



NATIONAL ADVOCACY.  
COMMUNITY ACTION.  
UNE VOIX NATIONALE.  
DES ACTIONS LOCALES.

YWCA Canada  
104 Edward Street, 1st Floor,  
Toronto, ON M5G 0A7  
T | 647.773.9737  
[www.ywcacanada.ca](http://www.ywcacanada.ca)

## Director of Philanthropy

<b>Position Type:</b>	Full Time, Permanent (Manager/Supervisor of staff)
<b>Location:</b>	Hybrid/Remote: Successful candidate may be located Metro Toronto Area, Hamilton, or National Capital Region (Ottawa/Gatineau)
<b>Salary:</b>	Starting salary at \$98,000 annually or higher commensurate with experience and skills (possibility for end-of-year performance-based increase and/or cost-of-living adjustment.)
<b>Job Opening:</b>	April 14, 2023
<b>Job Closing:</b>	June 21, 2023

*YWCA Canada acknowledges that its national office, and its member associations are situated upon traditional and current Indigenous territories. These lands are covered by treaties to peaceably share and care for the resources around the territories. Today, these lands are home to many Indigenous Peoples from across Turtle Island (North America) and we recognize the historical oppression and inequalities that they continue to face. YWCA Canada is conscious of its role in truth and reconciliation efforts and is committed to rebuilding and renewing respectful relations between Indigenous and non-Indigenous people.*

### Role Description

The YWCA Canada senior management team is a team of highly energetic, inspired and dedicated professionals committed in supporting the mission and vision of YWCA Canada. Reporting directly to the CEO of YWCA Canada, this position oversees the philanthropic, digital marketing, and strategic impact initiatives of the National Office, working collaboratively with donors, corporate partners, member associations, key stakeholders, and internal staff to deliver the strategic goals and mission of the organization.

**Learn more about YWCA Canada:** YWCA Canada is a leading voice for women, girls, Two-Spirit and gender diverse people in the country. For over 150 years, we've been at the forefront of a movement: to fight gender-based violence, build affordable housing and advocate for affordable childcare and workplace equity. We work to advance gender equity by responding to urgent needs in communities, through national advocacy and grassroots initiatives. Local YWCAs invest over \$258 million annually to support over 330,000 individuals across the nation. Today, we engage young leaders, diverse communities, and corporate partners to achieve our vision of a safe and equitable Canada for all. YWCA Canada is part of a global movement, World YWCA, working towards gender equity in more than 120 countries and 20,000 local communities.

### Role Summary:

With a demonstrated track record in fundraising, you are tired of superficial approaches to equity, diversity and inclusion in the non-profit sector and want to disrupt traditional approaches to philanthropy.

We are looking for a highly-qualified strategic intrapreneur to join our team. Reporting to the Chief Executive Officer (CEO), you are a hands-on people person Director excelling in the area of Philanthropy. You are a strong team player, who is committed to mainstreaming an anti-oppression lens, in and having candid conversations about how the potential for advocacy creates social change.

With two to three direct reports and working in close collaboration with the rest of the senior leadership team, you lead by example, demonstrating a commitment to pan-Canadian campaigns, mentoring and coaching QTBIPOC leadership, nurturing ongoing relationships, and strategic program innovation. Being media savvy, you have a strong eye for co-creating campaigns which tap into the activist and changemaker in donors.

As an integral member of the YWCA Canada senior leadership team, the responsibilities of the Director (supported by the CEO) include:

- In consultation with leadership team, manage YWCA Canada's response to calls for proposals, including writing narrative, developing budgets, communicate with funders and monitor for funding opportunities for federation.
- Creating, updating, and/or maintaining a strategic fundraising plan with weekly and daily targets around contacting prospects and maintaining donor relationships as part of annual fundraising campaigns with clear deliverables in:
- Growing digital fundraising and awareness campaigns with clear metrics;
- Piloting Peer2Peer fundraising initiatives in collaboration with YWCA activists and supporters;
- Leading the ongoing planning, promotion, execution and evaluation of two main annual fundraising campaigns;
- Leading the development of pan-Canadian fundraising strategies with the CEO and 31 YWCA member associations; decisions are made together with a national committee representing YWCA's members;
- Prospecting and securing additional monetary and in-kind donations and sponsorships to support events and/or planned program needs;
- Managing a donor recognition programme for YWCA Canada donors;
- Evaluating and negotiating all Third-Party fundraising opportunities and formally managing contracts/ community partner delivery in line with YWCA Canada mission, vision, and values;
- Collaborating with YWCA member associations to document and disseminate best practices in fundraising.
- You are also responsible for, but not limited to, the following core deliverables:
- General Fund Development portfolio oversight (acquisition/retention and administration);
- Co-ordinate data management of donors, community partners, sponsors, in-kind and other sources of income using database management tools (e.g. Artez, DonorPerfect) – as well as operate other software and systems (CanadaHelps, etc.);
- Develop a work plan in collaboration with a National YWCA Committee of stakeholders to identify opportunities for income diversification and execute the work plan;
- Prepare and deliver donor prospecting and lead generation plans, and ensure effective stewardship and recognition plans for existing donor/ support base;
- Prepare and deliver major supporting documents and reports such as a "Case For Support"; major event progress/performance reports to YWCA membership; annual and monthly

overview reports to donors; donor recognition communications and efforts; and, press/media releases;

