TRUE PATRIOT LOVE

Position Brief

Senior Manager, Development

TABLE OF CONTENTS

The Opportunity 2

About True Patriot Love 3

Board of Directors 6

Additional Background & Resources 6

Key Duties & Responsibilities 7

Experience & Competencies 8

Leadership Biographies 9

Organizational Chart 10

FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of True Patriot Love. For more information about this opportunity, please contact Jill Anderson, KCI Search + Talent, via email at TPL@kcitalent.com.

To apply, please send a resume and letter of interest to the email address above by **June 11, 2025.** All inquiries and applications will be held in strict confidence.

True Patriot Love welcomes and encourages applications from all qualified applicants, most notably Veterans. Accommodations are available on request for candidates taking part in all aspects of the selection process.

The salary range for this position is $90,000 - $95,000.

Senior Manager, Development

THE OPPORTUNITY

True Patriot Love is Canada's Foundation for the military community. Since 2009, it has distributed over $47M to support military members, Veterans, and their families in every stage of their journey. The Foundation counts on the generosity of individuals and partners to support their efforts to raise awareness of the challenges related to military service and provide funding nationally to local community programs that support well-being, enable rehabilitation and recovery from injury, assist the children and spouses of those who serve, and promote re-integration back into communities following service.

True Patriot Love is seeking a results-oriented Senior Manager, Development to support the planning and delivery of our fundraising portfolio. The new Senior Manager will oversee the existing portfolio of corporate supporters while cultivating new partnerships with some of the largest national brands and companies across the country. They will also work closely with volunteer committees, and help engage, solicit and steward individual donors and philanthropists. Focused on meeting fundraising and awareness objectives, the Senior Manager will lead and support relationships that include direct contributions, sponsorships, shared value partnerships, corporate social responsibility, gifts in-kind, employee giving and cause-related marketing.

Reporting to the Chief Development Officer, the Senior Manager will bring knowledge of the Canadian philanthropic landscape and play an important role in growing financial support from across the country for True Patriot Love and Canada's military and Veteran families. Able to thrive in a fast-paced environment, the Senior Manager will be a skilled relationship builder and strategist able to see growth opportunities that align with partners' interests, clearly communicate those opportunities, and achieve results.

Working collaboratively across the organization, the Senior Manager will actively contribute to the design and implementation of development initiatives and activities, while creating transformational and mutually beneficial relationships between True Patriot Love and a wide range of partners, supporters and donors that maximize impact on our mission.

For applicants in the Greater Toronto Area (GTA), True Patriot Love has a hybrid work environment with a minimum of two days per week in office at the national headquarters in Toronto. This opportunity is open to applicants across the country and for those outside of the GTA this is a remote position, with some travel to the office in Toronto. Also, travel across Canada for meetings and events will be required in this role.

ABOUT TRUE PATRIOT LOVE

The 100,000 Canadians who serve in our Armed Forces have a diverse range of experiences and expertise, but they share a common commitment to protecting and defending our country, both at home and abroad.

When these brave individuals are abroad, they are sustained and inspired by support from home. However, it is often the support they receive when they return home that is even more critical. Many of our soldiers are returning to a society that is ill-equipped to support them – a society that will never truly understand the stress of service and the atrocities of a war zone, nor the long-lasting impact on them and their families.

Established in 2009, True Patriot Love has distributed over $47 million to fund 1,065 programs that support mental health, physical rehabilitation, transition to life after service and the unique needs of children and families. The Foundation also actively helps to ensure the needs of those who serve remain in the minds of the public through high profile expeditions and events. As a result of the Foundation's inspiring work, more than 41,000 military and Veteran families have been helped.

68,000 regular force military families are posted in Canada, with more than half under the age of 35 and half with children.

Over 461,000 + Veterans and their families currently live in Canada, many of whom are impacted by challenges related to transitioning to civilian life.

2,500 military personnel are medically released each year, with approximately **700** spouses and **900** children also impacted.

60% of medically released military personnel have permanent physical limitations.

