

Position Profile

Associate Director, Philanthropy



**CAMPFIRE
CIRCLE**

HEALING THROUGH HAPPINESS



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FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of Campfire Circle. For more information about this opportunity, please contact Meredith Roberts, Senior Consultant, KCI Search + Talent by email at CCAssocDir@kci talent.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 29, 2026**.

This position offers a competitive annual salary range of \$90,000 - \$110,000. Campfire Circle is invested in our staff's health, wellness and career growth. As part of the total compensation package for this role, we offer a comprehensive benefits package, including \$4,000 annually for mental health practitioners (premiums fully paid by the organization with the exception of Long Term Disability), a wellness benefit up to \$500 annually, an accelerated RRSP matching program up to 5% of base salary, paid vacation time plus a paid winter shutdown period up to eight days, flexible hybrid work arrangements, on-going professional development, and the opportunity for paid participation at Camp programs.

Campfire Circle is deeply committed to fostering a diverse and inclusive workforce that reflects the rich diversity of the communities we serve. We welcome applications from racialized persons/persons of colour, Indigenous People from North America and around the world, persons with disabilities, 2SLGBTQIA+ individuals, and those who bring diverse perspectives and experiences. Our commitment is to provide equitable employment opportunities to all and to maintain a work environment free from discrimination and harassment.

We are equally committed to providing an inclusive and accessible workplace. Applicants requiring accommodations to access our job postings and apply for roles with our organization are invited to reach out to the Search Consultant at the email address above or in a manner that fits their accessibility needs, and can trust that their application will be considered equitably for our available roles. More information about our accessibility commitments can be found at <https://campfirecircle.org/about-campfire-circle/accessibility-at-campfire-circle>.





Associate Director, Philanthropy

THE OPPORTUNITY

Campfire Circle is seeking a mission-driven relationship manager to join our team as the **Associate Director, Philanthropy**. This is an excellent opportunity for a proactive fundraiser who is as committed to exemplary donor engagement, fostering relationships and giving that makes a tangible difference in the lives of children with special needs and exceptionalities.

As we prepare to launch a landmark, multi-year comprehensive fundraising campaign, the Associate Director, Philanthropy will have a unique opportunity to build on strong major giving results and deepen donor relationships and driving support for long-term impact.

Reporting to the Director, Philanthropy and as part of a growing philanthropy team, the Associate Director, Philanthropy will be a dynamic, goal-oriented lead generator and relationship builder, managing and growing a personal portfolio donors and prospects, with an emphasis on securing five- and six-figure gifts. By developing highly personalized engagement strategies that inspire a commitment to Campfire Circle's mission, the Associate Director will strengthen donor relationships, driving long-term retention and increased giving.

The Associate Director, Philanthropy will support planned giving as an important component of the donor journey, overseeing and mentoring the Legacy Giving Officer to drive growth and performance. As part of a broader major gifts portfolio, this work will be integrated into overall donor strategies and long-term engagement. The role will also lead the Professional Advisors Committee, partnering with advisors and to expand the organization's network and deepen impact.

This position is hybrid, working from our Toronto office two to three times per week in an open concept working environment. Occasional evening and weekend commitments will be required. In consideration of the population Campfire Circle serves, the incumbent must be a non-smoker.

ABOUT CAMPFIRE CIRCLE

Since 1983, Campfire Circle (formerly Camp Ooch & Camp Trillium) has brought healing through happiness to kids with cancer or serious illness and their families—at no cost to them.

OVERNIGHT CAMP

Campfire Circle offers an opportunity no one else can: medically accessible, overnight camps with no financial barriers. Muskoka is the only camp in Canada that can provide IV chemotherapy and blood transfusions, while Rainbow Lake hosts family camps, fostering healing and connection with onsite medical support.

IN-HOSPITAL PROGRAMS

Campfire Circle plays a key role in Ontario's paediatric healthcare system, providing play-based programming, combatting isolation, supporting frontline healthcare teams, and ensuring equitable access for kids too sick to go home.



**CAMPFIRE
CIRCLE**

HEALING THROUGH HAPPINESS

MISSION

We foster resilience, well-being and lifelong connections for children with serious illness and their families through camp-inspired programs.

VISION

Campfire Circle is a world where children thrive and families heal.

VALUES



CARE

We hold our Campers and their families at the heart of all we do. We support the well-being and development of staff and volunteers. We provide enriching experiences in a safe and caring environment, working with our healthcare partners.



