

POSITION SPECIFICATION



Vice President, Philanthropy

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Position Overview

Organization:	Canadian Feed The Children (CFTC)
Title:	Vice President, Philanthropy
Reports to:	President & CEO
Team:	6 in total: Senior Manager Major Gifts, Development Officer, Senior Manager Annual Giving & Data Analytics, Manager Annual Giving, Supporter Services Coordinator (2)
Location:	6 Lansing Square, North York

Is this you?

A leader, mentor, consensus-builder, strategic thinker with a bias to action and implementation; this would be how peers and colleagues describe you. You have a sense of humour, are happy and upbeat and, most of all, love to be around like-minded, capable individuals. You don't mind rolling up your sleeves and are entrepreneurial-minded.

Have you managed and mentored philanthropy teams across the spectrum of revenue streams (major gifts, foundations, corporate partnerships, planned giving, community engagement, direct marketing and monthly giving)? You have been accountable for managing the timely implementation of fundraising programs and initiatives and ultimately the numbers. You have a proven track record in your ability to develop meaningful relationships and to successfully integrate donor interests with organizational priorities. You are known as a consummate professional, able to tactfully manage complex situations and to motivate and inspire colleagues and volunteers. You are resilient and comfortable with ambiguity.

If you have a passion for philanthropy and, in particular, helping the world by alleviating child poverty both here in Canada and abroad, please read on...

The Organization

Canadian Feed The Children envisions a world where children thrive free from poverty. The organization has continued to earn trust and attention for its work to unlock children's potential through community-led action in Canada and around the world.

In 2018, CFTC was **named a top 100 charity in Canada** with the highest (4-star) rating by Charity Intelligence for its financial transparency, accountability, cost efficiency and social impact. And, Canadian Feed The Children **ranked as one of the top 10 international development charities for 2019** (#14 in the Top 100), rated 'A' by Moneysense magazine for program spending efficiency, fundraising costs, and governance.

Others recognizing Canadian Feed The Children this year include **Imagine Canada as a reaccredited charity** as part of their rigorous Standards Program, and in their *Holiday Gift Guide for Tax-Smart Canadians*.

This follows **two years of recognition by the Financial Post as a Top Charity of the Year** (2016 & 2017) as one of Canada's most efficient and accountable charities, achieving **exemplar status from the Voluntary Sector Reporting Awards** for excellence in financial reporting by Queen's University Centre for Governance and CPA Ontario (2014 – 2017), and achieving annual accreditation by the **Better Business Bureau Wise Giving Alliance**.

Partnering with Canadian donors for impact

Canadian Feed The Children continues to occupy a unique space as an international development agency that works in partnership with communities in Bolivia, Ethiopia, Ghana and Uganda, and also partners with Indigenous communities in Canada.

This innovative work is only possible with support from caring Canadians who know they can count on Canadian Feed the Children to deliver its mission.

"Appropriate governance and oversight give confidence to donors, including government and foundational funders, who are integral to our ability to deliver our mission. We are truly grateful for this support," said Sharon Pel, chair of Canadian Feed the Children's Board of Directors.

In 2018, Canadian Feed The Children successfully concluded two large Global Affairs Canada-funded projects: the \$7.6 million Market-Led Improved Livelihoods in Eastern Amhara Region (MILEAR) project in Ethiopia, and the \$19-million Resilient and Sustainable Livelihoods Transformation (RESULT) in Ghana. Through these projects, close to 200,000 people benefited from a market-led, gender equality-based approach that helped build sustainable, community resilience.

In Canada, with thanks to the Slight Family Foundation and other generous Canadian donors, CFTC has continued to expand its innovative partnerships in new Indigenous communities. Canadian Feed The Children now works with 20 Indigenous communities across Canada, including new programs in Saskatchewan and in Newfoundland & Labrador. These partnerships are leveraging community-led interventions related to local food systems and land-based education that are yielding tangible results for children and their families in terms of greater food security and food sovereignty.

Fighting global poverty together: 2019 and beyond

With an innovative women's livelihood strategy rolling out in Ghana, new partnerships developing with Indigenous communities across Canada, and exciting plans to strengthen sexual reproductive health and rights work internationally, Canadian Feed The Children will continue to deliver its mission with support from generous Canadian donors.

The organization's ongoing alignment and support of the Government of Canada's Feminist International Assistance Policy (FIAP) and the UN's Sustainable Development Goals will be a focus in the coming years. This will include supporting women's and girls' equal rights and opportunities and applying the principle of universality to poverty alleviation efforts in both Canada and abroad.

Canadian Feed The Children will continue to strengthen its commitment to financial transparency and accountability so that Canadians can know their donation will have a significant and sustainable impact on children, families and communities in Canada and around the world.

