



Position Title	Associate Director, Campaign	Type	Permanent, full-time
Department	Development	Hiring Salary	\$100,000-\$110,000
Reports to	Chief Development Officer	Updated	May 2026

About the Children's Aid Foundation of Canada

Children's Aid Foundation of Canada is the only national foundation exclusively dedicated to addressing urgent needs and improving outcomes for children and youth involved in the child welfare system. Guided by a bold five-year strategic plan and Impact Framework and working alongside roughly 100 child- and youth-serving organizations across the country, the Foundation is focused on driving meaningful, measurable change through outcomes-based partnerships, philanthropy, and systems-level influence.

Our work is grounded in four key areas of focus that are critical to long-term stability for children and youth in and from care: Education, Employment, Mental Health and Well-Being, and Strong Families and Lifelong Connections. Across these areas, we fund and deliver high-impact programs and collaborate with communities, service agencies, and young people on solutions that address the persistent challenges faced by children and youth engaged with the child welfare system.

As we implement our new 2025-2030 strategic plan, Children's Aid Foundation of Canada is entering a pivotal implementation phase, realigning its efforts and structuring its team to maximize measurable outcomes and national reach. Joining the Foundation means being part of a passionate, future-focused team driven by impact and a set of VOICE values. It's an opportunity to be part of a national movement committed to creating a better future for those too often left behind. Together, we are building a future where the children and youth 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.

This posting is publicly available and open to all qualified applicants.

The Ideal Candidate

What does it take to inspire people to believe in something bigger than themselves and turn that belief into action?

The ideal candidate is a collaborative and emotionally intelligent professional who thrives working alongside senior leaders, volunteers, donors, and stakeholders to advance meaningful impact. With strong relationship-building instincts and a thoughtful approach to engagement, you know how to build momentum behind a vision, create urgency, and inspire others to champion what is possible for children, youth, and families.

You understand that meaningful campaigns are fueled by compelling storytelling, authentic connection, and a shared sense of purpose that drives generosity, engagement, and long-term philanthropic commitment

If you are passionate about campaign fundraising and inspired by the power of collective generosity, we invite you to apply.

The Opportunity

The Associate Director, Campaign is a newly created role and will be integral to the Development Team's annual success, as well as to advancing planning and readiness for the next bold Campaign for Child Welfare.

Reporting to the Chief Development Officer (CDO), this role serves as a **strategic partner to the President & CEO and CDO**, strengthening major gift fundraising outcomes through disciplined moves management, donor strategy, and execution excellence. The successful candidate will also be responsible for mobilizing philanthropic investment at the highest levels and serving as the staff lead for the Campaign Cabinet, entrusted to progress these relationships with clarity, consistency, and momentum.

Bringing demonstrated experience in campaign and major gift fundraising, the Associate Director, Campaign is skilled at leveraging and **empowering senior volunteers and an actively engaged Board** in donor identification, cultivation, and solicitation efforts. This role fosters a high-impact, donor-centered approach that maximizes philanthropic engagement within a comprehensive campaign model.

The Associate Director, Campaign manages confidential donor information with discretion and exercises diplomacy while providing constructive accountability to ensure donor strategies are advanced effectively. Highly organized and detail-oriented, the Associate Director, Campaign operates across the full donor lifecycle and is deeply engaged in **high-impact major gift strategy**, leadership-driven cultivation, and follow-through. The role requires sound judgment in complex scenarios, adaptability in a dynamic environment, and the ability to translate strategy into timely execution.

Key Responsibilities

Major Gift Strategy & Leadership Partnership

- Partner closely with the President & CEO and CDO to maximize major gift performance by ensuring disciplined execution across the full donor lifecycle.
- Serve as a strategic and operational partner to the President & CEO and CDO to prioritize top prospects, define donor-specific strategies, and focus leadership time on the highest-value opportunities.

