

Vice President, Campaign

Executive Brief



**Covenant
House**
Toronto



TABLE OF CONTENTS

The Opportunity	3
About Covenant House Toronto	4
Board of Directors	8
Additional Information	8
Key Duties & Responsibilities	9
Qualifications & Experience	11
Leadership Biographies	12
Organizational Chart.....	13

FOR MORE INFORMATION

KCI Search + Talent is conducting this search on behalf of Covenant House Toronto. For more information about this opportunity, please contact Jill Anderson, Associate Vice President, KCI Search + Talent by email at VP-CHT@KCI talent.com.

All inquiries and applications will be held in strict confidence. Interested candidates should send their resume and a letter of interest to the email address listed above by **October 23, 2025**.

The salary range for this position is \$180,000 - \$200,000 plus comprehensive benefits.

Covenant House Toronto believes in a workplace culture of inclusion that is welcoming, respectful and safe for all staff. It is critical to Covenant House Toronto's success to eliminate barriers and promote the inclusion of equity groups. Equity groups have been, and continue to be, underrepresented and marginalized in the workforce, leadership roles, and in some specific occupations. Equity groups include but may not be limited to Indigenous persons, racialized people, gender diverse people, 2SLGBTQIA+ people, and people with disabilities.

In accordance with the Ontario Human Rights Code, Accessibility for Ontarians with Disabilities Act and Covenant House Toronto's Policy on Accommodation, a request for accommodation will be accepted as part of the Covenant House recruitment process. Please advise KCI if you require accommodation throughout the recruitment process.

Vice President, Campaign

THE OPPORTUNITY

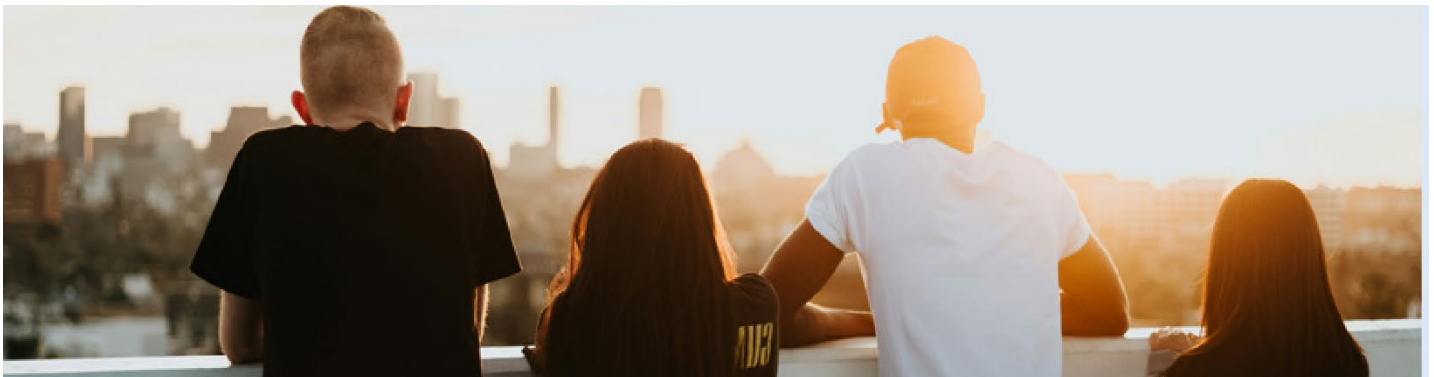
At this exciting time in its history, Covenant House Toronto is recruiting a forward-thinking and strategic Vice President, Campaign to lead a transformational campaign that will shape the future of the organization and its crucial work, supporting youth who are homeless, trafficked or at risk.

Reporting to the Chief Development and Marketing Officer, the Vice President will lead with foresight, emotional intelligence, and a deep understanding of philanthropic motivations to cultivate enduring relationships with high-net-worth individuals, campaign volunteers and other key partners. Along with strong major and principal gift fundraising experience, the new Vice President will bring a track record of successful campaign leadership that includes strategic campaign planning, pipeline development and execution, reporting, recognition, events and volunteer engagement, along with the ability to equip key partners with the knowledge and tools to drive lasting results.