The Position

This is a senior management position and a key leadership role within Canadian Feed The Children's leadership team. The Vice President, Philanthropy will oversee the philanthropy functions intended to cultivate long-term, donor-centred relationships and develop sustainable and diversified sources of income.

The Vice President, Philanthropy will be a proven, results-oriented fundraiser with drive and an entrepreneurial approach to fundraising and problem solving. The role requires an in-depth knowledge and understanding of fund development with expertise in major gift fundraising, as well as an understanding of foundations, corporate partnerships, community engagement, direct marketing and monthly giving.

The VP, Philanthropy is accountable and responsible for the annual fundraising revenue target, raising funds in support of CFTC's programs with audiences ranging from local service clubs through to Fortune 500 boardrooms. He/she also will conceptualize, plan and execute strategies to grow low-cost revenue.

As a dynamic and engaging relationship builder and a trusted advisor, the VP Philanthropy will quickly earn and maintain the respect of a team of three senior management peers, the President & CEO, and a volunteer Board of Directors.

Primary Accountabilities

The successful Candidate will be accountable for the following:

FUNDRAISING

- Develop and manage a diverse fundraising program including individual, foundation, corporate and major gifts programs; and solicit matching funds for institutional funds
- Build solid prospect management, research and donor stewardship programs to support retention, revenue generation and fundraising, e.g.: identification, cultivation and solicitation of major gifts from individuals, corporations, and foundations
- Have a deep knowledge of multi-channel fundraising communications and integrated marketing strategies and best practices
- Manage fundraising-related revenue and expense budgets; participate in the shaping and management of the organizational budget; and inform financial modeling and decision-making
- Serve as the practice leader in the field of fund development and philanthropy, monitoring trends to ensure CFTC benefits from current industry knowledge, resources and techniques and delivering innovative and results-oriented approaches to philanthropy

- Make major gift calls independently and with staff, including senior staff and Board members
- Oversee annual and monthly giving programs; direct mail and telemarketing programs; planned giving
Develop and maintain exceptional relationships with donors, potential donors, volunteers, staff, senior management team and Board

LEADERSHIP

- Support an environment in which staff are developed and empowered to deliver excellence and reach their full potential through the focused application of their talents and creativity, and through cross-functional collaboration
- Lead, manage and mentor a team of fundraising staff to continue to raise the development bar at CFTC, ensuring that CFTC is optimally organized to achieve its vision and financial goals while assuring exceptional relations with donors, potential donors, volunteers and other constituents
- Engage Board members and other volunteers to extend and expand fundraising reach
- Raise the level of engagement of Board members overall, coaching and motivating them, and providing them with the necessary information and tools to achieve fundraising objectives

STRATEGIC PLANNING

- Establish CFTC as a leader in the philanthropic sector for investment and impact, managing a comprehensive and integrated fund development program
- Implement and strategically manage a fundraising plan based on CFTC's long-term organizational strategy
- Work collaboratively and effectively with key stakeholders throughout the organization to develop and promote the organization's key messages with the goal to increase awareness of the CFTC brand and strengthen the organization's reputation and credibility with donor, sector, government and public audiences
- Develop and prepare corporate strategic plans jointly with the President & CEO and other members of the senior management team within a values-driven, high-performance organizational culture to drive significant organizational change

OPERATIONS & ADMINISTRATION

- Project and control revenue and expense budgets for CFTC
- Develop, manage and monitor the development department's annual budget

- Develop, refine and implement policies, procedures, and reports to ensure appropriate donor stewardship and retention
- Oversee the effective use and function of the donor database (RE)
- Work with the finance team to track financial and program performance through regular reporting including revenue/expense and budget controls
- Prepare plans and reports for the President & CEO and the Board of Directors
- Uphold and promote the ethical standards established by AFP, Imagine Canada and CFTC's shared organizational values

QUALIFICATIONS & REQUIREMENTS

Our successful candidate will have:

- University degree or equivalent combination of work experience and education
- Minimum 10 years of successful and progressive fund development experience
- Demonstrated track record managing/ growing diverse revenue streams, with a focus on major gifts
- Demonstrated ability to thrive under pressure while seeking values-driven and team-based results
- Superior interpersonal skills, including the ability to relate effectively with people at all levels both internal and external
- Exceptional writing and presentation skills and the ability to effectively communicate to a diverse constituency
- Strong management skills, with the ability to mentor, coach and supervise development professionals
- Demonstrated computer skills and competence with standard computer tools associated with business, marketing and project management.
- Ability to develop and manage departmental and project budgets
- Demonstrated ability to identify, develop and "close" individual relationships, and clear evidence of ability to close gifts
- Experience working with a non-profit Board of Directors and other volunteers
- CFRE designation considered an asset
- Occasional travel may be required

If you are someone who is looking for an outstanding challenge, working with a great team for a very important, uniquely focused organization then what are you waiting for?

Apply now!