Chief Development Officer

THE OPPORTUNITY

Capitalize for Kids (C4K) is seeking a growth-minded, relationship-focused, strategic fundraiser as its inaugural Chief Development Officer. With responsibility for fundraising strategy; gift cultivation and solicitation; donor and volunteer relationship management; and diversification of the fundraising portfolio, the Chief Development Officer will play a lead role in driving revenue growth to support child and youth mental health and the effectiveness of the outcomes of C4K's programs.

In the past 10 years, Capitalize for Kids has helped over 240,000 kids and their families obtain critical mental health services and supports by removing barriers to access. More than ever, kids are reaching out for support. Demand is increasing and mental health service providers are struggling to keep up. Kids and their families are trapped on waitlists – unable to get the help they desperately need. According to the Mental Health Commission of Canada, an estimated 1.2 million Canadian children and youth struggle with serious mental health issues. Unfortunately, service providers just can't accommodate the demand. **Kids and their families deserve so much better - that is why we focus on building capacity in kids' mental health services.**

Reporting to the President & CEO and as a contributing member of the senior leader team, the Chief Development Officer will actively engage in the organization's new strategic plan, currently under development, and will envision and drive the inaugural and comprehensive fundraising program, creating an energizing culture of philanthropy throughout the organization. With deep experience in supporting individual giving and sophisticated relationship management skills, this is an opportunity to work with an influential and engaged volunteer network while building new connections.

The Chief Development Officer will be a self-starter and a persuasive influencer, with expertise in building and growing fundraising programs and teams. The successful candidate will bring experience in all aspects of corporate and individual giving fundraising practices, especially major gifts, and knowledge of evolving trends in charitable giving.

Passionate about advancing children's health in Canada, the Chief Development Officer will be a collaborative and values-driven leader of staff and volunteers. The successful candidate will embrace a culture of innovation and advance our fundraising operations so we can readily take advantage of new opportunities in order to enhance programming capacity for kids' mental health in Canada.

Capitalize for Kids works within a hybrid model. A combination of in-office and remote work is anticipated as well as travel for donor meetings and events.

ABOUT CAPITALIZE FOR KIDS

Capitalize for Kids works with numerous youth mental health support agencies to identify gaps and barriers in their operations and develop opportunities to increase their capacity through process, program and technology solutions. We partner with top for-profit consulting companies on a pro-bono basis to co-design these solutions and then, if necessary, we help fund the required changes to an agency's operations. At the end of the process, we template and share what we learn so that other organizations can implement similar solutions for themselves. We are helping service providers support more young people with their existing resources. **It means that kids spend less time looking for help and more time getting it.**

Capitalize for Kids began in 2014 as a charitable investors conference that raised $1 million for the Centre for Brain and Mental Health at SickKids. Today, we are a growing community of professionals driving transformational change in the child and youth mental sector and rallying our friends, families, and firms to support kids' mental health.

Investors Conference
The 10th Annual Capitalize for Kids Investors Conference took place in the fall of 2023 and brought together over 400 attendees from across the North American alternative investment community including capital allocators, fund managers and service providers. This initiative has raised over $17 million for child and youth mental health since 2014.

Bay Street Games
2024 will mark the 7th year of the ultimate fitness competition between Bay Street firms where co-ed teams of six face off in a series of fitness challenges and at the end of the day, the winning team will be crowned as Bay Street's Fittest Firm! We expect 50 teams with 300 participants to take part in the games with the goal of raising $450,000 in support of Capitalize for Kids.

ADDITIONAL INFORMATION

- Capitalize for Kids
- Our Impact
- Investors Conference
- Bay Street Games
- 2023 Impact Report
- 2022 Financial Statements
- Volunteer Leadership
- Staff

KEY DUTIES & RESPONSIBILITIES

Philanthropy and Fundraising

- Oversee all activities of the organization to build and support successful fundraising efforts including individual and corporate giving, events, stewardship, gift administration, etc.
- Develop and manage multi-year and annual fundraising plans and associated budgets.

- In collaboration with the CEO, and aligned with organizational strategic directions, develop goals for philanthropy and fundraising, ensuring measurable objectives.
- Develop and execute a comprehensive major gifts prospect and donor acquisition strategy including identification, qualification, engagement, cultivation, and solicitation.
- Actively manage a personal portfolio of high-value donors and prospects of influential and generous supporters including individuals, corporations, and foundations.
- Prepare the CEO, Board members and others as required, to participate meaningfully in fundraising efforts to develop and nurture relationships with key donors.
- Build and develop a major gifts stewardship framework and program, inclusive of reporting at all levels of engagement.
- Work in partnership with the C4K Marketing and Impact Team staff to craft philanthropy-specific communications collateral and campaigns to support donor engagement and giving including but not limited to proposals and solicitation materials, stewardship, and impact reports.
- Accountable for the success of the philanthropic goals of C4K's signature events.
- Ensure that objectives and timelines for all fundraising programs are being met and tracked.
- Develop underexploited opportunities for additional revenue streams and new revenue-producing initiatives while also leveraging a strong, loyal donor base.
- Solidify policies and procedures for individual and corporate major gifts and gift agreements.

