



Faye Wightman: **Connecting Philanthropy with Community Needs**

Faye Wightman has made a career of helping people.

Trained as a nurse, her responsibilities at the Canadian Red Cross, BC Yukon Division, included six outpost hospitals in remote areas of the province; programs for seniors; a loan service program for medical equipment; and a child abuse prevention program.

In her first fundraising job—Campaign Director of United Way of the Lower Mainland—she learned the power of harnessing volunteer leadership for the good of the community. She also served as Executive Director at the Sunny Hill Foundation for Children.

In the initial years with BC Children's Hospital, Faye managed public relations, volunteer programs, and fundraising, then moved to the position of President and CEO of their foundation for 12 years, which grew into one of the most successful fund development organizations in BC and a major fundraising organization in Canada. She also served as government relations advisor to the Hospital. Faye recruited a very strong and dynamic Board representing a good cross section

of the community, with good diversity. "When I left in 2003, we were raising \$30 million annually and had an asset base of well over \$100 million." During her tenure at Children's, the Foundation won the Marketer of the Year Award from the BC Chapter of the American Marketing Association, the first time a charity had won the award.

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In her two years at the University of Victoria as Vice President of External Relations, she was responsible for Government and Community Relations, Communications and Marketing, Development and Alumni Relations, and



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Ceremonies and Events. Faye oversaw the development of a strategic communications plan to assist in branding and marketing the university's uniqueness in Canada. She also secured one of the largest family gifts to the university to finalize the campaign for their library.

On July 17, 2005, Faye joined the Vancouver Foundation. In her new position, she is listening to people from different sectors—fundholders; agencies; community leaders; well-known philanthropists; people in government, both locally and provincially; and other community foundations. She says, “The Vancouver Foundation has changed a lot over the years and is now very flexible in providing many options to connect philanthropy with the needs in the community. That is what we do best.”

Faye has a deep-rooted respect for the not-for-profit sector and for the volunteers and staff who lead the sector. “I love working in this sector—assisting individuals and corporations to make a significant difference in their community through philanthropic giving.”

She feels fortunate to have had the privilege of meeting so many people through her various jobs. “I have always enjoyed the opportunity to help make connections—helping people understand what is required in our community to make it a safe, healthy, and happy place to live. I have a strong respect for all those not-for-profits out there in our community working for everyone's betterment. I feel very proud to be part of that movement and to know that perhaps something that I did contributed in some small way to making a difference in someone else's life.”

When she is not working, Faye enjoys golf, tennis, music and plays, cooking, and walking her miniature Schnauzer Maxine.

When asked what she would like to achieve in future, she said, “A feeling when I am 90 that I did what I could to make this a better world—that I acted with courage and compassion in whatever I undertook and that I lived life to the fullest in the process.” ▲