As a sophisticated strategist, the Vice President will anticipate donor needs, align campaign priorities with organizational impact, and inspire confidence across internal and external audiences. The Vice President will be a catalyst for campaign innovation, collaboration, and results, ensuring the campaign not only meets ambitious financial goals but also strengthens the long-term philanthropic culture of the organization.

With proven experience building high-performing and collaborative teams, the Vice President will lead a campaign team of up to 6 staff, with phased growth planned through 2028. As a skilled coach and mentor, the Vice President will oversee, inspire and empower the team to achieve ambitious goals, fostering accountability and a culture of excellence.

Covenant House Toronto currently offers a hybrid work model, alternating with two days in the office one week and three days in the office the next, located at 20 Gerrard Street East, Toronto.



ABOUT COVENANT HOUSE TORONTO

Covenant House helps youth ignite their potential and reclaim their lives. As Canada's largest agency serving youth who are homeless, trafficked or at risk, we offer the widest range of services to hundreds of young people every day.

More than a place to stay, we provide life-changing care with unconditional love and respect. We meet youth's immediate needs and then we work together to achieve their future goals. We offer 24/7 crisis shelter, transitional housing options on-site and in the community, health and well-being support, training and skill development, and ongoing care once youth move into the community.

For over 40 years, Covenant House has been dedicated to its mission of serving youth on the street and to protect and safeguard all youth with absolute respect and unconditional love. Since 1982, Covenant House has supported more than 100,000 young people.

MISSION & VISION

Our mission is to serve children and youth on the street and to protect and safeguard all children and youth with absolute respect and unconditional love.

Our vision is to lead change that supports and empowers youth who are homeless, trafficked or at risk to pursue a life of wellness and opportunity.

We believe in youth

At Covenant House, we believe that every young person:

- Deserves an equal chance for a promising future, free from homelessness or sex trafficking
- Has the right to shelter, food, clothing, emotional support and safety
- Is resilient and deserves the opportunity to heal from trauma and realize their full potential
- Can chart their own path to independence
- Thrives in healthy relationships, with strong community and stable social connections



OUR PRINCIPLES

Immediacy

We welcome all youth without judgment or conditions, meeting their immediate basic needs of food, clothing, medical attention, and a safe place to sleep, at no cost.

Sanctuary

We acknowledge the bravery it takes for young people to walk through our doors. We offer them a welcoming and safe environment based on absolute respect, unconditional love, and relentless support, where we believe in and encourage their resilience.

Value Communication

We value authentic relationships, honour the voice of our youth, and model caring relationships based on trust, respect, and honesty.

Structure

We provide stability and consistency for young people to pursue their great promise.

Choice

We honour that young people hold the power to their story. Through relentless engagement, we foster confidence and encourage them to believe in themselves and make informed choices about their lives.



FIVE STRATEGIC PRIORITIES (2023 - 2027)

Shelter & Emergency Services

Our shelter and emergency services help youth regain control over their lives by moving them out of survival mode and directing their focus to the future. We will redevelop our main site, with greater capacity and updated spaces for the shelter and program areas. We will continue to expand, enhance and deliver evidence-based programs and services, using the best, most current and promising practices that meet the increasingly complex needs of youth.

Transition, Community Housing & Supports

Stable housing is critical to all health outcomes and a vital component of solving homelessness and supporting young people in leaving trafficking. We will engage in partnerships and advocacy to increase options and access to housing and supports for young people. We will expand and deliver best practices and evidence-based programs and services to help young people better transition from shelter to the community.



Shelter & Emergency Services

Reimagine the shelter and emergency services to produce the best outcomes for youth



Transition, Community Housing & Supports

Ensure young people remain stably housed and thrive with housing and supports



Prevention

Work upstream to prevent more youth from experiencing homelessness and sex trafficking



People & Workplace

Create an innovative and mission-focused workplace and become an employer of choice

Equity, Diversity & Inclusion (EDI)

Build an equitable, diverse and inclusive organization that fosters a sense of belonging for all staff and youth

Prevention

Prevention is key to stopping youth homelessness and trafficking before they begin. We will pilot and implement upstream prevention and intervention programs and expand our community awareness and education initiatives to address the needs of young people before there is a crisis, preventing them from ever experiencing homelessness or trafficking.