Seek to ensure Capitalize for Kids' leadership position in the philanthropic sector and stay current with the philanthropy landscape, fundraising trends, and best practices.

Leadership and Engagement

- As a member of the senior leadership team, engage in setting vision, strategic direction, and annual business planning for the organization.
- Act as a leader, teacher, mentor, and champion and provide professional guidance for C4K development and events staff. Recruit, train, and lead the Development Team, providing coaching, performance management, and creating opportunities for professional development.
- Build and manage the fundraising budget, and report on progress towards goals.
- Inspire high levels of collaboration, achievement, and collegiality among staff.
- Engage with key donors and volunteers, major corporate partners, and other partners to seek regular input on strengths and opportunities for increased philanthropic support and advancement of the brand.
- Be a compelling ambassador for C4K's mission, vision, and values and communicate in a manner that instills confidence in donors.

SKILLS AND QUALIFICATIONS

- Progressive leadership in senior fundraising roles with proven experience developing and successfully executing a major gift fundraising program.
- Experience leading or supporting a comprehensive, multi-revenue stream fundraising program and demonstrated strategic planning skills in building organizational fundraising capacity.
- Proven results in building and maintaining a portfolio of donors/prospects with a successful track record in cultivating relationships to secure major gifts including individuals, corporations, and foundations at the 6-7 figure level.

- Sophisticated relationship builder and expert communicator with the ability to influence, persuade and motivate diverse groups of donors, prospects, collaborators and partners.
- Experience recruiting, onboarding, engaging, and supporting volunteers directly involved in major and principal gift cultivations, solicitations, and stewardship.
- A strong understanding of donor stewardship and its importance in strengthening and deepening donor relationships.
- Excellent relationship building skills with the ability to engage, motivate and unify individuals and groups with diverse backgrounds in a manner that increases philanthropic support.
- Experience hiring and leading diverse, high performing teams; inspiring high levels of mutual respect, collaboration, and collegiality.
- Expert written and oral communication skills with a highly developed ability to effectively communicate impact.
- Strategic understanding of the competitive nature of the high profile, high net worth, philanthropic and/or non-profit marketplace, and ability to stand out within it.
- Strong interpersonal skills with the ability to constructively contribute to discussions and build rapport at all levels within an organization.
- A commitment to equity and inclusion, collaboration and making a positive difference.
- Experience in working with CRM and donor database systems.

REQUIRED KNOWLEDGE & COMPETENCIES

- Mission-driven, a person whose caring nature is genuine and evident to others. Understanding of the Canadian healthcare model, particularly in the mental health space, is considered an asset.
- A person motivated by a desire for success for themselves, the organization, the communities we serve, the employees, and all the various partner organizations.
- Superior relationship building and listening skills accompanied by a genuine interest in the opinions of others.
- An entrepreneurial spirit with a strong service orientation - a bold and imaginative thinker who is willing to fail forward.
- Intelligent, a quick learner; demonstrates empathy, curiosity and has high EQ.
- A person of strong ethical values and integrity, committed to an environment of honesty and transparency.
- Communication skills that will enable them to quickly earn a reputation for being trustworthy, reliable, and confidential.
- An independent leader who can work with diverse groups of people; can build consensus.
- A person motivated by a desire for success for themselves, the organization, the community, the employees, and all the various stakeholders.
- A decisive leader who understands the importance of listening and seeking counsel from others when making decisions. Collaborative, seeks input from others, listens and is willing to consider new ideas.
- Achievement-oriented with both the ability to master details and manage strategically.
- A commitment to equity and inclusion, collaboration and making a positive difference.

Education

- University degree, post-graduate or professional degree is an asset. A combination of education and experience will be considered.
- CFRE certification is an asset.

FOR MORE INFORMATION

KCI (Ketchum Canada Inc.) has been retained to conduct this search on behalf of Capitalize for Kids. For more information about this opportunity, please contact Ellie Rusonik, Senior Vice President / Lead, Search + Talent, KCI Search + Talent by email at C4KCDO@kcitalent.com.

All inquiries and applications will be held in strict confidence. Interested candidates should send resume and letter of interest to the email address listed above by **May 31, 2024.**

To view the full Executive Brief, please visit: www.kcitalent.com

Please note: We will be reviewing candidates on an ongoing basis; early submission is appreciated.

The salary for this position is $170,000 – $200,000 plus comprehensive benefits and up to 10% performance-based compensation.

Capitalize for Kids welcomes and encourages applications from all qualified individuals, including, but not limited to women, Indigenous persons, racialized persons, persons with disabilities and persons of all sexual orientations and/or gender identities. All qualified candidates are welcome to apply; however, priority will be given to Canadian citizens and permanent residents.

Capitalize for Kids is an equal opportunity employer and welcomes and encourages applications from all persons including those with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.