

Head of Philanthropy and Partnerships HCA Hospice



Contents

- 3 Background Information
- 8 The Role
- 9 Key Criteria for Success
- 10 Key Responsibilities
- 11 Person Specification
- 12 Next steps
 - 12 *Terms*
 - 12 *How to Apply*
 - 12 *Selection Process*



Welcome from Chief Executive Officer

I am delighted to share this new role at HCA Hospice - the Head of Philanthropy and Partnerships - which comes at exciting and critical time in the growth of our organisation.

HCA aims to play a significant role in the growing aging population of Singapore. We will continue to provide home hospice care at no charge and aim to better our care by deepening our services to meet the needs of our beneficiaries and their families, while concurrently building up our capacity to meet growing needs for community-based end of life care. Philanthropy will be a key enabler in making HCA a centre of excellence, delivering professional care with respect and compassion. Together with the Board, we hope to encourage every member of staff to play a part in our journey to transform hospice care for the future, empowered by philanthropic funding.

I look forward to working closely with the Head of Philanthropy and Partnerships to develop long lasting relationships with all our stakeholders; both internal as well as external – donors, corporates and foundations - to enable us in our work and help us in realising our ambitions. We are looking for an exceptional fundraising leader, who possesses an enterprising spirit and is keen to help us build and develop the capacity and competency of the fundraising team.

If you value this opportunity to use your skill and experience to support HCA Hospice's vision, I invite you to have a conversation with me.

I look forward to hearing from you.

Karen Lee
Chief Executive Officer



Background Information

HCA Hospice (HCA) is Singapore's largest home hospice care provider and is a registered charity, with Institution of Public Character (IPCs) status, since 1989. The organisation provides comfort and support to patients with life-limiting illnesses regardless of age, religion, ethnicity, nationality and financial status.

HCA's core service, home hospice care, is provided at no charge to more than 3,600 patients annually. Besides medical care for patients, this service also entails psychological support for patients and caregivers. A 24/7 hotline ensures help is available round-the-clock.

HCA is an NCSS Centre of Specialisation for palliative care and conducts palliative care training for its patients' caregivers. Its other services and programmes include day hospice care, paediatric palliative care (Star PALS), bereavement support and outreach programmes such as the Young Caregivers Programme (yCG).

Vision

To be the centre of excellence for home hospice care.

Mission

HCA Hospice is committed to:

Ensuring the best quality of life for our patients by delivering professional palliative care and providing compassionate support to their families.

Nurturing the dedicated individuals who make our work possible and serve our community through continued learning and development.

Values

Compassion - Journeying with our patients with care and understanding: pacing them through their last moments in life.

Professionalism - Providing quality end-of-life care to all our patients.

Respect - Placing the Needs of our patients at the forefront of our service,



according them the dignity every human deserves.

HCA Programmes and Services

HOME HOSPICE CARE

Our dedicated multidisciplinary healthcare teams are on call round-the-clock, seven days a week, making an average of 36,000 home visits islandwide every year. Besides serving from our central headquarters at Kwong Wai Shiu Hospital, we have four satellite centres spread across Woodlands, Hougang, Bedok and Jurong for more accessibility to patients.

Each satellite comprises a team of doctors, nurses, medical social workers, a patient care administrator, as well as trained volunteers, who offer support and care at no charge based on their areas of expertise and the particular needs of patients and their families. Also available are the services of Triage Nurses, Advanced Practice Nurses and in-house Pharmacists. These teams provide services such as: providing medical prescriptions, coaching families on how to care for their loved ones at home and assisting patients and their families with the emotional and social aspects of coping with death, grief and loss. HCA also provides an after-office-hours patient care helpline to patients and caregivers.

DAY HOSPICE CENTRES

Our day hospice centres see to a patient's needs away from home, providing a range

of programmes and activities to suit different interests and functioning levels.