People & Workplace

Our staff and volunteers are passionate about our work and committed to helping the young people who come to us achieve their goals. We want to build on this strong foundation to ensure that Covenant House is a place where our people feel valued and supported to make meaningful contributions.

Equity, Diversity & Inclusion (EDI)

Nurturing equity, diversity and inclusion for youth, staff, senior leadership, volunteers and the Board is a top priority for our agency. We will implement an EDI strategy that starts with better understanding the current state of the agency and advancing practices that acknowledge and address areas for improvement.

We offer 24-7 care

The needs of the hundreds of youth coming through our doors daily are met with a high ratio of care and strong staff expertise. With over 435 employees in a diverse range of roles, we're able to run vital programming throughout the day and offer drop-in centre hours seven days a week.

Our staff are also out in the community, supporting and building one-on-one relationships with youth, advocating for change and delivering important awareness, prevention and early intervention programs.

No matter what role they fill at Covenant House, employees are known for their specialized expertise, professionalism and compassion for the youth we serve.



Our facilities

Located in the heart of Toronto, Covenant House occupies 100,000 square feet of space that offers youth ages 16 to 24 essential services.

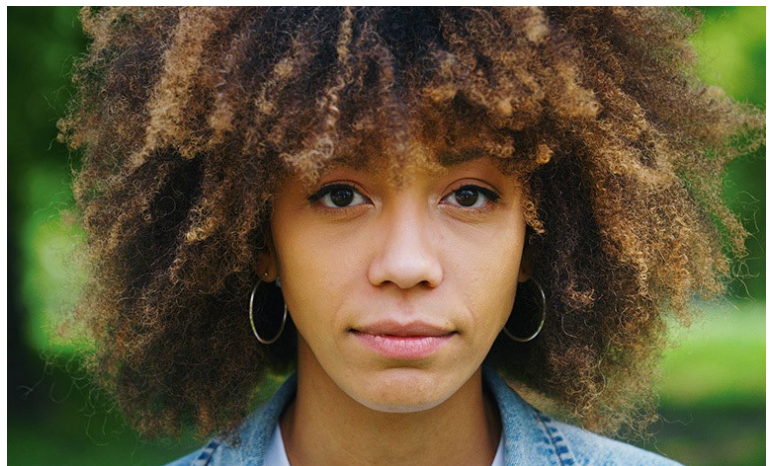
Young people are welcome to drop in, get a bite to eat, do a load of laundry, get medical care or stay the night in our 96-bed shelter. Everyone who walks through the door is connected with a youth worker who will help them get the support they need, access the right services and make a personalized plan to gain control of their life.

We are part of an international network

Covenant House is an internationally recognized childcare agency with “houses” in 34 cities in Canada (Toronto and Vancouver), the U.S. and Latin America.

Who We Help:

The youth we serve are as diverse as our community. Just like everyone else, they have hopes, dreams and the right to a bright future. The odds may seem stacked against them, but thousands of youths have found a path forward through the programs and services we provide, thanks to your donations.



A snapshot of our youth:

49%

left home before
they turned 18¹.

59%

come from
average to upper-
income
households².

30%

have experience
with the child
welfare system³.

35%

of trafficking
victims are under
18 years old⁴.

They have much to overcome

- 51% say that abuse contributed to leaving home ⁵
- 23% were diagnosed with a long-term physical health issue or disability⁶
- 61% of trafficking victims reported immediate health concerns⁷
- 81% of trafficking victims reported issues with mental health⁸

[Click here to view endnotes.](#)



They all have potential

Our youth are resilient and have hope for a better future. They just need help getting there. Many have never felt a sense of control over themselves or their future.

We help them move forward and regain their feeling of power.