13% of CAF personnel were diagnosed with a mental disorder attributable to Afghanistan deployment four years later.

Children from military families experience **double** the rate of mental health issues compared to children from civilian families.

Areas of Focus and Impact

They've had our backs; now it is time we had theirs. Whether they are facing healthcare challenges, their families need support, or they are seeking to transition to civilian life, it is our responsibility to make sure their needs are met. By accepting that responsibility and giving generously, Canadians can find their own ways to serve. We are a stronger, more inclusive country when Canadians give back to those who have given everything. True Patriot Love supports:

- *Family Health & Support:* Supporting stronger military families, as spouses, caregivers, children, and youth are called upon to make profound sacrifices along with their loved ones.
- *Mental Health & Well-Being:* Prioritizing well-being, by investing in mental health and transition programs amongst others.
- *Physical Health & Rehabilitation:* Improving the rehabilitation and recovery journey through the power of sport, expeditions, and alternative therapies.
- *Communities:* Providing resources to organizations that foster connection with communities, whether it be through mentorship, volunteerism, or advocacy.

Grants & Programs

We are a catalyst for collaboration and impact. True Patriot Love provides the opportunity for Canadian registered charities to apply for funding of programs that are aligned with the foundation's mandate. Current grants and programs include:

- True Patriot Love Local Community Fund
- True Patriot Love Veteran Hub
- The Captain Nichola Goddard Fund
- True Patriot Love Military Creative Arts Fund
- Invictus Legacy Fund

Invictus Games Vancouver Whistler 2025

True Patriot Love is proud to have led the bid process to secure firstly the Invictus Games for Toronto in 2017 and then the Invictus Games Vancouver Whistler 2025, the first time any organization or country has been awarded the Games twice. True Patriot Love established the local organizing committee for Vancouver Whistler and led on delivering Legacy elements impacting the military and Veteran community up to and beyond February 2025. True Patriot Love is the largest funder of Team Canada, for both Invictus Games and the Warrior Games, as well as other community programs across Canada.

The Invictus Games 2025 Vancouver Whistler were held from February 8-16, 2025, and brought together 534 competitors from 23 nations to compete in adaptive sports, including the new winter sports: Alpine Skiing, Nordic Skiing, Snowboarding, Biathlon, Skeleton, and Wheelchair Curling, in addition to the core Invictus Games sports of indoor rowing, sitting volleyball, swimming, wheelchair rugby and wheelchair basketball.

The Games were held on the traditional territories of the Líl̓wat7úl (Lil'wat), xʷməθkʷəy̓əm (Musqueam), Sḵwx̱wú7mesh (Squamish) and səlilwətaɬ (Tsleil-Waututh) Nations. During the planning and implantation of the Games, True Patriot Love worked to ensure an appropriate response to Canada's Truth & Reconciliation Commission Calls to Action, and that Indigenous protocols were respected in all aspects of the Games.

Expeditions

Since 2012, True Patriot Love has produced a series of ambitious expeditions around the world engaging Canadian Armed Forces members, Veterans, and civilians, which raise funds and build awareness and long-term relationships.

Past expeditions have collectively raised over $9 million for the military community and have directly impacted 66 ill and injured military personnel and Veterans. Funds raised have allowed for enhanced job training and recruitment, provided 144 Veterans with rapid job placement, helped to fund more than 9,800 hours of peer-to-peer mental health counselling, and allowed for a $500,000 investment to create a virtual reality therapy program for Veterans living with PTSD which has been implemented across the country.

Invitational for Heroes

This year's 15th Annual Invitational for Heroes Golf Tournament is taking place Thursday, September 23rd, at one of Canada's finest golf courses, Glen Abbey, where True Patriot Love will raise critical funds for the brave men and women in uniform, and the families that support them.

True Patriot Love recognizes the positive impact of sport in supporting both physical and mental health rehabilitation and recovery and assisting with the transition journey following service.

Since 2011, more than $2 million has been raised through our annual golf tournament, helping change the lives of countless military members, Veterans and their families in need.

