



Canadian  
Children's  
Literacy  
Foundation

Fondation pour  
l'alphabétisation  
des enfants  
canadiens

## Position Overview – Fundraising Manager

Applications for this position will be considered on a rolling basis until the position is filled.

Location: Offices are located in Toronto; however, applicants located anywhere in Canada will be considered for this role.

Salary Range: \$70,000 - \$85,000 and health/dental benefits

The [Canadian Children's Literacy Foundation](#) / La [Fondation pour l'alphabétisation des enfants canadiens](#) (“CCLF”) is a national charity founded in 2017 with the mission of ensuring all children in Canada are equipped with the literacy skills they need to reach their full potential. We raise awareness of the importance of early literacy, promote and develop children’s literacy initiatives, champion literacy partners, and empower people to build literacy skills in their homes and communities.

CCLF is seeking a **Fundraising Manager** to play a central role in growing and evolving our funding, with a focus on building meaningful relationships with existing and prospective donors.

We are looking for a fundraising generalist who can contribute to growing our fundraising portfolio. Over the past couple of years, we have put in place the foundation of our fundraising program and are now looking for a leader who can shape it going forward. Reporting to and working very closely with the CEO, the Fundraising Manager is responsible for the full fundraising cycle for grants, corporate philanthropy, major gifts and individual giving. The goal will be to diversify funding and create consistent fundraising revenue.

Critical to the success of this position is balancing a deep understanding of our programs (including maintaining strong relationships with our team) while being able to implement fundraising programs in a small organization without much administrative support. This key team member will be a highly organized, resourceful, and collaborative self-starter who has a passion for building literacy in Canada and is comfortable working in an evolving not-for-profit start-up. Strong writing skills and attention to detail are of the utmost importance.

The Canadian Children’s Literacy Foundation is committed to expanding the diversity of our workforce and we are proud to be an equal opportunity employer. We encourage applicants from marginalized communities to apply, including First Nations, Métis and Inuit peoples, Black-identifying persons, racialized persons, persons with disabilities, and members from the 2SLGBTQ+ community.

The Canadian Children’s Literacy Foundation acknowledges the importance of, and is committed to, the principles outlined in the [Accessibility for Ontarians with Disabilities Act \(AODA\)](#). Our goal is to ensure that we provide an accessible, barrier-free work environment as we seek to embed a culture of dignity and equal opportunity. We encourage applicants who may have accommodation needs or requests to contact us at [recruitment@childrensliteracy.ca](mailto:recruitment@childrensliteracy.ca). All accommodation-related information will be treated as private and confidential.

## **Key Roles and Responsibilities:**

- Research and develop inspiring funding proposals, grant applications and cases for support to secure giving, predominantly in the six-figure range, demonstrating a high degree of sensitivity and ability to adapt writing style for different audiences and voices.
- Identify prospective funding opportunities that align with CCLF's programs and initiatives, including collaborating with the Programs team to co-design new programs and conceiving strategies to fund these programs.
- Collaborate with the Communications team and Programs team on content creation in various aspects of CCLF's communications, ensuring the donor perspective is represented and all messaging is on-brand.
- Leading the writing and creation of CCLF's annual impact report.
- Support senior leaders in researching and planning for donor meetings.
- Articulate the features and impacts of new programs and initiatives, and integrate content into new and existing fundraising vehicles.
- Tracking key performance metrics and funder deliverables in partnership with Programs team.
- Ensuring proper tax receipting and donor acknowledgement processes are followed.
- Manage donor records and moves management in CCLF's databases, including Salesforce.
- Create an individual giving program that can grow support for CCLF consistently, including engaging key stakeholders, writing compelling and effective appeals, and managing stewardship.
- Lead the development of innovative, meaningful stewardship communications that will surprise and delight donors of all levels and types.

## **Professional Experience and Qualifications:**

- A deep belief in CCLF's mission of advancing children's literacy in Canada.
- Excellent interpersonal skills with a strong sense of diplomacy, and demonstrated ability to build strong, collaborative relationships with colleagues, volunteers, donors and other stakeholders.
- Demonstrated ability to develop and implement strategies that strengthen long-term relationships with donors and/or volunteers.
- Demonstrated, well-developed communication skills (written and verbal) including experience in creating and presenting compelling proposals to donors.
- Superior project management skills and ability to coordinate multiple priorities concurrently.
- Understanding of current and emerging best practices in stewardship and donor engagement.
- Demonstrated commitment to advancing the principles of equity, diversity and inclusion.
- Ability to work independently, rise to new challenges, find creative solutions, and prioritize competing demands in a fast-paced environment, with an unwavering commitment to detail.
- Proficient oral and written communication skills in English, with French language skills considered a strong asset.
- Computer proficiency in using the MS Office suite, and experience with donor databases such as Salesforce. Proficiency with Canva and other cloud-based software is also an asset.
- Demonstrated experience in the not-for-profit sector (donor relations, grant writing, corporate sponsorship and funder reporting) or equivalent client-focused environment.

**Location & Work Arrangements:**

- Available to occasionally work flexible hours (including some evenings).
- Available to travel to the main office in Toronto on an as-needed basis, with approximate frequency to be determined at the time of hiring by mutual agreement.

**Compensation & Application Process**

This is a full-time position with a salary between \$70,000 and \$85,000 (commensurate with experience), along with health and dental benefits. This role offers the successful incumbent an opportunity for growth in alignment with organizational growth.

Please submit your resume along with a cover letter that includes up to six bullet points indicating how you see your background aligning with this role. Applications must be in one file and be submitted only to [recruitment@childrensliteracy.ca](mailto:recruitment@childrensliteracy.ca).