Executive Director

MAiD House

Executive Brief
FOR MORE INFORMATION

KCI (Ketchum Canada Inc.) has been retained to conduct this leadership search on behalf of MAiDHouse. For more information about this opportunity, please contact Samantha David, Senior Search Consultant, KCI Search + Talent by email at maidhouse@kcitalent.com

Interested candidates are invited to send a resume and letter of interest to the email address listed above by **October 16, 2020**.

*All inquiries and applications will be held in strict confidence.*

MAiDHouse is registered as a Canada not-for-profit corporation and charity in Toronto under the name Assisted-Dying Resource Centres Canada.

**MAiDHouse Statement of Diversity & Inclusion**

MAiDHouse is committed to ensuring the value of diversity is upheld in everything that we do for our clients, visitors, health care practitioners, employees, volunteers and the broader community. MAiDHouse welcomes and supports all people, regardless of ability, age, gender, race, gender identity, sexual orientation or beliefs. It is incumbent upon MAiDHouse staff and volunteers to share the responsibility of creating and maintaining an environment of mutual respect and support.

MAiDHouse is an equal opportunity employer.

Please note that the salary range for this position is $85,000 - $100,000
THE OPPORTUNITY

MAiDHouse is seeking an inaugural Executive Director to help realize the vision to launch a community-based program facility, which will provide additional end-of-life choices for those living in the GTA who are eligible for MAiD (medical assistance in dying). The first of its kind in North America, MAiDHouse is a registered charity that will provide a service dedicated to promoting choice and access to MAiD in a safe, humane, supportive, inclusive and home-like setting for those who are unable to die in their own homes or who do not wish to die in an institutional setting. As the result of significant efforts by volunteers over the last three years, MAiDHouse has now raised sufficient funds to hire staff and seek a facility and open its doors.

Responsible for general oversight of all areas in the organization, the new Executive Director will leverage their skills and experience in leadership, operations and business development to ensure MAiDHouse is functioning safely and efficiently and has the resources to meet its strategic and financial goals. Acting as the face of the organization, the Executive Director will work closely with a dedicated group of Board members, a small staff team and volunteers to increase awareness and support for MAiDHouse.

Excited by the challenge of a start-up and by the opportunity to make an impact on the patient care landscape, the new Executive Director will be a self-starter and a dynamic communicator who is able to leverage their excellent project and relationship management skills to launch and evaluate this innovative model, so it can be replicated in other parts of Canada.

ABOUT MAiDHOUSE

MAiDHouse is devoted to providing a supportive, inclusive and home-like setting for MAiD. We are a group of doctors, nurse practitioners, ethicists, advocates and volunteers who believe in choice, tranquility and dignity at the end of life for patients and their families. Eligible patients will be able to access the procedure with their chosen provider in a safe, reliable, and comfortable space. The first MAiDHouse location will be in Toronto. MAiDHouse also aims to provide information, resources and services for patients, families and health care providers. MAiDHouse is registered as a Canada not-for-profit corporation and charity in Toronto under the name Assisted-Dying Resource Centres Canada.

Our Mission

Provide a supportive, inclusive and home-like setting for those eligible to receive MAiD, while supporting MAiD providers and assessors, patients and their families, and the general public through education, training and research.
Our Vision
A community where everyone has equal access to a place for MAiD.

Our Values
Comfort
- We provide relief to anyone who needs a safe, reliable, and comfortable home-like setting to access MAiD, putting their needs first.

Dignity
- We respect and honour the values and beliefs, choices, experiences and diversity of individuals, supporting their autonomy at the end of life.

Community
- We support our community by being responsive to their needs and accountable for the use of resources. We recognize our volunteers who enrich the experience for the lives they touch.

Excellence
- We strive to learn, improve on, and disseminate best practices in the delivery of MAiD.

Our Goals
1. Open the doors to MAiDHouse, to provide the place for patients to access MAiD.
2. Enhance access to information about MAiD for patients, families, and health care providers.
3. Collaborate with existing organizations that are engaged in end-of-life care.
4. Provide training and education to support MAiD providers.
5. Gather data to inform the improvement of patient and family experience with MAiD and end-of-life care.