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- Drive rigorous moves management for principal, transformational, and major gift prospects, including clear next steps, deadlines, follow-up, and accountability, and proactive strategy adjustments to maintain momentum and advance donor opportunities.
 - Ensure accurate and timely documentation of donor, prospect, and senior volunteer interactions and opportunity updates within Raiser's Edge/NXT.
 - Prepare confidential donor and prospect meeting briefs, call notes, agendas, presentations, and other leadership-level materials
 - Draft donor-centric, curated correspondence and high-quality proposals for donors, prospects, and senior volunteers; at times correspond directly with donors on behalf of leadership.
 - Draft gift agreements, letters of intent, and related documentation, managing internal review and approval processes prior to donor presentation.
 - Work in close collaboration with the Executive Assistant to the President & CEO to coordinate scheduling and logistics for leadership-level donor meetings.

Campaign Leadership & Execution

- Working with the CDO, align campaign strategy and execution with the Foundation's five-year Impact Framework focused on Education, Employment, Mental Health, and Strong Families & Lifelong Connections.
- Lead and manage all operational planning for the next Campaign for Child Welfare—from quiet phase planning through implementation, reporting, and close-out.
- Serve as the primary staff lead for the Campaign Cabinet, supporting Campaign Co-Chairs and volunteers to achieve annual and campaign fundraising priorities; including the coordination of regular meetings, material development and disseminate and monitor meeting outcomes/actions.
- Support the identification, onboarding, and engagement of Campaign Cabinet members.
- Resource, coach, and support volunteer-lead major gift solicitations, often in collaboration with Donor Managers, to ensure alignment with donor interests and campaign priorities
- Develop and oversee campaign timelines, workplans, evaluation metrics, and analytics.
- Partner with the Senior Manager, Database to monitor campaign pipeline health, donor movement, and performance dashboards.
- Coordinate with internal teams to ensure compelling, consistent campaign case materials and fundraising assets are developed and deployed.
- Design and deliver education and orientation sessions that equip Campaign Cabinet members and staff to act as informed, confident ambassadors.
- Establish clear, regular communication frameworks to keep the Board, Campaign Cabinet, Executive Leadership Team, and staff informed of progress, risks, and wins.
- Manage campaign-related deliverables within annual business planning, budgeting, and expense tracking.

Donor Relations

- Support cultivation, stewardship, and recognition events to drive campaign momentum
- Ensure volunteer leaders on Cabinet are stewarded appropriately and are celebrated and highlighted across the organization to advance a culture of philanthropy

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- Act as a CAFC ambassador at Development and Foundation events, reinforcing strong donor stewardship and engagement.
 - Adapts to evolving priorities and contributes where needed to advance the Foundation's impact.

Essential Qualifications and Competencies

- Relevant experience, typically 7+ years of progressive experience in fundraising, sales or development roles including major gift and campaign execution, preferably within the charitable or non-profit sector.
- Relevant post-secondary education or an equivalent combination of education and experience
- Proven ability to support and execute complex fundraising campaigns, including monitoring performance and adjusting strategies to achieve ambitious goals.
- Experience in producing successful fundraising campaigns and appeal assets that have consistently met or exceeded targets and developing innovative strategies;
- Demonstrated experience managing and motivating senior volunteers, Campaign Cabinets, and Board members.
- Strong track record working with sophisticated donors, corporate partners, and senior community leaders.
- Expertise in pipeline management, moves management, and donor strategy execution.
- Demonstrated ability to navigate ambiguity, make informed decisions, and advance priorities with clarity and focus
- Exceptional communication and presentation skills, both written and verbal, with the ability to convey complex ideas clearly and persuasively to a variety of audiences
- Strategic thinker with a result-driven mindset
- Exceptional interpersonal and relationship-building skills with the ability to maintain absolute confidentiality and discretion where required
- Sound financial management skills, including budgeting and resource allocation.
- Creative with the ability to produce high-quality donor communications and fundraising materials.
- Strong organizational skills, and comfortable managing multiple priorities in a dynamic, result-oriented environment.
- Sound judgment, discretion, and diplomacy; comfortable providing constructive accountability to senior leaders and volunteers.
- Collaborative, solution-oriented leader who drives results through influence rather than authority.
- Proficiency with Raiser's Edge/NXT and MS Office Suite
- Knowledge of Imagine Canada's Code of Ethical Conduct and the Association of Fundraising Professionals (AFP) Code of Ethics and Standard of Practice
- Deep commitment to youth voice, equity, and systems-change values aligned with the Foundation's mission
- Committed to upholding the Foundations' VOICE values: Vital Learning & Innovation, Open Communication, Inclusion & Diversity, Care & Compassion, and Empowering Accountability