BOARD OF DIRECTORS

- Jordan Eizenga, Chair
- Sue-Lynn Noel, Vice Chair
- Mag Stewart, Secretary/Treasurer
- Susan Paterson, Past Chair
- Brad Dickie
- Cheryl Fullerton
- Cindy Tripp
- David Matheson
- Janet Mason
- Jeff Fan
- Himal Mathew
- Lynn Factor
- Myron Demkiw
- Toni Ferrari
- Tyler Seaman

ADDITIONAL INFORMATION

- [About Us](#)
- [The Problem](#)
- [Our Solution](#)
- [Leadership](#)
- [Our Impact](#)
- [Strategic Plan 2023 - 2027](#)
- [2024 Impact Report](#)
- [2024 Financial Report](#)
- [How to Help](#)
- [News & Stories](#)
- [Traffic Stop](#)



KEY DUTIES & RESPONSIBILITIES

Campaign Strategy, Planning and Leadership

- Lead the strategic design of the campaign, in consultation with the Chief Development and Marketing Officer (CDMO), integrating data, donor insights, and organizational priorities to build a roadmap that is both ambitious and achievable.
- Champion the execution of the transformational campaign, anticipating risks and opportunities, proactively adjusting strategies to maintain momentum and maximize impact.
- Act as a catalyst for cross-departmental collaboration to ensure campaign goals are understood, embraced, and advanced across the organization.
- Spearhead, through collaboration with key partners, the finalization of the Case for Support, refining campaign fundraising priorities and organizational needs, while creatively shaping compelling narratives that drive philanthropic investment.
- Oversee, evaluate and advance campaign activities to ensure objectives and revenue goals are consistently met or exceeded, while managing annual and multi-year campaign budgets, presenting regular updates and reports.
- Working closely with development and marketing colleagues, mobilize the creation of campaign materials, including proposals, gift agreements, stewardship materials and more.
- In Collaboration with the Associate Director of Donor Experience and the Director of Communications, provide strategic direction for events (including cultivation events, announcements, celebrations, and the like) focused on engaging and inspiring key audiences, rallying support and expressing authentic appreciation.
- Guide the development of campaign processes and internal infrastructure to support success, ensuring alignment with other programs, departments, and activities.

Volunteer Engagement

- Champion the finalization of the volunteer leadership structure for the campaign in collaboration with the CDMO and Campaign Counsel (as appropriate).
- Inspire and equip volunteer leaders, including the Board of Directors, to serve as authentic ambassadors and connectors, leveraging and mobilizing their networks and their influence to advance campaign goals.
- Thoughtfully and strategically guide the Campaign Advisory/Steering Committee to continue to focus on ambitious campaign goals by evaluating key milestones and advancing critical deliverables (including a short-term objective of identifying, cultivating and recruiting co-chairs for the Campaign Cabinet).
- Lead a focused and collaborative process to identify, cultivate, recruit, train and provide ongoing support to Campaign Cabinet members and other volunteers, building a culture of shared purpose and mutual respect, ensuring they feel supported and empowered to contribute meaningfully, while tracking and monitoring progress to achieve goals.

Fundraising and Donor Relations

- With a donor-centric approach, oversee and lead the identification, cultivation, solicitation, and stewardship of campaign donors, building meaningful, values-aligned relationships.
- Collaborate and partner with the CEO, the CDMO and Campaign Counsel (as appropriate), driving the development of tailored strategies for transformational gift prospects and donors that strengthen relationships and create meaningful solicitation opportunities.
- Personally manage a portfolio of high-net-worth prospects and donors, guiding them through a journey of engagement, investment and impact, using insight and experience to anticipate philanthropic interests while shaping compelling giving opportunities that result in financial support and long-term engagement.
- Provide oversight to the donor journey, ensuring strategic activity that advances relationships and delivers results is being carried out and recorded for top campaign prospects.
- Oversee the design of campaign stewardship and recognition strategies, championing a culture of gratitude, ensuring every donor interaction reinforces trust, transparency and long-term commitment.

Team Development and Leadership

- Oversee execution of the campaign staffing plan by building and mentoring a high-performing team through each stage of the campaign.
- Supervise and support the daily activities of the Campaign team, ensuring clarity of responsibilities, providing guidance and coaching, and supporting a high level of accountability.
- Foster a culture of collaboration, transparency, and shared success within the team.

Collaboration and Campaign Integration

- Collaborate with Development, Communications and Donor Experience leadership to ensure alignment and clear role accountabilities between teams on campaign projects.
- Lead ongoing communication and training activities to ensure all Covenant House Toronto staff and volunteers are inspired, informed, and fully equipped to advance the campaign's vision and priorities.
- Serve as an active ambassador at Covenant House Toronto programs and events, modeling engagement and strengthening connections across the organization.