The Captain Nichola Goddard Women in Leadership

The Captain Nichola Goddard Women in Leadership roundtable concluded its four-city series, bringing over 450 people together for evenings of insight, inspiration and frank conversation about military leadership from a female perspective.

Now in its seventh year, the Women in Leadership event is named in honour of Captain Nichola Goddard, the first Canadian female soldier to die in combat while on duty in Afghanistan in 2006. The series is held in support of the Fund which also bears her name.

True Patriot Love Annual Tribute Dinner

The True Patriot Love Annual Tribute Dinner is our signature fundraising event and Canada's largest celebration in support of military members, Veterans, and their families.

Now taking place in three cities across Canada with plans to expand further, the event brings together influential business and community leaders, distinguished military representatives and dignitaries to pay tribute to the military and Veteran community. From the moment a person enlists in the Canadian Armed Forces to the time they are released, their military service impacts every aspect of their life, including the lives of those closest to them – their family.

BOARD OF DIRECTORS

Shaun Francis, Chair
Luc Cassivi, Chair of the DAC
Bryn Weadon, Treasurer
Karen Adams
Derron Bain
Geneviève Bonin
Mike Durland
Robert Ghiz
France Hébert
Matthew Kelleher
Hugh Moncrieff
Duncan Sinclair
Louis Vachon
Monica Valsangkar-Smyth

ADDITIONAL BACKGROUND & RESOURCES

- True Patriot Love
- Board of Directors
- Our Team
- 2023-24 Impact Report
- 2023-24 Audited Financial Statements
- Events, Expeditions and Partnerships
- Blog

KEY DUTIES AND RESPONSIBILITIES

Corporate and Individual Philanthropy - 80%

- With oversight from the Chief Development Officer, lead a philanthropic and sponsorship portfolio for True Patriot Love supporting programs, expeditions and fundraising events, including relationships with individuals as well as representatives from companies and foundations.
- Identify, cultivate, develop, and implement strategies to engage and solicit new and existing relationships from corporations to secure innovative partnership opportunities and sponsor key programs which will generate financial and/or in-kind support of True Patriot Love including sponsorship, employee engagement, event participation, cause-related marketing and promotions.
- Develop and manage a portfolio of individual donors, identifying key motivations and engagement strategies, and engaging and soliciting new and existing relationships leading to long-term support.
- Manage the fundraising activities of the event committee volunteers and board members, leading committee meetings, setting fundraising targets and being the main point of contact for committee members; take ownership for achieving fundraising targets.
- Support the national development activity of the Chief Executive Officer and Chief Development Officer.
- Work collaboratively with both the Granting & Programs and Events teams to secure funding of mission programs and to fulfill the position's responsibility for achieving event sponsorship and sales revenue for signature events such as our National Tribute Dinners, Goddard Women in Leadership, Golf Tournament and Expeditions.
- Collaborate with the Brand, Community Giving and Analytics team to support fundraising efforts and prepare compelling cases for support for various mission programs to diverse audiences, including major and leadership prospects.
- Engage regularly with leadership within the military community to identify, cultivate, solicit, and steward corporate partners.
- Lead the development and execution of a portfolio of confirmed and committed donors (e.g., donations, sponsorship, gift agreements).
- Lead the development and delivery of stewardship and activations for individual and corporate donors, ensuring sponsors receive appropriate impact reports, benefits, and activations.

Prospect, Pipeline and Information Management - 10%

- Maintain a portfolio of prospects, including developing engagement strategies and moving them towards a gift, actively working to:
    - Identify and secure new philanthropic support; and,
    - Identify companies whose corporate and social responsibility agendas align with True Patriot Love's strategy and mission.
- Develop a diverse prospect pipeline, including both regional and national levels where possible.
- Conduct rigorous due diligence on corporate partnerships in the protection of True Patriot Love's brand with responsibility to understand and navigate brand and reputational risks.
- Ensure a high degree of accuracy, transparency, and completeness of information in ensuring donor gifts are recorded in the donor management system and appropriate appreciation and recognition ensues.
- Prepare compelling and strategic fundraising materials, including, but not limited to, briefing notes, call notes, proposals, sponsorship materials, stewardship reports and board updates.