Our History
Following the legislative changes in Canada in 2016 that permitted assisted dying for patients who met the legal criteria, MAiD providers were encountering situations in which a patient could not, or chose not to, die at home. Under these circumstances, at a difficult time for both the patient and their loved ones, a location had to be found where the patient could receive this care. There were eligible MAiD patients for whom timely access to a safe, compassionate and comfortable location in which to receive this end of life care, was not available.

The idea of MAiDHouse was conceived as an accessible option when patients cannot or choose not to die at home. The circumstances that MAiDHouse would help to remedy include: patients who do not feel safe or comfortable to receive MAiD at home; patients who reside in hospice or care settings in which MAiD is prohibited; patients who face homelessness or unstable housing. Any of these circumstances can seriously complicate access for patients who were eligible and wishing to receive MAiD.

MAiDHouse was incorporated in 2018 as a not-for-profit established to open and operate a facility that would provide a home-like setting for patients who wish to receive MAiD; offer patients, families and caregivers with access to support services related to MAiD and end-of-life care; and provide training and information on MAiD and related issues to health care professionals and the general public. Patients would receive medical assistance in dying from their own chosen MAiD provider.
The board of directors serve on what is currently a voluntary operating board engaged in governance, fundraising and advocacy.

MAiDHouse also has an advisory council and clinical practice committee whose members have distinguished backgrounds in palliative care, law, ethics, politics, communications and health care leadership.

**Frequently Asked Questions**

**Why is there a need for MAiDHouse?**
Our research has demonstrated that a substantial number of Canadians are admitted to hospital strictly for the purpose of receiving MAiD. Some of these people had nowhere else to go because they were homeless or had insecure housing. Others did not feel comfortable dying at home for personal or cultural reasons, or because their living situation did not afford them the ability to have a MAiD death done in privacy. Hospital admissions are costly to our already overstretched health care system, and many hospitals do not have adequate facilities to provide a safe, quiet, and intimate space for MAiD procedures.

**Can't people just have MAiD at a hospice?**
Unfortunately, many residential hospices and faith-based institutions in Ontario do not permit MAiD on their premises.

**Where will MAiDHouse be located?**
We do not have a site selected yet, however we hope to be centrally located in Toronto with easy access to transit and major roadways.

**Will there be any cost to use MAiDHouse?**
There will be no fees for use of MAiDHouse premises, however donations to recoup our costs are certainly encouraged and appreciated.

**Will MAiDHouse provide eligibility assessments?**
Our mandate is to provide a space for patients and families who are already going through the MAiD eligibility process with a doctor or nurse practitioner. While we cannot directly provide clinical services, we can help connect you to independent MAiD clinicians if you are having difficulty accessing this.

**Who can use MAiDHouse?**
Anyone who has gone through the MAiD assessment process and has been found eligible according to Canada’s law governing MAiD.

**How long can I stay at MAiDHouse?**
We anticipate that patients will come to MAiDHouse only on the day of their MAiD procedure. MAiD patients and their families are welcome to visit MAiDHouse in advance of the procedure to prepare for any specific requirements of their choosing.
KEY DUTIES & RESPONSIBILITIES

Considering the “start-up” nature of MAiDHouse and limited existing staff, the new Executive Director will be very involved in all aspects of operations for the first six to twelve months in the role.

Leadership

- Develop and implement the strategic plan that addresses business goals and objectives with direction and oversight from the Board of Directors.
- Create an annual operating plan that translates the strategic plan into actions that are consistent with the organization’s vision.
- Attend all Board meetings, providing required materials in a timely and accurate manner, including Executive Director reports that update the Board on key results and metrics, while also providing ongoing monitoring of internal and external risks.
- Oversee the development and implementation of a comprehensive annual evaluation that will be used to provide a model program for replication in other parts of Canada.
- Develop and implement a data collection protocol to identify barriers to further understanding of access to MAiD and relevant issues.
- Awareness of and sensitivity to the various cultures represented in the GTA along with a commitment to inclusivity, diversity, equality and accessibility.

