



World Vision®



Position Brief

Lead Philanthropy Advisor, Major Gifts (Ontario)

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FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of World Vision Canada. For more information about this opportunity, please contact Meredith Roberts, Senior Consultant, Search + Talent at WVCON@kcitalent.com.

Interested candidates are invited to send a resume and letter of interest to the email address listed above by **January 31, 2025**. All inquiries and applications will be held in strict confidence.

Please note that the salary range for this position is \$105,000 to \$115,000 plus comprehensive benefits.

World Vision Canada offers a hybrid work opportunity, with 30-40% of the work week dedicated to travel for strategic networking and event participation, focusing on meeting donors and prospects in the GTA and across the province of Ontario.

Qualified candidates must be able to demonstrate a commitment to the core values and mission of the World Vision partnership.

At World Vision, safeguarding means preventing, reporting and responding to harm or abuse of children and adults in the communities (all known as “beneficiaries”) where we serve. We believe that safeguarding is everyone's responsibility, at both the organizational and individual levels, for all our employees, affiliates and others associated with our work. Our Child and Adult Safeguarding Policy expands upon World Vision's Child Protection Standards, in place since 2000, to cover all vulnerable populations, especially women and children. World Vision Canada's Safeguarding Policy is applicable to all employees, volunteers, contractors, affiliates and others such as sponsors and donors.

World Vision Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

Lead Philanthropy Advisor, Major Gifts - Ontario

THE OPPORTUNITY:

World Vision Canada is currently seeking a strategic, dynamic, and experienced fundraiser to join our team in the role of Lead Philanthropy Advisor, Major Gifts (ON). Reporting to the Executive Director, Philanthropy Engagement, the Lead Philanthropy Advisor, Major Gifts will work to drive revenue by securing gifts at the five and six-figure levels and will join our growing dedicated national group of passionate and committed frontline fundraisers.

The Lead Philanthropy Advisor, Major Gifts will have demonstrated major gift fundraising experience with a track record of success. Working collaboratively and synergistically alongside the Executive Director, Philanthropy and other internal teams at World Vision Canada, the Lead Philanthropy Advisor, Major Gifts will personally manage their own major gift donor and prospect portfolio through the donor cycle in a way that strategically builds relationships and increases revenues.

This is an exciting time to join World Vision Canada as it prepares to launch a new major national campaign (2024-2030) for which, the Lead Philanthropy Advisor, Major Gifts will help to secure anchor gifts and to grow the major gift revenue stream to support leading-edge programs.

The ideal candidate will have a deep passion for international development and social impact, with the ability to work independently and effectively from a home office and be part of workplace practices such as weekly online chapel and online staff devotions every two weeks. Occasional travel to World Vision Canada's head office in Mississauga may also be required.

World Vision Canada has consistently been recognized as one of Canada's top employers. Other awards granted are for financial transparency, marketing, customer service and for the work we do in the field. We are Canada's largest development, relief, and advocacy non-profit.



We're a Christian charity on a mission to help communities lift themselves out of poverty - for good.



Who we are

World Vision Canada is a global relief, development and advocacy organization. Our focus is helping the world's most vulnerable girls and boys overcome poverty and experience fullness of life.

What We Do

Grounded in more than 70 years of experience and expertise, World Vision works alongside communities, supporters, partners, and governments to change the way the world works for children, focusing on three specific areas:

- Emergency relief
- Transformational development
- Promotion of justice

Why We Do It

We are inspired and motivated by our Christian faith. We believe in upholding, restoring, and honouring the dignity and value of every human being, and we work alongside the most vulnerable as a demonstration of God's love.

World Vision serves all people—without distinction of any kind, such as race, colour, sex, language, religion, political opinion, national or social origin, property, birth, sexual orientation, gender identity or other status.

Core Values

- We are Christian
- We are committed to the poor
- We value people
- We are stewards
- We are partners
- We are responsive

“World Vision Canada is a 5-star charity with high impact on its international development programs. It is Canada's largest international food charity helping those at risk of starvation and malnutrition, especially in fragile communities.”

- *Charity Intelligence Canada*

HISTORICAL TIMELINE

Fighting for what matters. For every child. For the last 70 years.

1950s



Helping one little girl with \$5 in his pocket, Bob Pierce starts World Vision.

1970s



Coming to the aid of stranded Vietnamese refugees with Operation Seasweep.

1980s



"First in" during the Ethiopian famine. "Last out" leaving behind fertile, green valleys.

1990s



Challenging the church to care about the AIDS crisis, even when it was a tough topic.

2000s



Rebuilding lives after the Asian tsunami and Haiti earthquakes with short-term relief and long-term recovery.

Today



Helping more than 4 million children in nearly 100 countries.

WHERE WE WORK

Focusing where we're most needed



World Vision is committed to improving the lives of the most vulnerable girls and boys—wherever they are in the world.