- Ongoing development and implementation of communication plans in support of fund development initiatives;
- Represent the agency in a public relations capacity for community development, partnership, and prospecting for fund development, advocacy, and branding;
- Report on targets and deliverables that support the organization's financial goals;
- Support individual professional development plans of your direct reports;
- Collaborate with members of the senior leadership team to develop and implement YWCA Canada procedures and policies;
- Contribute to fund development related web development, social media, video production and other traditional/digital marketing and promotional materials;
- Develop, coordinate, implement, and evaluate large scale event-based fundraising activities and campaigns;
- Build, support, and manage strategic collaborative partnerships;
- Develop and initiate new fundraising, programming and service delivery ideas in partnership with ethnically, and economically diverse individuals, institutions and groups;
- Conduct public speaking/presentations and representing an agency with professionalism.

#### **Qualifications and Skills:**

- Diploma or Bachelor's degree in philanthropy, non-profit management or leadership, business administration, marketing, communications, public relations, humanities or a related field. Certificate in Fundraising management would be an asset;
- 5-10 years of professional philanthropy experience in a fast paced charitable or non-profit environment;
- A minimum of 5 years of comprehensive fundraising experience;
- A minimum of 3 years of supervisory, management, or leadership experience with a strong ability to motivate and facilitate in the development of others;
- CFRE (Certified Fundraising Executive) designation or in progress;
- Membership in AFP and a local / national planned giving professional society is preferred;
- Demonstrated ability to build and cultivate a culture of philanthropy within an organization and to engage in one-on-one solicitation and ongoing donor stewardship;
- Extensive experience with solicitation and stewardship of individual, foundation and corporate donors, donors and potential donor cultivation and research, grant writing, and special events;
- A successful track record in executing on strategy, setting priorities, managing multiple projects and working effectively under pressure to achieve individual and organizational goals;
- Advanced ability to build and maintain strong relationships with internal and external stakeholders. Strong level of emotional intelligence and ability to listen to others;
- Proficient in Microsoft Suite, SharePoint, Donor Perfect, RaisersEdge, granting/donor databases (and management tools), customer relationship management systems, digital communications (social media sites, web content management), and online fund processing systems;
- Exceptional service orientation and strong interpersonal skills. Ability to negotiate and influence others;
- Strong organizational, detail orientated, analytical, problem solving, decision making skills;

- Advanced verbal, written communication skills, including presentation skills;
- A consummate team player with a flexible, collaborative and creative approach;
- An ongoing commitment to learning and developing as a professional, remains apprised of best practice research;
- Fluently bilingual in (English and French) is an asset;
- Experience working with a board of directors is an asset;
- Knowledge of AFP guidelines, Donor Bill of Rights and CRA Guidelines is an asset;
- Must be able to work evenings and weekends when required in a variety of social and physical settings along with travel and offsite work during (outside of Covid).

#### **Why work at YWCA Canada?**

- A collegial work environment that actively encourages collaboration and work-life balance
- An employer matching pension plan
- A competitive salary based on experience and skills
- A generous benefits package that includes a 3-week base paid vacation, 18 paid healthcare days, health and dental coverage and a supplemental health spending account
- Our offices are closed between Christmas and New Year, which adds another week off to spend with loved ones

A flexible work culture that takes into account family responsibilities, travel time, job duties, and many other factors. We are always exploring ways to keep the workload manageable, prioritizing rest, welcoming new ideas of looking at modern ways of working and making our office a top employer.

The successful candidate will be committed to working from an anti-oppression, feminist perspective. We encourage women from racialized and/or newcomer, gender diverse, non-binary and/or gender fluid, 2SLGBTQIA+ First Nation, Métis and Inuit, immigrant, refugee, BIPOC, and people living with disabilities to apply.

Please submit your resumé and cover letter by email to [careers@ywcacanada.ca](mailto:careers@ywcacanada.ca) include **Director of Philanthropy** in the subject line by **Wednesday, June 21, 2023 11:59pm ET**. We thank all candidates for applying, only those applicants moving forward in the recruitment process will be contacted.