



## **Divisional Director of Development, Ontario**

### **The Salvation Army Canada and Bermuda Territory**

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#### **THE OPPORTUNITY**

The Ontario Division of The Salvation Army Canada and Bermuda Territory is seeking its next Divisional Director of Development (the “Director”) who will be a passionate champion for the cause and oversee a comprehensive individual fundraising program while playing a direct role in leadership fundraising (gifts of \$50,000+) in support of organizational strategic priorities.

Reporting to the National Senior Director, Leadership and Legacy Giving, the Director will lead a team of 10 fundraisers, with 6 direct reports, focused on mid-level giving, major gifts, leadership giving and legacy giving. As a strong coach and mentor, the Director will support and motivate the team to reach fundraising goals and objectives, leading by example and building trusting and genuine relationships with donors that result in long-term sustainable funding for strategic priorities.

Managing a portfolio of donors and overseeing the strong legacy giving program at The Salvation Army, the Director will be a highly skilled fundraiser, well versed in all stages of the donor cycle.

As a member of the leadership team, directing the largest revenue portfolio of the divisions (\$10M+), the new Director will be a strategic leader, focused on upholding and promoting the values, policies, procedures, codes of conduct and ethics of The Salvation Army Canada and Bermuda Territory.

The Salvation Army Canada and Bermuda Territory currently offers a flexible, hybrid work environment with team members attending in the office at 2 Overlea Boulevard, Toronto, Ontario, as required. Travel within the province to visit donors and staff will be necessary from time to time.

#### **ABOUT THE SALVATION ARMY CANADA AND BERMUDA TERRITORY**

The Salvation Army is an international Christian organization that began its work in Canada in 1882 and has grown to become one of the largest non-governmental direct providers of social services in the country. The Salvation Army gives hope and support to vulnerable people today and every day in 400 communities across Canada and more than 130 countries around the world.

The Salvation Army offers practical assistance for children and families, often tending to the basic necessities of life, provides shelter for homeless people and rehabilitation for people who have lost control of their lives to an addiction.



As the largest non-governmental direct provider of social services in Canada, The Salvation Army provides unprecedented support to the society's most vulnerable.

Social and community service programs focus on nurturing the capacities, skills and strengths of individuals rather than just meeting their needs.

With the public's generosity, in 2023 in Canada:

- The Salvation Army provided 5,500 shelter, addictions, detox and mental health beds for vulnerable men, women and families in Canada.
- The Salvation Army distributed 3.2 million community meals.
- The Salvation Army had 2.1 million visits for food, clothing or practical assistance.

**Mission Statement:**

The Salvation Army exists to share the love of Jesus Christ, meet human needs and be a transforming influence in the communities of our world.

**Our Vision:**

We are an innovative partner. Mobilized to share hope wherever there is hardship. Building communities that are just and know the love of Jesus.

**Our Values:**

Values are who we are and what we continually strive for. They guide all aspects of The Salvation Army in Canada and Bermuda.

- **Hope** – We give hope through the power of the gospel of Jesus Christ.
- **Service** – We reach out to support others without discrimination.
- **Dignity** – We respect and value each other, recognizing everyone's worth.
- **Stewardship** – We responsibly manage the resources entrusted to us.

Our social service activities include (but are not limited to):

- Hunger relief for individuals and families through food banks and feeding programs.
- Shelter for people experiencing homelessness and support for those needing housing.
- Rehabilitation for those struggling with addiction.
- Long-term care and palliative care.
- Christmas assistance such as food hampers and toys.
- After-school programs, camps and school nutrition programs for children and youth.
- Life-skills classes such as budgeting, cooking for a family, and anger management.

With 95 thrift stores, 113 donor welcome centres and 11 distribution and recycling centres, The Salvation Army operates one of Canada's largest national clothing recycling operations. Although proceeds from the sale of goods help fund our many social programs, the Army also provides items free of charge to individuals or families who have been referred by our social service programs and other agencies.



Thanks to the generosity of donors in Canada who have given specifically to our international work, the International Development Department is able to support education, health care, water and sanitation, and livelihood development projects that are helping families and communities abroad work towards self-sufficiency.

As a religious denomination, The Salvation Army has close to 300 community churches (corps) in Canada and Bermuda. These churches not only focus on worship, Christian education and other congregational activities but are also involved in providing practical assistance to their communities. The Salvation Army is diligent in its stewardship of donations so that funds solicited in its public appeals are used to fund community and social service programs and activities, rather than church ministries unless the donor designates otherwise.

