



CHILDREN'S
AID FOUNDATION
OF CANADA



Director, Campaign & Major Gifts Position Brief

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FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of Children's Aid Foundation of Canada. For more information about this opportunity, please contact Samantha David, Senior Search Consultant, KCI Search + Talent, by email at CAFnd@kcitalent.com.

Interested candidates are invited to send a resume and letter of interest to the email address listed above by **July 21, 2021**.

The salary for this position is \$105,000 - \$125,000 per annum.

All inquiries and applications will be held in strict confidence.

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 to support staff diversity and ensure a healthy work-life balance.

Children's Aid Foundation of Canada has made it a priority to meet with and hire from a diverse pool of candidates. We encourage applications from all interested candidates and believe that a range of lived experience, voices and perspectives directly contribute to the success of our team.

*Pictured on cover - Top Left Photo: JEMMY, YUAN, CHEYANNE, Foundation Scholarship Recipients, Former Youth in Care
Middle Photo: ALICIA, Foundation Funding Recipient, Former Youth in Care*



Director, Campaign & Major Gifts

THE OPPORTUNITY

Children's Aid Foundation of Canada is seeking a Director, Campaign and Major Gifts to deliver the Foundation's Campaign, Major Gift, and Mid-level Giving strategies, raising funds to support life-changing programs for children, youth, and their families across Canada.

A national fundraising organization, Children's Aid Foundation of Canada is dedicated to improving the lives of children, youth and families involved in Canada's child welfare system. Our work seeks to remove barriers that limit the potential of children who have experienced or are at risk of experiencing abuse and neglect, and create greater, more equitable access to the opportunities these children deserve so they can thrive.

Reporting to the Chief Development Officer, the Director will be a senior member of the fundraising team and an essential contributor to the Foundation's overall fundraising goals. With strong momentum and a robust pipeline, the Director will lead our Stand Up for Kids Futures Transformed Campaign which is now over halfway to our \$75M goal, while also actively cultivating, soliciting, and stewarding prospects and donors within personal and team portfolios.

A dynamic self-starter, the Director will be an experienced fundraising professional who is passionate about improving the lives of children, youth, and families. A skilled leader of people and projects, the Director will use strategic acumen, proactive communications, and strong interpersonal skills to build trusting and productive relationships that support fundraising success. Managing a team of three, the Director will model a results-driven approach that engenders an ethic of accountability amongst their team while providing members with coaching and support to meet their goals.

This is an exciting time to join Children's Aid Foundation of Canada as we continue to work towards our strategic priorities that include growing and diversifying revenue; working with the community, government, and donors to co-design and deliver innovative program solutions; and address the overrepresentation of indigenous and black children and youth in the child welfare system.

ABOUT 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, youth and families involved in the child welfare system.

Our Vision:

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

Our Mission:

Not all children have access to the love, care, and opportunities they need to thrive. Together, we can change that.

As an ally and an advocate:

- We remove barriers that limit the potential of children who have experienced or are at risk of experiencing abuse, neglect, and abandonment.
- We provide access to the opportunities these children need to become contributing members of society who enjoy healthy relationships of their own.

OUR IMPACT

Children's Aid Foundation of Canada raises and grants funds and delivers a wide range of high-impact programs and services in partnership with over 70 child and youth-serving agencies across the country that support more than 19,300 vulnerable young people and 4,200 families annually.

Supporting Children and Families at Risk

Nationwide, 235,000 children and youth living with their families are considered at risk of abuse and neglect and are under the close watch of child protection agencies. Children come into care for complex reasons, through no fault of their own. Often, it's as the result of a family struggling with issues like poverty, the legacy of a parent's childhood trauma, domestic violence, mental health issues, or addiction.

We know that children do best when raised by loving, caring forever families instead of the government. When families in crisis receive the support they need, they have vastly improved chances of keeping their family together. This is why we fund high-impact programs and services through agency partners who support families at risk, to help ensure fewer children and youth grow up in the care of the child welfare system.

Supporting Children and Youth in Care

While Canada’s child welfare agencies do everything in their power to help the young people in their care thrive, children and youth who grow up in government care are significantly more likely to experience adverse outcomes compared to their peers – particularly when it comes to their education. In Ontario, as an example, young people in care graduate high school at a rate of 46% compared to 83% of the general population. Without a high school diploma, and struggling with the impacts of instability and trauma, these young people face a lifetime of lost potential, underemployment, and low income.

