Cycle Toronto
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Contract Opportunity: Fundraising Lead (Fractional)

About Cycle Toronto

Cycle Toronto is a member-supported non-profit that works to make Toronto a healthy and vibrant cycling city for all. As a non-partisan registered charity, we are focused on improving access to cycling, building support for cycling infrastructure, and fostering a culture of cycling.

Cycle Toronto has a volunteer board of directors elected by dues-paying members, and a six-person staff team. The Executive Director currently carries most fundraising responsibility, working with a full-time Administration and Development Assistant for day-to-day member and donor relations, a full-time Programs Manager on grants and partnership opportunities, and an external contractor for copy-writing projects like our end of year email fundraising campaigns.

The Opportunity

We are looking for a senior fundraiser to help lead us in sustainably growing Cycle Toronto beyond $1M in annual revenue over the next three years.

The successful candidate is a self-directed fundraising leader with a proven track record who will shape our fundraising strategy and lead its first-year implementation hands-on. While a broad background in fundraising is expected, specific experience with annual giving programs and membership-based organizations is an asset.

This is a fractional engagement over a 12-month commitment starting in January 2027. We anticipate 2 days per week, but are open to hearing your time commitment for a successful project.

This role reports to the Executive Director. The budget for this engagement is $75,000 CAD.

Background

Founded in 2008 as the Toronto Cyclists Union, Cycle Toronto became a registered charity in 2021. In 2025, Cycle Toronto's annual revenue was just over $750K. See our 2025 financials and Annual Report. Current revenue split:

Total Annual & Monthly Giving (memberships and donations)	54%
Total Grants & Government	27%
Total Major Gifts (over $1k)	8%
Total Programming & Services Income	6%
Total Business & Corporate Partnerships	5%

Growing our base of dues-paying members across the city is a cornerstone of our theory of change for building civic power as a mission-driven organization, and a foundation of any fundraising plan. As part of our conversion to charitable status, the organization switched the membership program from a benefits-based model, with fixed tiers and no tax receipts, to memberships with no advantage and receipts issued for the full amount. Five years on, this role will evaluate the results of this model and develop clear recommendations for both our member and donor programs going forward. Due to the fact that members hold voting rights in the organization, changes may require a member vote and amendments to the organizational bylaws.

What Success Looks Like

Deliverables by the end of year one of the engagement would include:

- A diversified 3-year fundraising strategy with a sustainable path to $1M
- A membership program review and recommendations
- A distinct donor journey and stewardship process
- A major donor pipeline of qualified prospects, with first asks made
- A plan for the programs team to diversify revenue through a mix of grants, corporate sponsorship, and fee-for-service to support sustainable growth
- Operational tasks more clearly delegated away from the Executive Director
- Membership retention and renewal tracking in place
- Recommendations for the board of directors including proposed tasks and responsibilities to support the strategy
- Recommendations for additional resources and capacity building beyond year one

How to Apply

Please send your resume and brief statement (two pages or less) describing your interest and approach to this opportunity with subject line "**Fractional Fundraiser**" to fundraising@cycleto.ca. We are happy to answer questions at the same address.

Please include in your response the deliverables you would offer to support the achievement of our year one objectives, and approaches you take to refining the member and donor journeys.

Submissions will be reviewed on a rolling basis, and shortlisted candidates will be invited to a conversation before any engagement is confirmed.

Cycle Toronto is committed to equity and inclusion. We encourage applications from candidates with lived experience relevant to the communities we serve. Accommodations are available on request at any stage of the selection process.