## **ADDITIONAL INFORMATION**

- [The Salvation Army](#)
- [The Salvation Army, Ontario Division](#)
- [Ontario Division, Articles](#)
- [Ontario Division Annual Report 2022-2023](#)
- [2023-2024 Annual Report](#)
- [2023/2024 Financial Statements](#)
- [Annual Report Video 2023 - 2024](#)
- [The Salvation Army History](#)
- [Latest News](#)

## **KEY ACCOUNTABILITIES**

### **Mid-Level, Leadership & Legacy Giving**

- Oversee and directly participate in Principal, Leadership (\$50,000+) & Legacy Giving fundraising, including the development of strategies for systematic moves management, prospect management, donor cultivation cycle and stewardship for the programs.
- Manage the mid-level giving program (\$1,000 - \$5,000) and support Individual Giving Officers to grow the major gifts portfolio (\$5,000 - \$50,000).
- Establish and implement effective best practices for divisional development staff in prospect research, cultivation, solicitation and stewardship of individuals, corporations, businesses and foundations.
- Prepare annual plans for all giving programs in the portfolio, managing established goals, metrics and evaluative processes.
- Lead fundraising efforts for divisional capital campaigns, working with divisional leadership to establish goals and targets, and with external consultants as required.

### **Strategic Planning & Leadership**

- Establish performance metrics, undertake goal setting, and develop annual and multi-year strategic plans, aligned with overall fundraising goals and objectives.



- Inspire, motivate and lead a team of fundraisers, providing coaching and mentoring focused on high performance.
- Supervise KPI's for fundraising staff maximizing The Salvation Army's investment in fundraising.
- Review divisional fundraising results and key performance indicators regularly.
- Participate as a member of the territorial leadership team for Development.
- Manage the Development budget for the divisional team.
- Provide input to the development of new policies and procedures pertaining to the management and allocation of financial resources.

### **Annual Giving**

- Proactively support and raise the fundraising profile of The Salvation Army and its Christian mission, values and social services through a comprehensive fundraising program that secures Red Shield revenue annually.
- Work collaboratively with Territorial Headquarters for content development and strategy to meet goals for a nationally consolidated annual giving program that includes mid-level giving.

## **QUALIFICATIONS & KEY COMPETENCIES**

### **Experience & Skilled Knowledge Requirements**

- Progressive experience in fundraising and organization management, preferably with a national/international organization.
- Demonstrated success in the direct solicitation and acquisition of principal, major and/or campaign gifts and legacy gifts.
- Technical expertise in major gifts, principal gifts, tax implications for charitable giving and planned gifts.
- Experience successfully recruiting, training, mentoring and managing a team of fundraising professionals.
- Demonstrated experience leading a fundraising team to meet and exceed fundraising targets.
- Experience in critical analysis of donor response and management.
- Comprehensive knowledge of integrated fundraising programs encompassing annual, major and legacy giving.
- Prior experience in capital campaign fundraising.
- Experience in the development of strategic and business plans and budget management.

### **Skills & Capabilities**

- Demonstrated success in enlisting the support and enthusiasm of senior volunteers in fundraising.
- High standards of integrity, judgment and confidentiality.
- Proven oral and written communication and presentation skills.
- Strong analytical skills and ability to work within a CRM database (preferably Raiser's Edge).
- Detail-oriented, organized, confident and self-directed.
- Superb customer service skills and experience.
- Demonstrated creativity and ability to produce well-thought-out projects.
- Ability to manage multiple tasks simultaneously.



- Adherence to the values of The Salvation Army, the Fundraising Code of Ethics and a strong desire to participate in the mission of The Salvation Army.
- Understanding of The Salvation Army and its culture, and the ability to work in a consultative, diplomatic manner.
- Post-graduate degree in fundraising or the non-profit sector, and/or CFRE certification is considered an asset.

## FOR MORE INFORMATION

KCI (Ketchum Canada Inc.) Search + Talent has been retained to conduct this search on behalf of The Salvation Army Canada and Bermuda Territory. For more information about this opportunity, please contact Jill Anderson, Senior Search Consultant by email at [TSA@kcitalent.com](mailto:TSA@kcitalent.com).

All inquiries and applications will be held in strict confidence. Interested candidates should send their resume and letter of interest to the email address listed above by **January 8, 2025**.

To view full Executive Brief, please visit [www.kcitalent.com](http://www.kcitalent.com).

The salary range for this position is \$105,000 to \$130,000 and includes a comprehensive benefits package.

The Salvation Army does not discriminate in our hiring process. Our hiring policy respects the non-discrimination principles of the Human Rights Codes across Canada. In addition, we adhere to all relevant employment laws, providing domestic partner benefits accordingly. The Salvation Army offers accommodation for applicants with disabilities in its recruitment process. If you require any accommodations, please notify the KCI Search Consultant.

