campaign Operations and Business Intelligence team; the Integrated Marketing, Communications and Impact team; and the Community Partnerships & Events team.

Team Structure

Foundation



Foundation Staff Roles (cont'd)

STAFF PARTNER

Executive members will be paired with a **Foundation staff partner** who will support and empower executive members by:

- ✓ Completing **training and onboarding**, including a tour of The Royal
- ✓ Sharing **regular updates** about The Royal and mental health
- ✓ Assisting with the **identification of top prospects** and the **development and implementation of fundraising strategies**
- ✓ Providing **fundraising enablement materials** (e.g., information sheets, proposals, impact reports)
- ✓ Preparing for or participating in **donor meetings**

Getting Started

Hope Starts Here is a **\$50+ million** comprehensive fundraising campaign to help more people access effective, recovery-oriented care where, when, and how they need it.

We are so grateful for your support. To activate your leadership, your staff partner will engage you in the following next steps

- 1 Sign confidentiality documents
- 2 Complete relationship inventory meeting
- 3 Schedule tour of The Royal
- 4 Support you with the engagement of your top prospects



Hope starts here.

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The **Royal**
Mental Health - Care & Research
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Thank You

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