



## **Fundraising Specialist/Manager of Fund Development**

Cedar Centre is seeking a Manager, Fund Development to focus on developing a fundraising program inclusive of Annual programs, digital strategy, monthly giving, and Foundations, and supporting the development of a Major Gifts Campaign.

The objective of this role is to develop a consistent and sustainable base of philanthropic revenue.

### **About Cedar Centre**

For over 30 years, Cedar Centre has focused on improving the lives of individuals who have experienced abuse in childhood to improve their lives by working through the adverse effects of trauma.

Our programs and services are highly specialized and are designed to provide the best possible support to children, youth and adults who have experienced childhood abuse-related trauma including, but not limited to, sexual abuse, physical abuse, emotional abuse, and domestic violence. With support from our funders and donors, we offer these services free of charge to the residents of York Region and some surrounding areas without like services.

Cedar Centre is the recognized York Region expert and leader in providing intensive trauma support to victims of child abuse. Our services are in high demand with waiting lists for many of our programs which can be heartbreaking because we know how important a timely response is. After a traumatic event like this, risk of suicide soars and families can shatter under the pressure of the situation.

We are in the process of developing a new, gold-standard model to support young victims of child abuse: York Region's first Child & Youth Advocacy Centre (CYAC), a model informed by roughly 40 CYACs that have been established across Canada. We will house the services victims need under one roof: from investigation to medical services, trauma and family supports, child protection services and court support. And we will guide them—a youth advocate will work with every child seeking support to help families navigate and begin healing.

## **Position Description**

Fundraising is key to being able to offer our services free of charge to trauma survivors, and will be increasingly important as we prepare to execute a campaign to support increasing need and the introduction of the CYAC.

The incumbent will be responsible for:

- Planning, implementation, and oversight of fundraising campaigns
- Identifying and developing new sources of support
- Managing the maintenance and growth in relationships with donors
- Supporting volunteer engagement, including support of our annual volunteer-led Hand-in-Hand Gala

## **Key Roles and Responsibilities**

- Develop, write, execute, and evaluate fundraising plans for channels including annual, monthly, major gift and planned giving
- Develop a digital and social media fundraising strategy, including the development of content
- Develop and implement a monthly giving program
- Recognize opportunities to cultivate prospective donors of planned gifts, consulting with the Executive Director and Board as required. Support and participate in efforts to seize opportunities as applicable
- Organize and implement creative campaigns or events to solicit donations
- Proactively identify and develop new sources of financial support to meet fundraising goals
- Develop strategies to encourage new or increased contributions
- Utilize and maintain administrative systems and databases
- Write speaking points, media releases, or other promotional materials to increase awareness or present outcomes of the fundraising campaign
- Build, develop and maintain relationships with donors and sponsors through activities such as telephone calls; in person meetings; written thank you notes etc.
- Lead the development of meaningful stewardship strategies, tactics, and communications
- Track and report progress of fundraising to the Executive Director
- Write reports or prepare presentations to communicate fundraising program outcome data
- Attend community events or meetings to promote organizational goals or solicit donations or sponsorships, in accordance with Public Health guidelines
- Assist the Administrative/Office Manager with donor-related matters as required
- Ensure that business rules and processes are in place to process gifts, and monthly gifts, in a timely manner
- Research and draft strategies focused on potential major gift donors
- Support Board, Campaign, and Gala volunteers

**Skills, Abilities and Experience:**

- 1-2 years experience planning and executing fundraising events and campaigns in a formal employment setting.
- A certificate, college diploma, college degree or university degree in Fundraising, Marketing, Public Relations and/or Communications, or an equivalent combination of education, experience and training that provides the knowledge, skills and abilities required for this role.
- Resourceful self-starter with a keen eye for detail.
- Strong organizational and project management skills.
- Strong oral and written communication skills in English.
- Familiarity with CRM or Donor database. Proficient in using the MS Office Suite including Word, Excel, PowerPoint, and Teams.
- An enthusiastic team member who will join our dedicated team in a passion for our work. The incumbent will possess a joy for playing a role in this rewarding work in support of the most vulnerable members of our community.
- Must have a current Criminal Reference Check.

**Job details:**

- 35 hours per week
- Currently working remotely with a hybrid work situation possible in 2022 depending on public health guidance - location Newmarket/Aurora
- Pay commensurate to your experience: \$50-60k annually

Job Type: Fixed term contract

Contract length: 24 months

Salary: \$50,000.00-\$60,000.00 per year

Schedule:

- Monday to Friday

COVID-19 considerations:

At this time, staff are primarily working remotely. The successful candidate must be prepared to provide and work from a home office and to attend meetings in person from time to time.

Application deadline: Posted until Filled