

Children's Aid Foundation of Canada Position Description

Position Title	Sr. Manager, Major Gifts	Type	Permanent, full time
Department	Development	Salary	\$80,000-\$95,000
Reports to	Director, Major Gifts	Updated	October 2024

About the Children's Aid Foundation of Canada

Children's Aid Foundation of Canada is our country's leading charity dedicated to improving the lives of children and youth growing up in the child welfare system. We work with three priority populations: Children and families at risk, children and youth in government care and youth transitioning out of care.

We raise and grant funds and deliver a wide range of high-impact programs and services in partnership with 114 child- and youth-serving agencies across the country. Last year we raised over \$18.4M to support 16,073 children, youth and families across Canada to ultimately bring us closer to a future where all families, children and young people involved with the child welfare system live meaningful lives and thrive.

Our vision is a future where the children and youth we serve have the strength and resilience to create a lifetime of their own unstoppable successes.

To learn more about us, [please visit our website](#).

To better understand our impact, please watch our '[Investing in the Future, Today](#)' video.

The Opportunity/Purpose of the Position

Children's Aid Foundation of Canada's is actively building on our momentum regarding individual and private foundation major giving realized through the recently extended, **\$100 million Stand Up For Kids: Futures Transformed Campaign**. Coming off of a year of ambitions realized, the Senior. Manager, Major Gifts joins our team at the perfect time, as we close-out our historic fundraising campaign and embark on the preparation of our next 5-year strategic plan that will articulate a bold, new vision and plans to rally our donors, volunteers, allies and partners for our next horizon.

The **Senior Manager, Major Gifts** is responsible for a growth-oriented portfolio with a focus on identifying, cultivating and soliciting major and leadership gifts from individuals and private family foundations. This position reports directly to the Director, Major Gifts and supports fundraising strategies for growth aligned with the Foundation's goals, strategic plan, and priority programs. The opportunity to manage a critically important CAFC initiative, the Teddy Bear Fund, will set up the ideal candidate for success and professional growth. Since its inception the Teddy Bear Fund has raised more than \$11 million to support 45,625 young people and families on their journey of overcoming complex challenges and ultimately move from surviving to thriving.

To be successful in this position, the candidate must have experience building and maintaining relationships with high-net-worth individuals and foundations. The ideal candidate must be results

oriented, a self-starter and strong team player, possess strong relationship management skills, as well as be passionate about creating better resources for underserved children and youth.

Specific Accountabilities

Major Gifts Fundraising and Relationship Management

- Manage a portfolio of 150+ Individual and Foundation donors and future supporters with giving capacity primarily in the \$5K - \$100K range
- Identify, cultivate and solicit new, qualified major gift prospects to expand the pipeline and their own major gift portfolio; all to raise new cash and pledge commitments
- Define and lead solicitation and renewal strategies that align with the Foundation's priority programs, including unrestricted giving
- Working with the Director, Major Gifts and key volunteers leading the execution of the **Teddy Bear Fund** fundraising and engagement strategy
- Effectively manage a renewal strategy for annual Foundation grants
- Develop comprehensive, creative and tailored proposals using extensive content resources available and through consultation with Impact and Marketing and Communications teams as needed
- Prepare donor and prospect correspondence, including requests for support, meeting briefs and call notes
- Working with the Major Gifts team, contribute to annual and campaign fundraising strategy and planning,
- Opportunity to work with senior volunteers to identify and research prospects, prepare strategies and conduct solicitation calls
- Ensure effective donor management organizational frameworks and processes are in place – Call Notes, Call Briefs, Raisers Edge Actions, Correspondence, Stewardship Activities
- Act as CAFC ambassador as required

Donor Relations and Stewardship

- Work with Senior Development Officer, Stewardship and Engagement to build and implement stewardship and engagement programs to maintain and where possible, increase donor involvement, interest and financial support
- Work with Senior Development Officer, Donor Stewardship and Engagement to ensure that all donor asks/proposals are aligned with the stewardship and recognition matrix

Raiser's Edge NXT

- Ensure donor files are maintained and updated accurately in a timely fashion,
- Ensure compliance with Raiser's Edge NXT operating policies and procedures.

Performs Other Duties and Responsibilities as Assigned

Qualifications

- Relevant post-secondary degree or an equivalent combination of education and experience
- A minimum of 3-5 years of charitable sector experience, preferably in progressive roles
- Proven track record of securing major gifts in the five and six figure range as well as building relationships with high-net-worth individuals and private foundations
- CFRE accreditation would be considered an asset

Required Competencies and Skills

- Commitment to providing an exceptional donor and volunteer experience

- Sound written and verbal communications/presentation skills that attract, retain and grow individual and private foundation major gift support
- Ability to establish mutually rewarding relationships; exercising tact and sound judgement independently
- Work collaboratively with colleagues, partners and volunteers at all levels with ease
- Multi-tasker comfortable prioritizing competing demands to thrive in a fast paced and results-oriented environment
- Keen eye to detail and demonstrated ability for accuracy
- Excellent organization, planning and administrative skills, including proficiency with MS Office Suite and in CANVA
- Working knowledge and experience in Raiser's Edge (data entry and ability to use data analytics to support fundraising) would be considered an asset
- French language would be considered an asset

Hours of work

- Regular office hours: 9:00 am to 5:00 pm
- Occasional evenings and weekends during busy periods
- Vacation restrictions during busy periods

CAFC as an Employer

Children's Aid Foundation of Canada provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation or marital status. We offer a family-friendly environment that allows for flexible work arrangements in order to support staff diversity and ensure a healthy work-life balance.

Our Values:

- **Vital Learning & Innovation**
- **Open Communication**
- **Inclusion & Diversity**
- **Care & Compassion**
- **Empowering Accountability**

We offer: a generous vacation package, plus 3 float days, participation in the OMERS Defined Benefit Pension Plan with contributions matched 100% by the employer, a comprehensive benefits (including medical, dental, life and disability) package, Employee Assistance Program and a competitive salary.

CAFC staff are currently working in a hybrid work model, working remotely and in the downtown Toronto office at least 1-2 days a week.

We acknowledge that the Foundation's main office is in Toronto, which is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee, and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis. The area now known as Toronto is covered by Treaty 13. Children's Aid Foundation of Canada is committed to supporting meaningful reconciliation between Indigenous peoples and others in these lands and across Canada.

To Apply:

To apply, please forward a current resume, with a covering letter in one single document, detailing how your qualifications match this opportunity, to enza@cafdn.org and include " Senior Manager, Major Gifts" in the subject line of your email by November 29, 2024. Applications will be reviewed as they are submitted. You are encouraged to apply early as we are motivated to fill this role as soon as possible.

We thank all candidates for their interest in the work of Children's Aid Foundation of Canada; but only candidates selected for an interview will be contacted. No telephone inquiries please.