

## **Outreach Sub-Committee Role Description**

The Stollery Women's Network (SWN) brings together women across Alberta who are passionate about improving children's health. Through connection, advocacy and philanthropy, members inspire others to invest in life-changing care for kids.

Together, we are working towards an ambitious goal: raising **\$1 million** in support of the Foundation's comprehensive capital campaign by growing a community of women committed to making a lasting impact.

### **Role Purpose**

- Reporting to the SWN Outreach lead and staff advisor, committee members cultivate new community partnerships and strengthen existing relationships to advance our goal of raising \$1 million by 2029.

### **Key Responsibilities**

- Identify and engage potential community partners to collaborate on fundraising initiatives in support of the Stollery.
- Support the planning and delivery of at least one community engagement event each month.

### **Responsibilities and duties**

- Provide support to community fundraisers by assisting with event promotion, supplying SWN branded materials, and attending as a representative of SWN.
- Promote SWN and partner events by engaging with new and existing audiences, with a focus on boosting event attendance and enhancing diversity among participants.
- Actively participate in SWN, Foundation and community events.
- Refer two potential supporters per quarter to Stollery Children's Hospital Foundation Information Sessions.

### **Qualifications**

We are looking for individuals who have:

- A passion for advancing children's health
- Willingness to leverage personal networks to build community connections
- Strong communication and relationship-building skills
- The ability to collaborate with diverse people and perspectives
- Professionalism, diplomacy and sound judgement
- Being well connected to Edmonton business community is also considered an asset
- Must be 18 years of age or older

### Time commitment

Outreach members are expected to:

- Participate in SWN orientation session (**August/September**)
- Attend outreach sub-committee meetings **as scheduled** by outreach lead (virtual or in-person, approximately 2-4 hours per month)
- Attend SWN bi-annual meetings **April/May** and **October**
- Engage in and promote SWN through social media and personal networks
- Attend and support SWN and Foundation events
- Volunteer at select Foundation and SWN initiatives

### Term

- Three-year commitment, with opportunity for a two-year extension  
\*Terms are subject to revision if deliverables and/or commitments are not met

### Onboarding & Training

- Complete onboarding session with SWN Senior manager and Co-Chair
- Participate in a tour of Stollery Children's Hospital
- Attend a Champion information session