World Vision is guided by a single goal:

The sustained well-being of children, especially the most vulnerable.

To reach this goal, we must first meet children (and their families) where they are—and understand their needs—before we can work with them toward immediate and long-term solutions.

World Vision identifies “vulnerable” girls and boys as those under 18 who experience two or more of the following realities (understanding these factors may shift according to the environment):

- Children in abusive, violent or exploitative relationships.
- Children living in extreme poverty and deprivation.
- Children who face discrimination that prevents them from accessing services and opportunities.
- Children who are most susceptible to the negative effects of emergencies and protracted crises.
- Children with disabilities or life-threatening health conditions.
- Children who live without care and protection.



HOW WE WORK

Partnering with People

Our work begins and ends with the people we serve.

- Early in the planning stages of a project, World Vision engages with community members, local organizations, churches and other faith groups, government and decision-makers. We conduct gender, human rights and needs assessments, holding community consultations to identify the specific challenges families are facing. This involves bringing people together ensuring their voices are heard as they define what they need to both survive and thrive.
- Once the community has identified their objectives and plans are set, we work alongside them to carry out the projects. This requires strong connections between governments and community leaders, and healthy relationships between families, local organizations and churches and other faith groups as we work toward shared goals.
- World Vision staff are in constant communication with community members over the course of a project, but formal sessions also create spaces to debrief, discuss progress and lessons learned, and make adjustments to our activities when needed.
- “Community Summits” create opportunities to set plans and evaluate progress collectively, while accountability mechanisms like help desks invite people to speak directly with World Vision staff about concerns or suggestions. This helps ensure people’s experiences are being heard and their recommendations are given careful attention. Our follow-up to community feedback is also tracked.



Our child sponsorship approach works through our child-focused community engagement.



PARTNERSHIP

More genuine and equitable partnerships, and less sub-contracting with local and national actors including those too-often overlooked, such as women-led and disabled people's organizations



CAPACITY STRENGTHENING

More effective support for strong and sustainable institutional capacities for local and national actors (and less undermining of those capacities by INGOs/UN)



FUNDING

Improvements in the quantity and quality of funding for local and national actors



VISIBILITY

Increased presence of local actors in international policy discussions and public recognition and visibility for their contribution to global development



VOICE

Fuller and more influential involvement of communities, including marginalized groups in how global aid is used in their local context



COORDINATION & LEADERSHIP

Greater leadership presence and influence of local actors in leadership and coordination mechanisms

SNAPSHOT REPORT:

2023 BY THE NUMBERS



OVERALL PROGRESS

This report accounts for World Vision Canada's program work completed in fiscal year 2023, from October 1, 2022 to September 30, 2023.

MORE THAN

16.5 million

GIRLS, BOYS AND ADULTS WERE REACHED THROUGH OUR PROGRAMS

\$427 million

WAS INVESTED IN AREAS OF NEED AROUND THE WORLD

280 PROGRAMS AND 35

GIFT-IN-KIND SHIPMENTS WERE CARRIED OUT IN 55 COUNTRIES

45%

OF OUR INVESTMENT WENT TO SUPPORT THE MOST FRAGILE COUNTRIES



LIVELIHOODS



5,614,088

people reached through 126 programs with \$236.6 million invested

4,233,973

people received food and cash assistance*

97,876

people were active members in 4,900 savings groups

\$48 million

in economic benefits were generated through our Savings 4 Transformation programs over three years

HEALTH



8,795,574

people reached through 72 programs with \$59.2 million invested

3,410,780

children received deworming treatment

81,740

girls and boys were treated for malnutrition

6,274

lives were saved through our Community-based Management of Acute Malnutrition programs over three years

EDUCATION



1,793,942

people reached through 101 programs with \$35.5 million invested

97,442

children received school supplies and educational resources

150,522

girls and boys attended in-school or after-school literacy activities

Girls and boys who completed our Unlock Literacy programs demonstrate reading skills that are at least **two years more advanced** than children who don't

CHILD PROTECTION + PARTICIPATION



2,779,614

people reached through 179 programs with \$59.2 million invested

239,672

people were trained on child protection issues

22,849

children under age 18 received birth certificates

For every dollar invested in our Positive Parenting programs, **more than \$4** is generated in mental health benefits

WATER, SANITATION + HYGIENE



1,032,844

people reached through 70 programs with \$36.5 million invested

395,296

people gained access to safe drinking water

95,078

people received emergency water, sanitation and hygiene kits

4,901

lives were saved and **over 2.5 million** disease cases prevented through our WASH programs over three years



WORKING IN COMMUNITIES

292,113

girls and boys were sponsored in 35 countries.

14

sponsorship communities graduated to self-sufficiency.

6

new sponsorship communities were established.