Through the programs we fund, children and youth in care can access supports to help them succeed in school such as tutoring, access to technology, and funding to help meet personal needs such as eyeglasses. They are also able to connect with peers and strengthen their physical and mental health and well-being through extracurricular activities and enrichment programs.

Supporting Youth Transitioning Out of Care

Each year, approximately 2,300 youth in care “age out” of the child welfare system – some as young as 18, depending on their province – and must leave government care. Suddenly confronted with navigating life on their own, young people leaving care are expected to assume responsibilities like finding employment and a place to live, achieving a post-secondary education, paying rent and cooking meals – often facing barriers such as not having a high school diploma or a support network of any kind.

For many youth in transition, these significant challenges are further exacerbated by the ongoing impacts of childhood trauma. Feeling isolated, alone, and ill-equipped to manage life on their own, too many young people leaving the care of the child welfare system are simply unable to find the stability they need to build successful, independent lives.

Children’s Aid Foundation of Canada empowers youth who “age out” of care by providing essential resources related to education, housing, employment, life skills and social support so they are better able to successfully navigate independence and create a brighter future.

Our Flagship Programs:

- [COVID-19 Response Program](#)
- [Journey to Zero Program](#)
- [Post-Secondary Education Program](#)
- [Youth Works Program Supported by RBC Future Launch](#)
- [CIBC Miracle Fund](#)
- [Wendy’s Wonderful Kids](#)
- [HSBC National Transformation Project](#)
- [Ted and Loretta Rogers Foster Care Comfort Kid Program](#)
- [Scotiabank Stay in School Program](#)
- [TELUS’ Mobility for Good Program™](#)

ADDITIONAL INFORMATION

- [History](#)
- [Strategic Plan 2020 – 2025](#)
- [Futures Transformed Campaign](#)
- [Annual Impact Report 2019 – 2020](#)

KEY DUTIES & RESPONSIBILITIES

Major & Mid-Level Giving – 40%

- Develop and lead the Major Gift and Mid-Level Giving fundraising strategies with individuals and foundations to meet the \$7.3M revenue target (2021).
- Build, manage, and solicit a personal portfolio of major gift prospects and donors, including select major corporate accounts, at the six and seven figure levels.
- Work with major donors and other key stakeholders to fund, co-design and deliver new and innovative solutions that meet the organizations strategic priorities.
- Lead all pipeline development and management activities.
- Work with senior management to align strategies and plans for the Foundation's priority programs, including unrestricted giving, the Teddy Bear Fund, and other flagship programs.
- Development and oversight of the Teddy Bear Fund and Mid-Level Giving fundraising programs.

Campaign – 30%

- Collaborate with the CEO, CDO, and Campaign Co-Chairs to develop campaign strategies and plans.
- Manage campaign activities to meet the annual campaign goal of \$16.2M and overall target of \$75M, including managing the Campaign Cabinet and Advisory Council.
- Work collaboratively with the CDO and SDO, Donor Stewardship and Engagement to develop cultivation and stewardship resources, tools, and reports.
- Initiate and lead cultivation and solicitation strategies for prospects at the \$100K+ level.
- Work with CEO, CDO and Campaign Co-Chairs to recruit, motivate and retain campaign volunteers.
- Facilitate introductions and solicitations for the Campaign Cabinet/Council and the Board to help achieve campaign targets.

Management & Operational Planning – 15%

- Manage the annual Campaign and Business planning process including updates and reports to the CDO and senior leadership.
- Oversee expense and revenue budgets for the Campaign, Major Giving and Mid-level Giving portfolios.
- Participate as a senior member of the Development management team.

Team Leadership & Administration – 15%

- Manage and coach a team of three staff through one-on-one supervision and overall team management.
- Develop individual and team goals and KPIs which are assessed on a regular basis.
- Assess current priorities, workload, and resources on a going basis and establish workplans that ensure immediate needs and longer-term strategies are met.
- Lead the team's utilization of Raiser's Edge and model a commitment to being data-driven in support of enhancing fundraising activities and results.