Fundraising

- Audit current fundraising results to identify opportunities for growth and use findings to inform the annual fundraising plan.
- Cultivate and secure ongoing funding to ensure organization sustainability with a focus on the development of new donor relationships, building current and new revenue stream, proposal and grant writing and donor stewardship.
- Collaborate with Board members, other volunteers, staff and key stakeholders to promote the organization’s case for support.
- Develop fundraising volunteers to support organization fundraising goals.
- Work with the fundraising staff member to ensure appropriate engagement of the Executive Director role and senior volunteers within major donor activities.

Community Relations

- Identify, build and expand strategic relationships with key stakeholders, healthcare, government agencies and clients that will advance organization goals.
- Work with the Board and relevant volunteers to enhance all aspects of communications including external relations, social media and overall community profile.
- Act as the primary spokesperson and attend functions, media events and public meetings.
- Represent MAiDHouse on relevant committees that support organization mission and goals and/or assign staff/volunteers as required.

Operations

- Support the building of organization infrastructure (systems, policies, metrics etc.) to ensure efficient day to day operations and integrity of service.
- Supervise the tracking and collection of data which will be used to contribute to the greater understanding of the issues related to medically assisted dying.
- Ensure commitment to and compliance with CRA rules and regulations.
• Work with the part-time accountant and Board Treasurer to oversee the annual budget process, monthly Board reports and annual audit.
• Support volunteer recruitment, development and retention to support operations.
• Plan, implement, execute and evaluate special projects as required with direction from the Board.
• Manage and coach fundraising and operations staff with indirect oversight of program contract staff.

QUALIFICATIONS AND COMPETENCIES
• Passion for supporting the rights of Canadians for end-of-life choice with a strong commitment to the mission of MAiDHouse.
• Progressive senior roles in the health and/or non-profit sector.
• Proven ability to create new revenue streams and cultivate relationships to increase organization revenue.
• Experience leading successful teams of staff and volunteers.
• Demonstrated skills in relationship management and community outreach.
• Experience creating strategic and operational plans and building metrics to track results.
• Strong understanding of financial management and finance-related performance measures, including budget preparation, analysis, decision making, and reporting.
• Excellent verbal and written communication and presentation skills with the ability to effectively communicate organization mission and case for support to donors, other key stakeholders and the community.
• Experience working with a Board of Directors, with a strong understanding of the Board role and other best practices related to governance.
• Demonstrated ability to bring together diverse groups of stakeholders to work toward a common goal to advance an organization’s mission and vision.
• Ability to organize effectively, delegate responsibility and solve problems in a thoughtful and efficient manner.
• Excellent work ethic and strong project management skills that employ a collaborative approach coupled with a positive attitude.
• University degree in a health-related field or the equivalent combination of training, skills and experience.

BOARD OF DIRECTORS
Dr. Chantal Perrot, Chair
Karen Faith, Vice Chair
Ari Kaplan, Secretary
Sameer Merchant, Treasurer
Blair Mlotek
Dr. Bill Wong
Hillete Warner
Marc Grosman
Emma Carver

STAFF
Dr. Mona Kornberg
LEADERSHIP BIOGRAPHIES

Chantal Perrot, Chair

Dr. Chantal Perrot, AB, MD, CCFP, FCFP, MDPAC(C), is a family physician and psychotherapist in Toronto. Chantal has been active in choice in health care for over four decades and has been providing Medical Assistance in Dying (MAiD) assessments and procedures to patients since July 2016. She is frequently called upon to speak about MAiD to both professional and general audiences. Chantal is a Director of Dying with Dignity Canada (DWDC), where she also co-chairs the DWDC Clinicians Advisory Council. She is a member of CAMAP (Canadian Association of MAiD Assessors and Providers) and moderator of the CAMAP MAiD Providers Forum. Chantal received an A.B. in History from Brown University, after which she graduated from the University of Toronto Faculty of Medicine. She completed a family medicine residency at Mount Sinai Hospital.

Karen Faith, Vice Chair

Karen Faith BSW, MEd, MSc is a bioethics consultant and speaker who works with community based and regional health care organizations helping them build their ethics programs. Following a career in social work, Karen completed a graduate degree in bioethics at U of T as well as a Clinical Ethics Fellowship through the Joint Centre for Bioethics where she continues to be a participating member. Karen has published articles and has spoken locally and internationally on ethics in health care. Some key areas of interest have included: ethical considerations in pandemic planning, ethics in end of life care; values-based leadership as well as ethics in community-based care.