INCLUSION

Campfire Circle strives to provide equitable access to our programs and we are committed to ongoing improvement. We believe diversity makes us stronger. Everyone is welcome and respected.



COMMUNITY

We are committed to building community by making joyful moments that ignite laughter, create memories and build meaningful, lifelong friendships through shared experiences.



INTEGRITY

We create an environment that fosters trust and transparency. We are focused on the impact of our programs on all of our stakeholders.



SUSTAINABILITY

We preserve and protect the lands used by Campfire Circle. We consider environmental sustainability in our decision-making.



OUR STRATEGIC GOALS

We have a bold vision to serve every seriously ill child and ensure that mental well-being is a core part of each sick child's medical journey.

Through strategic investments in our sites, growing and strengthening our community partnerships, and continuing to refine our innovative programming, we can triple our annual impact and serve those who need us most – children with serious illnesses.

We will transform the state of paediatric healthcare by providing critical opportunities for kids to build resilience, well-being and lifelong connections.

- By 2030, we will triple our annual impact—ensuring every child with serious illness in Ontario has equitable access to our medically supported programs.

Milestones & Impact To Date:

Campfire Circle established the international standards for oncology camps – our Muskoka site is the only camp in Canada that can provide IV chemotherapy and blood transfusions.

100+ medical volunteers each year from 19+ medical centres across the province.

Campfire Circle partnered with researchers from Trent University who studied the psychosocial outcomes of overnight camp for kids with cancer and found camp was associated with higher levels of hope, resilience, and mental well-being, and lower levels of stress.



Accredited
IMAGINE CANADA



66
The cancer journey can be dark. Then there is camp; always a bright ray of sunshine... Time spent at camp was pretty much the only time Oscar was able to be a kid, not a kid with cancer.

— Heather, Camper parent

PILLARS OF OUR STRATEGY

Together, we can give back the joy of childhood to every kid with serious illness who needs it most. We have a bold vision to impact the mental, emotional, and social well-being of children with cancer or serious illness across Ontario – tripling our impact from 3,000 to 10,000 campers served annually.

Our plan is driven by: inclusive community, fundraising, technology & infrastructure, financial sustainability

EXPAND

Scale a proven model to give childhood back to kids with serious illness

- Reach more children with cancer and welcome more illness groups, such as sickle cell disease, heart disease, and end-stage organ failure to experience programs
- Meet the needs of 40,000 underserved medically complex kids in Ontario
- Grow our innovative play-based programs in children's hospitals that complement medical care

BUILD

Our medical camps provide hospital care outside hospital walls

- Build a new medical camp and grow capacity at existing camps so we can serve more medically complex children year-round
- Partner to drive innovation to offer more programs to seriously ill children
- Support the whole family, with all programs offered free of charge through philanthropy



Help Bring Back the Joy of Childhood

Since 1983, Campfire Circle has delivered healing through happiness to thousands of kids with cancer or serious illness and their families across Ontario. Our programs are offered in paediatric hospitals across Ontario and at our medically supported overnight camps, offering year-round experiences that build social and emotional skills, develop self-confidence and resiliency, and improve overall well-being.

Childhood isn't supposed to be spent in a hospital, undergoing painful treatments, and missing out on childhood experiences. But for more than 40,000 children with serious illness and their families across Ontario, this is the reality. That's where Campfire Circle comes in. We meet kids where they are, bringing moments of laughter, joy, and friendship when they need it most. Demand for our programs is growing year over year, and our overnight camps are already at full capacity. Our healthcare partners are calling on us to extend our support far beyond hospital walls—ensuring kids have continuous, compassionate care throughout their healthcare journey.

That's why we have a bold vision: to grow from serving 3,000 campers a year to 10,000. We're building a passionate, talented team to help make that vision a reality. When you join Campfire Circle, you become an integral part of a dynamic team helping to transform the lives of thousands of kids with serious illness, alongside our dedicated community of volunteers and donors.

Beeps to Peeps

At Campfire Circle, kids with cancer or serious illness can feel like kids again. Watch this new video to learn more about how you are helping Campfire Circle bring joy and laughter to kids and families who need it most <https://www.youtube.com/watch?v=kOBLyXu5WDY>.