QUALIFICATIONS & COMPETENCIES

- Passion for the mission of Children's Aid Foundation of Canada.
- Progressive leadership experience in the not-for-profit sector.
- Demonstrated fundraising experience managing diverse revenue streams with proven success securing gifts from individuals, foundations, and corporations at the 6 and 7 figure level.
- Proven ability building and managing a prospect pipeline.
- Knowledge of and exposure to campaign management.
- Highly proficient relationship management skills with a demonstrated ability to build networks and communities of support.
- Experience leading and coaching successful staff teams with a commitment to work as a supportive, collaborative team member.
- Confidence, competence, and comfort working with high net-worth individuals and senior volunteers and business leaders.
- Tactful and dynamic with the ability to encourage engagement and support the fundraising goals of senior volunteers.
- Excellent written, verbal, and presentation skills with the ability to relay a case for support in an accessible, compelling manner.
- Ability to work in a fast paced and results-oriented environment.
- Excellent organization, problem-solving, and decision-making abilities with high attention to detail.
- Self-disciplined, and self-motivated with the ability to work efficiently using an innate sense of urgency to meet deadlines.
- Experience with fundraising databases. Knowledge of Raisers Edge an asset.
- CFRE or FAHP accreditation would be considered an asset.
- Fluency in French would be considered an asset.

BOARD OF DIRECTORS

Daniel Barclay, *Chair*
Gordon Raman, *Past-Chair*
Lynn Belzberg
Bill Butt
Christian Exshaw
Pierre Frappier
John Gossling, *Treasurer*
Pruyn Haskins
Barry Hildred
Dougal Macdonald
Jenny Poulos, *Secretary*
Sandra Roberts
Sean St. John
Andrea Weissman-Daniels
Aaron Zifkin

CAMPAIGN CABINET & ADVISORY COUNCIL

Campaign Cabinet

Bill Butt, *Co-Chair*
Laura Dottori-Attanasio, *Co-Chair*
Dougal Macdonald, *Co-Chair*
Daniel Barclay
Eric Bélanger
Jeff Bowman
Michel Fortier
Pierre Frappier
John Gossling
Rahim Hirji
Nicolas Marcoux
Adam Sinclair
Jeremy M.C. Walker
Aaron Zifkin

Campaign Advisory Council

Richard D. Falconer
Sheila Murray
Stephen Sandler
Damien Steel
Jaime Watt

LEADERSHIP BIOGRAPHIES

Valerie McMurtry, President & CEO



Valerie has a personal passion for organizations supporting children and youth at risk. She is focused on strategic investment in prevention programs that strengthen at-risk communities, ease the burden of poverty, and keep families together, to prevent children from coming into care in the first place. She sees first-hand how the power of philanthropy can have a profound effect at the grassroots level, enabling children and youth in the child welfare system to reach their full potential, breaking the cycle for future generations. Valerie believes that all Canadians have a role to play in ensuring that all children and youth involved in the child welfare system have the access to what they need to grow, thrive and lead happy lives.

Before joining Children's Aid Foundation of Canada in 2014, Valerie served as President & CEO of Holland Bloorview Kids Rehabilitation Hospital foundation for 10 years, where she played a key role in raising more than \$100 million for the hospital. Prior to her position at Holland Bloorview, she was a member of the leadership team at Mount Sinai Hospital Foundation, contributing to the successful execution and achievement of the hospital's \$250 million goal for its Best Medicine Campaign. Valerie is also past CEO of the Canadian Olympic Foundation and is a Certified Fundraising Executive (CFRE) and a graduate of the ICD Corporate Directors Program for NFP Management.

Diana Parsons, Chief Development Officer



Diana has twelve years of experience in fundraising, with a focus on campaigns and major gifts from corporate, individual and foundation donors. Diana started in the role of Director, Campaign & Major Gifts with Children's Aid Foundation of Canada in January 2017; and moved into the role of Chief Development Officer in May 2021.

Previously, she held the positions of Campaign Manager, Major Gifts Manager and Corporate Manager at Evergreen, where she worked for 7 years on fundraising for national programs as well as with innovative initiatives to transform the Lower Don trail into an accessible and animated parkland. Prior to working in the charitable sector, Diana was a Brand Manager and Sales Manager with two global packaged goods firms, Unilever and Procter & Gamble.

Diana holds an MBA from the Ivey Business School and a BA in Economics from Western University; and lives in Toronto with her husband and two kids.

CHILDREN'S AID FOUNDATION OF CANADA DEVELOPMENT TEAM ORGANIZATIONAL CHART