Systems and Internal Communication - 5%

- Support the development of fundraising budgets.
- Collaborate with other fundraising disciplines and teams at True Patriot Love to contribute to overall fundraising targets and initiatives.

- Maintain knowledge of industry practices and trends in stewardship, reporting, and donor engagement to support best-in-class donor satisfaction, engagement and giving.
- Act as a subject matter expert in the organization to drive collaboration, cross-functionally to identify future opportunities.

Staff Management - 5%

- Manage one direct report, conduct annual goal setting and performance appraisals through regular and effective management support and oversight.

EXPERIENCE & COMPETENCIES

- Experience working with senior volunteers and/or fundraising committees.
- Progressive experience in a fund development role that includes working with a variety of donor audiences and varied partnership experience, with a demonstrated track record of success.
- Demonstrated relationship-building skills, and experience cultivating, soliciting, and closing gifts.
- Proven experience managing relationships with senior executives and/or corporate donors.
- Ability to work to targets, with demonstrated experience managing income targets from both new and existing sources.
- Passion for, or an understanding of the Canadian military is an asset; Veteran experience is valued.
- Experience in CRM software applications (e.g., Salesforce, Raisin).
- Excellent written and verbal communication skills, with the ability to effectively communicate with senior stakeholders and donors.
- Exceptional organizational, planning and time management skills, with a focus on attention to detail and an ability to multitask, managing multiple priorities effectively.
- Capable of exercising independent judgment and flexibility.
- Ability to work in teams or independently with minimal administrative support.
- Demonstrated ability to thrive in a fast-paced, entrepreneurial environment, prioritizing and applying strong organizational skills.
- A collaborative team player with a willingness to deliver successful outcomes.
- Fluency in French (verbal and written) is an asset.
- Bachelor's degree or acceptable combination of equivalent education and experience; CFRE or equivalent is an asset.
- Flexibility to travel up to 5 weeks/year, and to attend evening and weekend events on occasion.

