

Morrel Wax

Vice President of Philanthropy and Stakeholder Relations, Royal Alexandra Hospital Foundation (RAHF)

Morrel serves as the Vice President of Philanthropy and Stakeholder Relations at the Royal Alexandra Hospital Foundation (RAHF) (the province's most prominent hospital) in Edmonton, Alberta, Canada. There, he leads the team that helped the organization reach historical achievement three years in a row (\$22 million per year) during the organization's most challenging time, the COVID-19 pandemic. In addition, he oversees the fund development strategy with internal and external stakeholders, is responsible for case development for the various centers of excellence. He manages a team of 13 and counting.

Before coming to the RAHF, he was Director of Development at the University of Alberta (UofA), with a smaller portfolio. Most of the philanthropic support went towards scholarships and research. At the U of A, he was able to help several donors establish their legacy as philanthropists. The amount raised was significant. The impact outweighed the donation amounts allowing countless students to attend a post-secondary institution, and for research focusing on finding a cure for MS was funded, a disease with the highest impact rates in Edmonton.

Morrel established a thriving client appreciation business called Moments By Morrel. The organization helps his clients say "thank you" through personalized, curated experiences. Examples could be anything from gifts to retention strategies to events.

In recognition of his leadership and successful partnerships with donors and business development, Morrel has received several prestigious awards, including Edify Magazine 40 Under 40 (Class of 2022), the 2018 CASE Diversity and Inclusion Scholar, and the Association of Hospital Philanthropy 2022 40 Under 40 winner. He uses these recognitions to advocate for resilient populations and invest in the local community, yelling loudly for Edmonton any chance he gets.



Before moving to Canada seven years ago, Morrel held a few corporate/foundation relations positions and academic advising positions at Miami University in Ohio. There, he began his journey as an official entrepreneur managing the busiest bar/lounge in the city.

Born and raised in Omaha, Nebraska, he has a degree in Business Administration from the University of Nebraska and was an active student leader in various organizations; Morrel also earned his MA in College Student Personnel Administration from the University of Central Missouri in 2011.

Morrel loves traveling, karaoke, and trying local restaurants in between going to comedy shows and concerts. He gives countless hours to volunteering and mentoring youth and young professionals interested in non-profit work.

