



SENIOR MANAGER MAJOR GIFTS, RELATIONSHIPS AND PHILANTHROPY

Canadian Feed The Children (CFTC) – proudly and independently Canadian since 1986 – works to unlock children’s potential through community-led action in Canada and around the world. CFTC delivers development programs through local partners that have positive, meaningful, and sustained impact on children’s lives and on the self-sufficiency of their families and communities. Currently operating in five countries (Bolivia, Ethiopia, Ghana, Uganda, and in Indigenous communities in Canada), this award-winning, Imagine Canada Standards-accredited agency is at the leading edge of practice in the international development sector.

If you share our passion for bettering children’s lives, and thrive in a collaborative, values-based culture where creativity and innovation are rewarded, please consider applying for this role.

About the Position

Reporting to the Vice President of Philanthropy, Brand and Communications, the **Senior Manager Major Gifts, Relationships & Philanthropy** is responsible for designing and implementing the strategy for major gifts including corporate partnerships, foundation giving, individual major donors, and planned giving. This role will personally manage the corporate partnerships, foundation giving and individual major donor portfolios (donors and prospects), manage one staff member, write proposals, engage and support senior staff and volunteers, and work closely with the Programs, Communications and Finance departments. This position is responsible for developing and growing individual, foundation, and corporate partnership revenue through a variety of strategic channels including donations, grants, cause marketing, employee engagement and sponsorship in alignment with CFTC’s fundraising and outreach strategies.

This opportunity requires an energized, passionate and experienced fundraising professional to support our relational fundraising portfolios to build donor engagement and investment in the important work we do internationally and in Canada. Your track record, insights, innovation and passion for building strong giving relationships will help shape the fundraising team’s direction and support them in securing funds to achieve our mission to unlock children’s potential through community-led action in Canada and around the world.

The Senior Manager will be accountable for meeting individual revenue targets by working to align the interests of the donors with the needs of CFTC and maximizing major gift opportunities to align with the strategic plan.

Accountabilities include:

- Prepare strategic and annual plans for the relational fundraising portfolios – middle and major gifts and planned giving programs – and have primary responsibility for delivery of these portfolio plans; work with relational fundraising portfolios to develop and manage their revenue and expense budgets.
- Develop a strategy to increase major gift revenue, and develop effective immediate strategies to increase revenue from individuals, foundations and corporations.
- Develop targeted pitches to maximize partnerships and secure long-term, multi-year engagement with existing corporate partners, focusing on unrestricted revenue.
- Research and identify new corporate prospects (e.g., cause marketing, CSR, sponsorships, and employee engagement).

- Work collaboratively across all departments to develop corporate partnerships that increase brand recognition, digital and social media reach, thought leadership profile and donor and volunteer engagement.
- Develop and oversee the donor journey and stewardship strategy for all relational fundraising portfolios.
- Collaborate with the Programs team to develop project inventory and fundraising offers, develop capacity-building skills for the fundraising team in this area, and present offers to assigned potential and current donors highlighting our work in Canada and around the world.
- Oversee funding proposals and donor reports as required with support from Communications, Programs, and Finance teams.
- Evaluate the suitability of potential partners against CFTC's corporate gift acceptance policy.
- Conduct trend analysis for all relational fundraising portfolios.
- Maintain effective and organized tracking systems, reporting, and donor and prospect files.
- Embrace and enact CFTC organizational values.

Knowledge and Experience Requirements

- Strong understanding of fundraising principles, major gifts and the importance of donor relationship building. Excellent knowledge of pipeline management, multiple giving streams, philanthropic, foundation, corporate social responsibility, individual giving strategies, employee giving, cause marketing and best practices.
- Expertise with fundraising databases (ideally Raisers Edge) to maximize donor retention and revenue.
- Ability to write effective proposals and communication pieces for qualified prospects and existing donors. You should be a strong fundraising generalist and a strategist with a proven track record in personally soliciting and closing major gifts in the \$10k to \$500k range. Able to effectively meet and build relationships with a wide range of major gift donors and high net-worth individuals. Astute, professional and able to take donors through the full donor journey/cycle.
- Sound knowledge of the Canadian not-for-profit sector with international development preferred and a social justice orientation.
- Demonstrate a high level of initiative, responsiveness, creativity, engagement, negotiating and influencing skills
- Solid communication and presentation skills.
- Ability to travel locally, within Canada and internationally.
- Access to a vehicle and a valid driver's license.

Interested? Please submit your C.V. and covering letter to: jobs@canadianfeedthechildren.ca Please indicate **the name of the position in the subject line**. We thank all applicants for their interest however only those selected for an interview will be contacted.

Canadian Feed The Children is committed to creating a diverse environment and is proud to be an equal opportunity employer. Canadian Feed The Children is committed to ensuring a barrier-free, accessible and inclusive work environment. We welcome and encourage applications from all people. Upon individual request, we will endeavour to remove any barrier to the hiring process to accommodate candidates with disabilities. Please inform us should accommodation be required at any point during the recruitment and selection process.