Fundraising and Communications Manager

Toronto Cat Rescue (TCR)
Full-time permanent | 37.5 hours per week | Hybrid
Reports to the Executive Director

About Toronto Cat Rescue

Toronto Cat Rescue (TCR) is a volunteer-driven registered charity that rescues more than 2,500 cats each year through the efforts of over 1,000 dedicated volunteers. TCR is not a traditional shelter; we operate through an extensive network of foster homes across the Greater Toronto Area and Waterloo Region. We also operate two facilities where cats may be housed temporarily for triage and assessment before being placed in foster care. Cats are socialized and cared for in foster homes until they are ready for adoption, with eligible cats placed in pet-store adoption centres to increase their visibility and help them find permanent homes.

The Opportunity

Toronto Cat Rescue is seeking an experienced Fundraising and Communications Manager to lead fundraising growth, strengthen donor and partner relationships, and oversee communications that build support for our mission. Reporting to the Executive Director, the Manager will develop an integrated fundraising and communications strategy and take responsibility for its execution, financial results and continuous improvement.

This is a senior, hands-on role in a lean, volunteer-driven organization. The Manager will personally cultivate donors, make direct asks, write proposals and fundraising appeals, deliver campaigns, build donor and partner relationships, and manage communications that inspire giving. They will build and lead the volunteer and contractor support needed to deliver the work, with clear priorities, responsibilities and accountability.

The successful candidate will combine a record of fundraising results with excellent judgment, strong writing and relationship skills, and exceptional organizational abilities and follow-through. They will work closely with the Executive Director, Finance and Program colleagues, and support Board members when needed.

Key Responsibilities

Development Strategy and Revenue Leadership

- Develop and lead a multi-year development strategy and annual fundraising and communications plan aligned with TCR priorities, in partnership with the Executive Director.
- Set agreed revenue targets, budgets, campaign plans and activity measures; manage the fundraising calendar and allocate effort to the strongest opportunities.

- Maintain realistic revenue forecasts and a documented prospect pipeline; provide timely reports on results, risks, opportunities and corrective actions.
- Evaluate net revenue, fundraising costs, donor retention and campaign performance; use evidence to improve results and build sustainable, diversified support.
- Recruit, train, delegate to and support development and communications volunteers; oversee assigned contractors and manage any assigned staff with clear expectations and regular feedback.

Major Gifts and Capital Fundraising

- Build and manage a portfolio of major donors and prospects, taking relationships from identification and qualification through cultivation, solicitation and stewardship.
- Personally make direct asks and secure gifts; develop tailored proposals and compelling cases for support linked to program, operating and facility needs.
- Lead the execution of capital fundraising initiatives with the Executive Director, including prospect research, campaign materials, solicitation plans and tracking pledges and commitments.
- Prepare and support the Executive Director, Board members and volunteers for introductions, donor meetings and solicitations; document next steps and ensure follow-through.

Corporate Partnerships and Foundation Giving

- Grow corporate support through philanthropic gifts, sponsorships, matching campaigns and appropriate employee-engagement opportunities.
- Manage partner cultivation, proposals, agreements, recognition and renewals, ensuring commitments are practical and delivered consistently.
- Build a foundation prospect pipeline and grant calendar covering applications, reporting deadlines and renewals.
- Write tailored funding applications and impact reports with program and finance input; track restrictions, commitments and reporting requirements.

Planned Giving and Estates

- Grow the legacy giving program through donor education, individual cultivation, stewardship and recognition of confirmed intentions.
- Build respectful relationships with legacy donors, families, executors and professional advisors, maintaining confidential records and consistent follow-up.
- Coordinate estate correspondence, documentation and follow-up with the Executive Director, finance team and legal counsel as appropriate

Annual Giving and Fundraising Campaigns

- Lead annual appeals, monthly giving, matching campaigns, digital fundraising and the 50/50 lottery, coordinating applicable requirements and approvals.
- Develop effective donor journeys, segmented appeals, campaign landing pages and donation messaging to improve acquisition, retention and recurring giving.
- Oversee selected fundraising events and community initiatives through volunteer committees, with clear responsibilities, budgets and revenue goals.
- Test and assess campaign approaches using donor response, conversion, net revenue and effort required.