HCA Hospice Care is currently operating three day hospice centres:

- HCA Day Hospice
- Kang Le Day Hospice
- Oasis@Outram Day Hospice

At the Day Hospices, patients interact with others and engage in constructive and therapeutic activities. Our Day Hospice programmes are tailored according to the interests and abilities of each patient and include:

- Light exercises and physiotherapy
- Singing and music therapy
- Art and craft sessions
- Pet assisted befriending
- Outings to places of interest (pre-COVID)
- Make-believe outings
- Virtual reality simulation

PSYCHOSOCIAL AND BEREAVEMENT SUPPORT

The Psychosocial Services (PSS) team is dedicated to applying social work knowledge and skills competencies in palliative and end-of-life care to alleviate suffering and maximise quality of life for patients, their families and caregivers. Team members include art therapists, a spiritual counsellor and medical social workers.

Besides managing social cases and providing individual and family counselling, the team actively networks with other agencies to provide holistic care and support to patients and their families.

Caregivers Support Programmes

The Psychosocial Services department organises specific programmes for adults and children that address the emotional well-being of caregivers and their loved ones. In addition, the PSS team also organises special memorial services for patients' families, whose loved ones have passed on. This thoughtful ceremony allows bereaved families to come together and pay tribute to their loved ones and provides a platform to seek closure.

Social Services and Counselling

During the progressive stages of life-limiting illness, we offer:

- Professional counselling for patients and their families on issues related to grief, death and loss
- Help with practical concerns like care planning, financial assistance and referrals to community resources
- Spiritual support for all faiths, cultures and beliefs

As the families journey through their grief, we offer support through:

- Bereavement counselling
- Remembrance and memorial services



Art Therapy

This service is tailored to the emotional needs of the individuals, for our patients, adults or children and their families, aiming to provide emotional support and relief. Participants need not be good in art or have any art experience. Supported by an art therapist, they can choose how they wish to use art to express and communicate.

STAR PALS

Star PALS (Paediatric Advanced Life Support) is a free service by HCA dedicated to improving the quality of life for children aged 19 and below with life-limiting or life-threatening conditions. These range from neurological or congenital conditions to childhood cancers.

By partnering with the children's families and primary physicians, our multidisciplinary team of doctors, nurses, counsellors and medical social workers provide a customised and holistic treatment plan through home visits and psychosocial support for the children and their families.

One special group unique to Star PALS is the Medi Minders. These specially-trained group of volunteers offer caregivers a few hours of respite, to care for the other children in the family, help family members run errands or simply provide the caregivers a few hours of relief to restore their own well-being.

Young Caregivers Programme (yCG)

HCA has a student outreach arm known as the Young Caregivers programme (yCG) which focuses on raising awareness on eldercare issues. This programme aims to inculcate in our youth, the values and benefits of building meaningful relationships with the elderly and the elderly sick.

Since its inception in 2004, the yCG programme has reached out to nearly 180,000 youths. A complement to the academic curriculum, yCG supports the Ministry of Education's Social and Emotional Learning framework, which seeks to develop students in a holistic manner.

OTHER SERVICES

Equipment Loan Service

We loan out equipment such as oxygen concentrators, wheelchairs, hospital beds, walking aids and commodes. These are available to patients free of charge and they only need to put down a \$100 refundable deposit.

Palliative Caregivers Training Programmes

These programmes are to equip caregivers with the knowledge and skills they need to manage and care for patients, in their own homes.