In-Hospital Programs

We are proud to work with leading pediatric healthcare partners across Ontario to bring our camp-inspired experiences to children receiving treatment in hospitals, often at their bedside, all year round. Our Program Specialists provide thousands of daily one-on-one bedside, group, or in-clinic camp-inspired experiences for newly diagnosed families, kids on active treatment, or during palliative care. These play-based sessions bring normalcy and connection to kids and caregivers during their time in the hospital. Our programs are offered at: The Hospital for Sick Children (SickKids), McMaster Children's Hospital, Children's Hospital at London Health Sciences Centre (LHSC), Children's Hospital of Eastern Ontario (CHEO), Southlake Regional Health Centre, and Credit Valley Hospital, along with other satellite centers throughout the province, all delivered at no cost to patients or hospital partners.

And our medically supported overnight camps ensure that even the most fragile children can experience the joy and freedom that comes from being at camp.

Overnight Camp Programs

Campfire Circle offers an opportunity no one else can: medically accessible, overnight camps with no financial barriers for kids with complex needs. Kids, teens, siblings, and parents can attend everything from family camp to teen camps, to camper-only experiences. Our Muskoka site is the only camp in Canada equipped with IV chemotherapy, blood transfusions and dialysis so kids can attend even while undergoing active treatment. Our Rainbow Lake site hosts family camp so the whole family can benefit. Both sites host Weekends at Camp (WACs) all year round so campers and families can stay connected.

We believe that every child deserves to laugh, play, create memories and make lasting friendships. That's why when Camp Ooch and Camp Trillium merged in 2020 and became Campfire Circle, we expanded our mission to serve children with other life-impacting illnesses.

Land Acknowledgement

Campfire Circle acknowledges that we operate on the traditional territory of many nations, including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples, and is now home to many diverse First Nations, Inuit and Métis peoples.

On this land, we are grateful to share the magic of camp with children and families, and we endeavour to create a community of joy, hope and healing. Acknowledging the land that we occupy is just one small step on the path towards Truth and Reconciliation.



BOARD OF DIRECTORS

Jennifer Grossklaus – Board Chair
(Partner, Davies Ward Phillips & Vineberg LLP)

Andrew Guizzetti – Board Vice-Chair
(Co-Founder & Co-CEO, Willowdale Asset Management)

Dr. Paul Gibson – Chair, Medical Advisory Committee
(Pediatric Oncologist, McMaster Children's Hospital; Associate Professor, McMaster University)

Rishi Bajaj – Chair, Risk Committee
(Senior Vice President, Finance, Fengate)

Larissa Chaikowsky
(Chief Learning Officer & Head, Talent & Culture Enablement, BMO)

Jason Goldlist
(CEO, Venue.ink & Co-Founder, TechTO)

Lyndsay Hatlelid – Chair, Governance and Nominating Committee
(Managing Partner & General Counsel, Brookfield Wealth Solutions)

Simone Lumsden
(Senior Vice-President, Triangle Customer Loyalty & Triangle Retail Media, Canadian Tire)

Paul Marcus – Chair, Human Resource Committee
(Philanthropy Consultant & Executive)

Tyler MacNamara
(Independent Director)

Matt Pittman
(Managing Director, RBC)

Sabaa Quao
(Chief Creative & Innovation Officer, Cossette)

Melinda Rogers-Hixon
(Vice Chair, Rogers Control Trust)

Meigan Terry
(Chief Corporate Affairs & Sustainability Officer, Scotiabank)

Judy Van Clieaf – Chair, Site Task Force
(Vice-President, Clinical Operations & Chief Nursing Officer, SickKids)

Mark Vrooman CPA, CA – Chair, Audit & Investment Committee
(Partner, Assurance Services, Ernst & Young)

ADDITIONAL INFORMATION

- [The Story of Campfire Circle](#)
- [Our Model](#)
- [Our Stories](#)
- [2024-2025 Impact/Gratitude Reports](#)
- [2024 Annual Report](#)
- [2024 Financial Statements](#)
- [Board of Directors, Leadership and Medical Advisory Committee](#)

KEY RESPONSIBILITIES

Strategy and Engagement

- Develop personalized, strategic engagement strategies to inspire donor involvement and investment in Campfire Circle.
- Contribute to major gift forecasting and the planning, execution, and monitoring of strategic goals and metrics.
- Contribute to the philanthropy team's strategy, planning, and budgeting.
- Work collaboratively with internal teams, volunteers and other Campfire Circle representatives in cultivating and soliciting major gifts.
- Lead the professional advisors committee, serving as primary relationship manager for committee members, as a part of the overall engagement strategy.
- Build and nurture strong relationships with a diverse network of advisors; identify and qualify new advisors for engagement.

