



Position Title	Manager, Prospect Development	Type	Permanent, full time
Department	Development	Hiring Salary Range	\$65,000-\$70,000
Reports to	Director, Donor Relations, Stewardship & Engagement	Updated	September 2026

About the Children's Aid Foundation of Canada

Children's Aid Foundation of Canada is Canada's only national foundation exclusively dedicated to addressing urgent needs and improving outcomes of 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 equity. 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 children and youth in and from care 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

Do you enjoy uncovering insights, connecting the dots, and helping fundraising teams make more informed strategic decisions?

We are seeking a strategic and analytical professional who brings a strong understanding of prospect research, donor analytics, and moves management, with a passion for supporting fundraising success.

The ideal candidate is highly organized, detail-oriented, and intellectually curious, with the ability to synthesize complex information into clear, actionable insights. They are comfortable working

both independently and collaboratively and thrive in a role that sits at the intersection of data, strategy, and relationship management.

They bring a proactive and solutions-oriented mindset, with the ability to identify opportunities, anticipate needs, and support fundraising teams in making informed, strategic decisions. While much of the work happens behind the scenes, this individual plays a critical role in shaping donor strategy and enabling fundraising teams to focus on building meaningful relationships and securing transformational gifts.

The Opportunity

Reporting to the Director, Donor Relations, Stewardship & Engagement, the Prospect Development Manager will play a pivotal role in strengthening the Foundation's fundraising capacity as it advances through the quiet phase of its next major campaign and prepares for future growth.

This newly enhanced role will manage and strengthen the Foundation's prospect development function, including the research, portfolio management, pipeline tracking, and reporting infrastructure needed to support a disciplined, sustainable and growing fundraising program.

Working closely with Major Gifts, Corporate Partnerships, Development Support, Finance, and Database teams, the Prospect Development Manager will develop, implement, and improve scalable systems, processes, and performance measures that support prospect identification, donor pipeline management, campaign readiness, and fundraising decision-making.

By translating data into strategic insight, this role will enable the Development team to focus on the highest-potential opportunities, deepen donor engagement, and drive significant revenue growth in support of the Foundation's mission and long-term strategic goals.

Key Responsibilities

Prospect Research & Identification

- Conduct in-depth research and analysis to identify, qualify, and prioritize prospective donors across all fundraising channels, with a focus on major gifts (\$5K+)
- Develop comprehensive prospect profiles, briefing notes, and research summaries to support donor meetings and solicitations
- Lead wealth screening and prospect identification initiatives to expand the donor pipeline
- Monitor and track emerging prospects, trends, and opportunities aligned with the Foundation's strategic priorities

Portfolio & Moves Management

- Support the development and ongoing management of Major Gift portfolios in collaboration with Donor Managers
- Track and analyze prospect movement through the donor pipeline (identification → qualification → cultivation → solicitation → stewardship)

- Conduct regular portfolio reviews and recommend prospect prioritization, assignment, reallocation, and next steps based on data, portfolio capacity, and fundraising priorities
- Support the implementation of moves management practices and tools to improve pipeline velocity and conversion
- Monitor fundraiser portfolio performance and pipeline activity to ensure alignment with fundraising goals and campaign priorities.
- Develop and maintain prospect management standards, stages, and tracking practices across the Development team.

Strategic Pipeline Development & Campaign Readiness

- Develop and implement prospect development practices and annual work plans and practice that supports annual fundraising targets and long-term campaign objectives.
- Support the development and maintenance of a robust pipeline of qualified major gift prospects through research, analysis and identification. Conduct prospect pool analysis, capacity assessments, and campaign pipeline reviews to inform fundraising strategy and campaign planning.
- Establish portfolio management practices, prospect assignment protocols, and performance metrics in collaboration with Development leadership.
- Monitor pipeline health, identify gaps and opportunities, and recommend strategies to improve prospect progression and conversion rates.
- Support campaign forecasting, revenue planning, and donor pipeline reporting through data analysis and prospect intelligence.
- Partner with fundraising leadership to develop strategies that increase donor acquisition, qualification, and advancement through the donor cycle.

Data, Insights & Reporting

- Ensure accuracy and integrity of prospect and pipeline data within Raiser's Edge
- Develop and maintain pipeline dashboards and reports to support strategic decision-making
- Analyze key performance indicators (e.g., pipeline growth, conversion rates, donor movement) and identify trends and gaps
- Provide regular insights and reporting to the Director, Development leadership, and Campaign team

Systems, Processes & Continuous Improvement

- Develop, implement, document, and continuously improve prospect management processes, procedures, standards, business rules, and tools while ensuring data is up to date with current governance standards.
- Collaborate with Development Support and Database teams to optimize data structures, reporting capabilities and applicable data governance standards
- Ensure prospect information is managed in accordance with privacy legislation, ethical research standards, and organizational policies.
- Serve as the internal subject matter expert on prospect development best practices.

Essential Qualifications and Competencies

- Relevant experience, typically 3+ years, building or enhancing prospect management, portfolio management, fundraising analytics, or pipeline management processes within a fundraising environment.
- Relevant post-secondary education or an equivalent combination of education and experience
- Strong understanding of prospect research methodologies, wealth indicators, and moves management best practices
- Demonstrated understanding of ethical prospect research practices, confidentiality requirements, and donor information management.
- Knowledge of, and ability to apply, current best practices in prospect research, wealth screening, and fundraising analytics
- Experience supporting major gift fundraising or campaign environments
- Advanced analytical and research skills, with the ability to synthesize complex information into clear, actionable insights
- Experience working with CRM systems such as Raiser's Edge (or equivalent), including reporting and data analysis
- Excellent attention to detail and commitment to data accuracy and integrity
- Strong project management and organizational skills, with the ability to manage multiple priorities and deadlines
- Effective communication skills, with the ability to present insights and recommendations clearly to non-technical audiences
- Collaborative team player with strong relationship-building skills
- Deep commitment to youth voice, equity, and systems-change values aligned with the Foundation's mission
- Committed to upholding the Foundation's VOICE values: Vital Learning & Innovation, Open Communication, Inclusion & Diversity, Care & Compassion, and Empowering Accountability

Assets (Non-Essential)

- Familiarity with wealth screening tools and external research platforms
- Knowledge of the AFP Code of Ethics and Imagine Canada standards
- Lived experience with the child welfare system
- Experience working in child welfare, social services, or with indigenous led organizations
- 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 in this exciting opportunity, please submit your resume and a cover letter in one single document, to careers@cafdn.org and include **"Manager, Prospect Development"** in the subject line of your email by **Friday, October 2, 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 in order 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