Communications and Brand Leadership

- Develop and oversee a communications strategy and editorial calendar that support fundraising, volunteer recruitment, adoption awareness and public understanding of TCR impact.

- Lead the planning, writing, editing and delivery of newsletters, appeals, annual reports and other organizational communications.

- Coordinate communications volunteers, designers, photographers, digital marketers and other assigned contractors through clear briefs, deadlines and quality standards.
- Coordinate media opportunities and prepare key messages and public-facing materials with the Executive Director; escalate sensitive issues and obtain approval for spokesperson activity and sensitive statements.
- Monitor communications performance, including email response, audience engagement and conversion to donations, volunteering or adoption inquiries; use findings to improve content and channel choices.

Donor Stewardship and Development Operations

- Lead a consistent stewardship program with timely thanks, appropriate recognition, meaningful impact updates and relationship plans for key supporters.
- Maintain accurate donor records, contact histories, gift commitments and next actions in the donor database; establish dependable tracking and handover practices.
- Collaborate with finance on gift processing, reconciliation, receipting and restricted funds, and ensure fundraising activity follows TCR policies and ethical practices.
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Qualifications and Experience

- Several years of progressive fundraising and communications management experience, including leadership responsibility for fundraising plans, budgets, donor relationships and revenue results.
- Demonstrated experience delivering fundraising initiatives; hands-on experience in planned giving and legacy donor stewardship is an asset.
- Demonstrated success cultivating and soliciting donors, making direct asks and securing significant gifts; experience managing a major-gift portfolio.
- Experience developing corporate partnerships, securing foundation grants and writing persuasive proposals and funder reports.
- Experience leading or supporting capital fundraising; knowledge of planned giving and legacy stewardship. Estate administration experience is an asset.
- Excellent writing, editing and storytelling skills, with experience overseeing communications across digital and print channels and maintaining a consistent organizational voice.
- Demonstrated ability to develop strategy and personally execute the work, manage competing deadlines, track commitments and deliver results with limited resources.
- Experience leading people and projects, including recruiting, supporting and managing volunteers or contractors; sound judgment in delegation, feedback and escalation.
- Strong relationship-building and presentation skills, with the confidence to work with donors, corporate partners, senior volunteers and organizational leadership.
- Proficiency with donor databases, email marketing, website content tools, social media and Google Workspace; ability to interpret fundraising data, budgets and forecasts; wider knowledge of digital fundraising products and services an asset
- Knowledge of charitable receipting, donor privacy, restricted gifts, gift acceptance and ethical fundraising practices.

- Relevant postsecondary education or an equivalent combination of education and experience. A CFRE designation is an asset.
- Commitment to animal welfare and respectful, inclusive relationships with colleagues, volunteers, donors and community partners.

What Success Looks Like

Success will be assessed against agreed upon fundraising and net revenue targets, growth and retention of donor support, major-gift pipeline progress, recurring giving, partner renewals and timely funder reporting. The Manager will also be accountable for reliable campaign delivery, effective communications, accurate forecasts and donor records, and consistent stewardship and follow-through. Priorities and measures will be established with the Executive Director and reviewed regularly.

Work Location and Schedule

This is a full-time, permanent position with a hybrid work arrangement. The Director must be available during core daytime hours and attend donor meetings, TCR activities and events in the Greater Toronto Area and Waterloo Region. Occasional evening and weekend work is required. A valid Ontario Class G driver's licence and access to reliable transportation are assets. An acceptable criminal record check is required.

Compensation

Compensation is commensurate with experience and qualifications. TCR provides paid vacation and a benefits plan.

Equity and Accessibility

Toronto Cat Rescue is committed to building a team that reflects the diverse communities we serve. We welcome applications from people of all backgrounds, identities and abilities. In accordance with the Accessibility for Ontarians with Disabilities Act and the Ontario Human Rights Code, TCR will provide accommodation upon request throughout the recruitment and selection process and during employment.

How to Apply

Please apply in confidence by sending a resume and cover letter to careers@torontocatrescue.ca. Your cover letter should highlight specific fundraising results, your leadership and communications experience, and your interest in TCR's mission. Please include a writing sample or a link to work you created, explaining your contribution where the work was collaborative.