ENGAGING WITH GOVERNMENTS

Bill S-211

was passed, following our 11-year advocacy campaign for supply chain legislation to address child and forced labour in Canadian supply chains.

Bill C-41

was passed, creating mechanisms to allow Canadian organizations to provide assistance in Afghanistan, thanks to efforts from World Vision and our coalition partners.

The Refugee Education Council partnered with the Government at the Education Cannot Wait High-Level Financing Conference, where Canada announced **\$87.5 million in funding** for education in emergencies.



RESPONDING TO CRISES

We responded to **28 emergencies**, including those in fragile contexts, in 31 countries.

Over **5.7 million people** were reached through our response efforts.

22,337 emergency kits were distributed to support families in dire need.



WORKING IN PARTNERSHIP

13 million+

resources like clothing and school supplies were shipped to 15 countries, thanks to gift-in-kind partnerships.

275,198

individuals and corporations were engaged as donors.

2 joint fundraising appeals with the Humanitarian Coalition—for the Türkiye-Syria Earthquake and the East Africa crisis—allowed us to work together to reach more Canadians.

We identified three lessons learned in 2023

1. A cost-benefit analysis of our **water, sanitation and hygiene (WASH) program** model revealed that we had a positive impact on reducing diseases and death, especially for children under the age of five—and it excelled in specific conditions.
2. Our acute **malnutrition program** interventions made a significant impact in preventing deaths and illnesses for children under five years old, but a cost-benefit analysis showed certain requirements will help attain better cost efficiency.
3. How we collect data in our programs is essential to more efficient tracking, accurate data and better program outcomes. We identified five lessons learned as we've moved to **digital data collection**, and how we can optimize this for the future.



KEY AREAS OF RESPONSIBILITY

- Maintain a personal portfolio of high-value prospects and donors to achieve fundraising targets.
- Develop and implement individual donor strategies to guide donors through the fundraising cycle.
- Support senior leadership, executives, and volunteers in effectively engaging major donors to meet revenue goals.
- Increase donor contributions by establishing and nurturing meaningful relationships, understanding donor interests and capacity to give.
- Actively prospect and cultivate donors through strategic networking and events.
- Communicate and manage donor relationships effectively using tailored approaches for maximum impact and continued support.
- Utilize donor data and research to develop targeted donor engagement plans.
- Collaborate with internal teams such as Communications to develop messaging and materials that promote Philanthropic initiatives and recognize donor contributions.
- Monitor and evaluate fundraising performance, track donor interactions, and maintain accurate records in the database.
- Stay informed on best practices, trends, and regulations in Philanthropy and Fundraising and share knowledge and insights back to the internal team business.

KEY COMPETENCIES

- Demonstrated fundraising experience, with a proven track record of success in the area of major gift development from high-capacity individuals, foundations and corporations. Senior sales experience with a successful track record in business development and client relationship management will also be considered.
- Comprehensive knowledge of the donor relationship cycle, moves management principles, and major gift development strategies such as cultivation, stewardship, and planned giving, or the equivalent in a business/sales development cycle.
- Experience with major comprehensive campaigns will be considered an asset.
- Excellent communication abilities and superior interpersonal skills to develop and maintain a broad range of relationships.
- Strategic thinker with a results-driven mindset.
- Comfortable and adaptable in a remote work model.
- Demonstrated initiative, enthusiasm and a tenacity in achieving revenue targets.

- Detail-oriented with strong organizational and project management skills.
- Strong customer service-oriented approach that demonstrates the highest standards of professionalism, confidentiality, and sensitivity.
- Passion for the mission and values of World Vision Canada with a commitment to social impact.
- Possessing a curious nature and a strong desire for continued learning.
- A university degree is required or a related mix of education and fundraising experience.
- Ability to travel on a regular basis in Ontario and occasionally in Canada and internationally.

BIOGRAPHY:

Laurie Lowe – Executive Director, Philanthropy Engagement



Laurie is the Executive Director of Philanthropy Engagement and provides leadership to revenue-generating initiatives, to both middle and major gift segments at World Vision Canada. In this role, she draws on past experiences in both for and non-profit organizations. Previously, she worked as the Director of Strategy and Business Development at an international Canadian insurer, followed by several years in her own consulting company. She then joined a charitable organization supporting children in the Global South with medical needs. Laurie has experienced significant fulfillment in the charitable field. With her roots in major gift fundraising, Laurie loves all things related to personalized

donor connections and takes particular pleasure in finding the right philanthropic fit for donors who want to change the world, as well as coaching others to do the same. Through her work, she wants to change the world, too.

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ADDITIONAL INFORMATION:

[World Vision Canada](#)

[World Vision Canada - Programs](#)

[Annual Report - 2023](#)

[Financial Statements 2023](#)

[Our Partners](#)

[World Vision International](#)

[World News and Stories](#)