The Role

Job Title

Head of Philanthropy and Partnerships

Location

Singapore

Reports to

Chief Executive Officer

Direct Reports

2 Fundraising Executives

Key Relationships

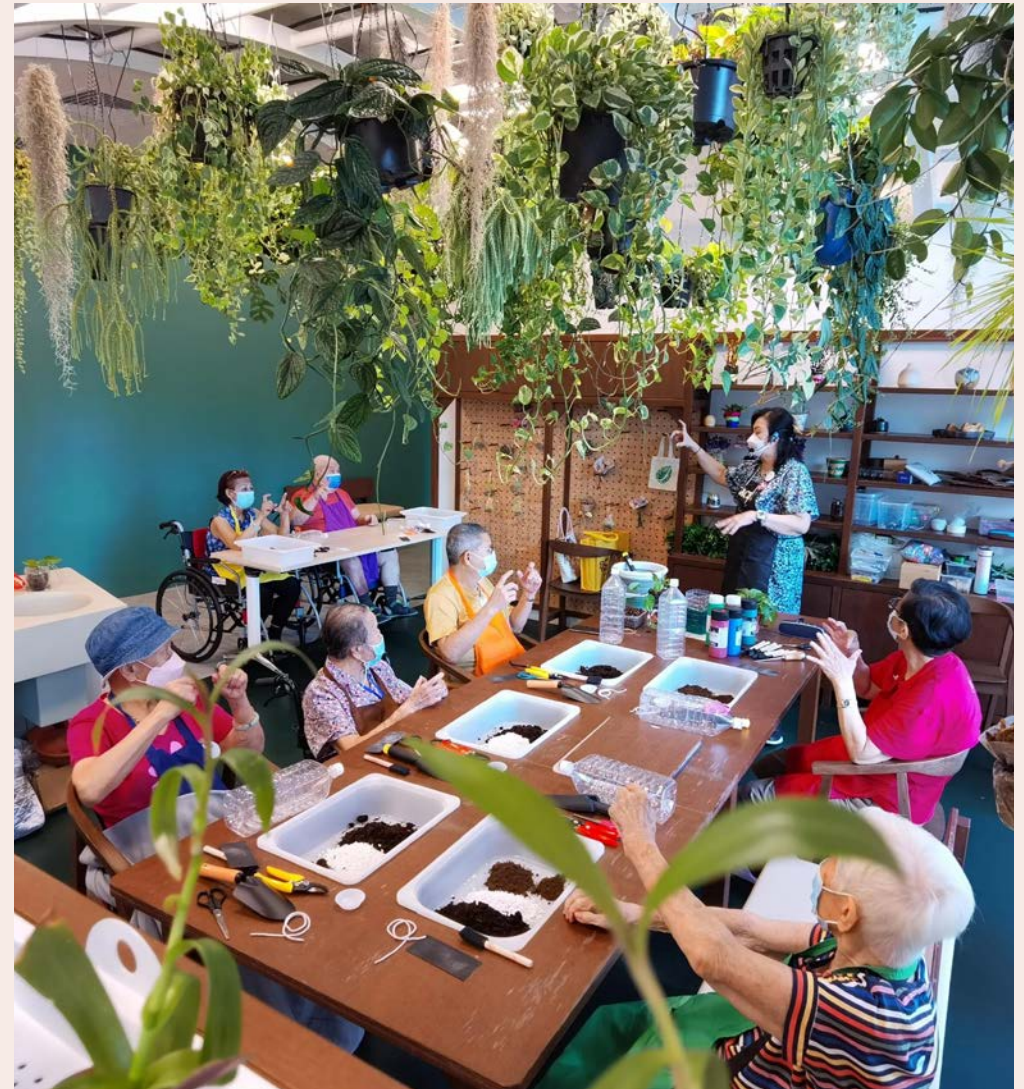
Existing Donors, Corporates, Foundations, Clinicians, Nurses and Colleagues in the Communications and Volunteer Management teams, and Fundraising and Communications Committee of the Board.

Purpose

The Head of Philanthropy and Partnerships will develop a fundraising strategy and drive its implementation to secure philanthropic support for the ambitions of HCA Hospice in expanding its range of services. The post holder will cultivate and develop relationships with donors, funders and corporate partners; strengthen the engagement and stewardship of key stakeholders and donors; thereby taking philanthropy to the next level at HCA Hospice.

Reporting to the CEO, he/she will work closely with Board Members to translate HCA's strategic direction in the areas of fundraising and corporate social responsibility.

The Head of Philanthropy and Partnerships will also be responsible for building the competency of the fundraising team through coaching and providing best practices in fundraising.



Key Criteria for Success

After 12 months in post, the successful candidate will have:

- Developed and implemented a fundraising strategy that outlines clear performance goals, and transformed its current fundraising initiatives to support its philanthropic goals.
- Developed and implemented an effective donor stewardship programme.
- Shown some impact on developing a mid and long-term pipeline of individual and corporate donors, and legacy giving.
- Structured, provided guidance and grown a philanthropic partnership team to achieve a significant increase in philanthropic giving.
- Reviewed internal processes with the objective of building strong foundation for donor stewardship and adopting best practices.
- Built credibility as a key staff member within the organisation and with the Board and become a trusted colleague.