Fundraising and Donor Relations

- Cultivate and manage high-value donor relationships (\$50,000+) prioritizing gifts (\$100,000+) to drive major gift revenue growth and achieve individual giving targets.
- Serve as the primary relationship manager for a portfolio of individual donors and family foundations, fostering engagement and giving opportunities.
- Contribute to proactive research and participate in ongoing prospect identification, review, research and clearance to acquire new donors and grow major gift revenue.
- Conduct regular portfolio reviews to ensure that relationships are advancing and donor development activities are on track.
- Prepare written materials, including tailored proposals, correspondence, briefing notes, presentations, impact reports and planning documents as appropriate.
- Build strong donor relationships to ensure retention and increased giving.
- Work closely with the Donor Experience team to steward donor and volunteer relationships through personalized communications, recognition, and impactful engagement opportunities.
- Steward legacy donors and establish deeper engagement with new and confirmed commitments.
- Develop and implement a comprehensive strategy to engage, cultivate, and steward professional advisors and Donor Advised Funds (including financial planners, accountants, estate lawyers, and wealth managers) as key partners in expanding philanthropic support and impact.
- Deliver exceptional donor care, balancing donors needs with organizational priorities.
- Maintain accurate donor records in Raiser's Edge to support tracking and reporting.
- Participate in stakeholder meetings, events, public speaking, and presentations.

People Leadership

- Supervise, coach, and mentor the Legacy Giving Officer through regular feedback, performance conversations, and targeted learning and development plans.
- Oversee workload, priorities, and resources to achieve department strategic planning and annual key initiatives while supporting team effectiveness and work-life balance.
- Collaborate with Human Resources in all aspects of the talent lifecycle, from recruitment and selection to onboarding and career development.
- Foster a positive, inclusive, collaborative, and engaged team culture that prioritizes well-being and psychological safety.
- Champion employee wellness, safety, and Diversity, Equity, and Inclusion to support a thriving work environment.

QUALIFICATIONS AND EXPERIENCE

- Demonstrated track record in major gifts cultivation and solicitation of five and six figure level gifts from individual donors including developing and implementing personalized donor engagement strategies.
- Interest and aptitude in planned giving, with the ability to integrate legacy conversations into major gift strategies.
- Proven ability to think strategically, work independently, and as a member of a team in driving new initiatives or enhancing existing programs.
- Aptitude for working in a fast-paced environment; demonstrates ability to work independently and as part of a team, competently handles multiple tasks, sets priorities and meets deadlines.
- Excellent written and oral communication skills.
- Superb interpersonal and networking skills with donors, volunteers, and the Campfire Circle team.
- Strong proficiency in Microsoft Office.
- Strong CRM skills and experience working with Raiser's Edge or other fundraising databases.
- Current G2 or G class driver's license and the ability to be covered by camp's insurance policy.
- A post-secondary degree, or equivalent experience.
- Occasional evening and weekend commitment is required.
- In consideration of the population Campfire Circle serves, the incumbent is a non-smoker.

LEADERSHIP BIOGRAPHIES

Caley Bornbaum **Chief Development Officer**



Caley Bornbaum, CFRE, is the Chief Development Officer at Campfire Circle, a leading charity that provides camp inspired programs to kids with cancer or serious illness and their families. She brings nearly two decades of fundraising expertise and a passion for community building. She has been with the organization since 2016, helping to drive the growth of the organization's fundraising program and launch a number of successful signature events. With experience in various leadership roles at organizations like Campfire Circle and Humber River Hospital Foundation, Caley has honed her skills in strategic events, fostering meaningful donor collaborations and partnerships. Her diverse leadership background includes pivotal roles at Humber River Hospital Foundation, PwC, and the MS Society of Canada, giving her a unique perspective

that blends corporate rigor with mission-driven heart.

Adele Sacks **Director of Philanthropy**



Adele Sacks is the Director of Philanthropy at Campfire Circle, a charity that provides year-round, camp-inspired programs for children with serious illness and their families. In her current role, she is responsible for the strategic management and growth of the philanthropy program. She and her team raise critical funds from donors, foundations, and corporate partners that help to advance Campfire Circle's mission. A seasoned fundraiser, working in the non-profit sector for over 18 years, she worked at the Rotman School of Management at the University of Toronto, Skills for Change and the Canadian Centre for Diversity before joining the Campfire Circle team.

CAMPFIRE CIRCLE ORGANIZATIONAL CHART: DEVELOPMENT