QUALIFICATIONS & EXPERIENCE

- Progressive leadership experience in complex fundraising environments, with a proven track record leading transformational campaigns (preferably \$100M+) and securing major gifts and principal gifts.
- Deep commitment to the mission of Covenant House Toronto, with the ability to inspire others through passion for the cause and a deep respect for the communities served.
- Successful campaign leadership experience that includes planning and execution, pipeline development, reporting, recognition, campaign events, volunteer recruitment, key partner education and training, and the like.
- Proven experience cultivating, soliciting, securing and stewarding major and transformational gifts at the 6 and 7-figure level and above, with the ability to support and coach staff and volunteers in this work.
- Demonstrated ability to build trust-based relationships with high-net-worth individuals.
- Track record of successfully recruiting, leading, supporting and coaching senior volunteers in a campaign setting.
- Experience leading a team and fostering a culture of accountability, collaboration, and continuous learning and improvement.
- Excellent strategic thinking and problem-solving skills, with the ability to navigate ambiguity, identify opportunities and drive results through insight and influence.
- Strong communication and relationship-building skills with the ability to inspire confidence and trust with a variety of audiences.
- High emotional intelligence and interpersonal acumen, with the ability to inspire, coach, and mobilize staff, volunteers, and donors toward a shared vision.
- Strong financial and operational acumen, including campaign budgeting, forecasting, and performance tracking.
- Strong project management skills and the ability to thrive in a fast-paced, complex and dynamic environment.
- Adept at balancing ambition with authenticity, and able to drive outcomes while maintaining a relational and collaborative approach.
- Technical fluency with CRMs and data management systems (i.e. Raisers Edge), including the ability to create, interpret, and present reports and dashboards.
- A combination of relevant education and work experience, with CFRE considered an asset.

LEADERSHIP BIOGRAPHIES

Mark Aston, Chief Executive Officer



Mark Aston, a passionate and well-respected not-for-profit leader, assumed the post of Covenant House Toronto Executive Director in July 2019.

Mark has dedicated his career to taking action against poverty and homelessness and brings a unique passion and specialized knowledge to Canada's largest agency serving youth who are homeless, trafficked or at risk.

Mark has more than 30 years of experience in the not-for-profit sector. First as Executive Director and, later, as CEO of Fred Victor, he transformed the organization into one of the leading agencies addressing homelessness and poverty in Toronto. He has extensive and varied experience in public policy development, system change initiatives, Board and sector leadership, revenue development and volunteerism.

Mark is committed to improving the quality of life and providing opportunities for people experiencing hardship, poverty and homelessness. To this end, he founded and leads the Toronto Alliance to End Homelessness, a volunteer organization comprised of 50 organizations—including Covenant House—focused on ending chronic homelessness in Toronto.

Mark brings a shared focus of respect, compassion and unconditional love to the work we do, supporting youth who are transforming their lives and exploring their potential.

Josie do Rego, Chief Development and Marketing Officer



Josie do Rego is a seasoned fundraising and marketing executive with over 40 years of experience in the charitable sector, working in health-focused organizations and those serving vulnerable populations. For the past two decades, Josie has served as Chief Development and Marketing Officer at Covenant House, where she has led transformative growth in both revenue and organizational impact.

Under her leadership, the fundraising, marketing, and corporate communications teams expanded from 8 to over 50 professionals, generating nearly \$40 million annually, accounting for more than 70% of Covenant House's operating budget. Josie's strategic vision and commitment to excellence have driven sustainable revenue growth, even in the face of economic and social challenges.

Her work has significantly elevated Covenant House's public profile, increasing awareness and strengthening its reputation amongst the general public and across key stakeholder groups. As a result, the organization has been able to meet rising demands for services while maintaining a strong foundation for future growth.

Josie is widely recognized for her ability to build high-performing teams, foster innovation, and align mission-driven storytelling with measurable fundraising outcomes.

ORGANIZATION CHART: DEVELOPMENT AND MARKETING LEADERSHIP TEAM