Key Responsibilities

Strategy and Fundraising

- Working closely with the CEO, develop and implement a robust and diversified fundraising strategy and operational plan to meet established performance targets.
- Provide leadership and oversee the delivery of fundraising programmes and a web based fundraising strategy.
- In collaboration with the Board and CEO, identify and cultivate donors and build a pipeline to increase philanthropic income year on year.
- Develop a compelling case for support; writing proposals and conducting donor research.
- Review and further develop a robust stewardship programme and reporting to donors on the impact of their gifts.
- Create new opportunities for partnerships and sponsorships.
- Oversee the planning and execution of fundraising events.
- Ensure all fundraising activities are in adherence to Singapore laws and governance.

Management

- Lead and motivate the fundraising team to deliver results, through establishing clear directions, including setting short and long term targets and ensuring delivery against these.
- Ensure business processes are in place, enhancing operational efficiency and maximising resources.
- Oversee timely processing of gifts and accurate reporting on fundraising targets, based on robust approach to data gathering and impact measurement.
- Review and ensure the effective use of the database for donors to maximise operational efficiency.
- As a member of the Management Team, work collaboratively with senior colleagues across the organisation to ensure that the work of the fundraising team is fully integrated and supports HCA's overall objectives.

Person Specification

Experience and knowledge

- Educated up to undergraduate degree level or equivalent, or a combination of relevant experience and skills.
- Demonstrable experience in a broad range of fundraising initiatives including annual and regular giving; major gifts; trusts and foundations; and partnership development.
- Proven track record of developing robust fundraising strategies to increase income levels; and delivering successful

fundraising projects and initiatives.

- Significant experience in managing, motivating and coaching team members.
- Experience working with volunteer boards and leadership.

Skills, abilities and attitudes

- Analytical and strategic.
- Excellent oral and written communication skills with the ability to develop and write compelling stories and funding proposals.

- Demonstrable strong leadership skills, with an open, approachable and inclusive style which inspires trust.
- A proactive and solutions-oriented approach.
- Ability to meet deadlines and deliver on agreed targets and plans.
- Ability to innovate; to be opportunistic, responsive and resilient.
- High level of motivation and initiative, and a desire to succeed and achieve transformational change.
- Highly resourceful and result-oriented.
- Ability to demonstrate tact, exercise initiative and judgement.
- Committed to high standards, and adopts a professional and conscientious approach.
- Able to multi-task and work under pressure in a fast-paced environment.
- Excellent interpersonal skills with positive attitude.
- Charismatic with impeccable integrity.
- A good listener.



Next steps

Terms

Successful candidates will be offered a permanent position with paid annual leave of **24 days**.

To discuss salary parameters, please call **Chua Beng Hwee**, Director of Richmond Associates.

How to Apply

Applications should include:

1. A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your latest salary, notice period and names of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Beng Hwee Chua, Director at Richmond Associates Asia Office.

Interviews with HCA Hospice will take place from **early August 2022**.

Closing date for applications is 09:00 on 22 July 2022.

Please send your application to Ms **Susan Seah**, Business Support Administrator:

✉ info@richmond-associates.com
☎ 96847487 (Asia Office)



About Richmond Associates

Richmond Associates was established in 1999, in the UK, by our Founder, Moyra Doyle. Her vision was to provide a professional and robust recruitment process to help organisations address their growing need for expertise in fundraising and ultimately, find exceptional talent. Building on Richmond Associates' strong foundation in the UK, the Australia office was then opened in 2011, followed by Singapore in 2019.

For almost a quarter of a century we have worked in partnership with the world's leading education, arts and cultural, health, and charitable organisations to find experienced and emerging fundraising and advancement professionals. As a result of this focus, we have gained a reputation as a trusted intermediary between our clients and candidates. We also have an enviable insight into the profession, which enables us to advise on career development and talent management strategies.