Assets (non-essential)

- Lived experience with the child welfare system
- Experience working in child welfare, social services, or with indigenous led organizations
- CFRE Accreditation

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- Bilingual in English and French

Children's Aid Foundation of Canada as an Employer

Children's Aid Foundation of Canada acknowledge that the Foundation's main office is in Toronto, which is the traditional territory of many nations including the Mississauga's of the Credit, the Anishinaabeg, 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.

WHY WORK WITH US

Children's Aid Foundation of Canada is proud to be a **recipient of the 2025 Non-Profit Employer of Choice (NEOC) Award**, recognizing our commitment to a values-driven, inclusive, and supportive workplace.

At the Foundation, we prioritize your well-being and professional fulfillment by offering:

- A 35-hour workweek to support work-life balance
- A hybrid model, with a mixed blend of remote work and 2-3 days in office (Toronto)
- The opportunity to make a meaningful impact on child welfare
- A generous compensation package, including: 4 weeks' vacation package, a comprehensive benefits (including medical, dental, life and disability) package, Employee Assistance Program, a Health Care Spending Account, Defined Pension Plan, and a competitive salary.
- A welcoming, supportive, and collaborative work culture that embraces the Foundation's **VOICE** values.

Our VOICE Values:

- **V**ital Learning & Innovation
- **O**pen Communication
- **I**nclusion & Diversity
- **C**are & Compassion
- **E**mpowering Accountability

HOW TO APPLY

To express interest for this exciting opportunity, please submit your resume and a cover letter in one single document, to careers@cafdn.org and include **"Associate Director, Campaign"** in the subject line of your email by **Friday, June 26, 2026**, Applications will be reviewed as they are submitted. Early submissions are encouraged.

We thank all candidates for their interest in the work of Children's Aid Foundation of Canada. Only candidates selected for an interview will be contacted due to high applicant volumes. No telephone inquiries please.

WHAT TO EXPECT IN OUR INTERVIEW PROCESS

We value transparency and want to ensure you feel prepared and supported throughout our hiring process. Here is what you can expect:

Initial conversation: A 30-minute virtual conversation with one of our team members to discuss your interest in the role and the Foundation and how you can make an impact.

First interview: A 1-hour meeting (in-person or virtual) with the Hiring Manager and relevant team members. We will discuss your skills and how they align with the team's needs. We will also answer any questions you have about the role, our culture, and the impact we strive to make.

Second interview: A 1-hour in-person meeting with the Hiring Manager and different team members, depending on the role, it can be our CEO! This stage might involve a short pre-assigned presentation, a case study, or a discussion of role-specific scenarios. A brief behavioural assessment is completed in advance of this meeting.

USE OF ARTIFICIAL INTELLIGENCE AND TECHNOLOGY

The Foundation does **not** use artificial intelligence (AI) systems to screen, assess, select applications or inform hiring decisions. All applications are reviewed and evaluated by our human HR and hiring team, and no part of the hiring decision-making uses AI tools.

COMMITMENT TO EQUITABLE RECRUITMENT

The Foundation provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation, or marital status. We welcome and strongly encourage applications from equity seeking groups, including members of communities that are overrepresented in the child welfare system. We offer a family-friendly environment that allows for flexible work arrangements to support staff diversity and ensure a healthy work-life balance.

The Foundation is committed to the principles of the Accessibility for Ontarians with Disabilities Act (AODA). As such, we strive to make our recruitment process as accessible as possible and provide accommodation as required for applicants with disabilities. If you require any accommodations at any stage of the recruitment process, please contact careers@cafdn.org

We look forward to getting to know you and sharing what makes the Foundation such a meaningful and inspiring place to work