LEADERSHIP BIOGRAPHIES

Nick Booth, MVO, Chief Executive Officer

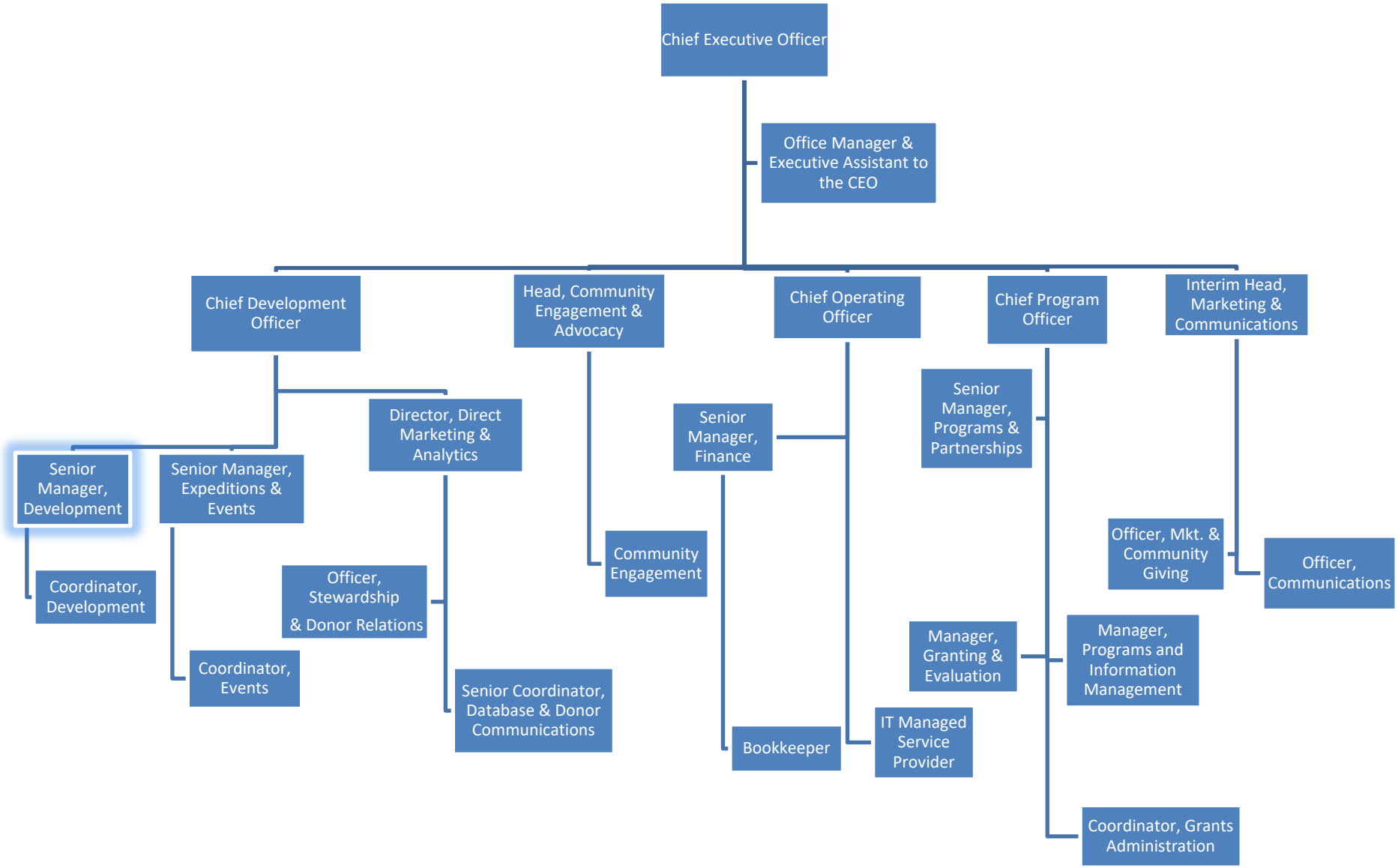
Nick Booth is a seasoned senior executive with extensive experience in the non-profit industry and a wealth of knowledge in youth, mental health, military, and Veteran issues. Prior to his role at True Patriot Love, Nick was founding CEO of The Royal Foundation, The Duke and Duchess of Cambridge and Prince Harry's primary charitable vehicle, which he led from 2010 to 2017. In this role, he was responsible for overseeing the philanthropic activities of Their Royal Highnesses, including initiating both the Invictus Games and the Heads Together mental health program.

Nick has spent over 30 years in the charitable sector, working in senior roles in both the UK and USA, including the National Society for the Prevention of Cruelty to Children and Big Brothers Big Sisters of America. He worked as a senior advisor to the UK's new military rehabilitation centre and also Special Olympics International. He is Chairman of Big Brothers Big Sisters UK, and a Director of the Manchester United Foundation. Nick was appointed to The Royal Victorian Order by Her Majesty Queen Elizabeth II in the 2017 New Year Honours. Nick was also a recent recipient of the King Charles III Coronation Medal.

Meighan Bell, Chief Development Officer

As the Chief Development Officer at True Patriot Love, Meighan Bell brings over a decade of expertise in philanthropy and development. Since November 2019, she has been instrumental in advancing the Foundation's mission to support Canadian military families through strategic fundraising and innovative programs. Her leadership has been pivotal in expanding the organization's reach and impact across Canada.

Before joining True Patriot Love, Meighan worked as Senior Manager of Philanthropy at Plan International Canada. During her time there, she played a key role in managing fundraising initiatives and building strong relationships with donors to support the organization's efforts in advancing children's rights and equality.

With a solid foundation in both strategic planning and hands-on fundraising, Meighan is dedicated to supporting philanthropic causes and contributing to meaningful change through her work. In her personal life, she is a volunteer with the Toronto Chapter of the University of Waterloo Alumni Committee and is a new mother.

ORGANIZATIONAL CHART