



## Position Profile

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Director of Campaign and Major Gifts  
2022



## About LOFT Community Services

LOFT Community Services is a unique and dynamic charitable organization that supports people living with complicated issues such as mental and physical health challenges, substance abuse, poverty, and homelessness. LOFT, which stands for Leap of Faith Together, has quietly been on the front lines for decades, providing help, hope, safety, and support to our area's most vulnerable populations since 1953. Today, LOFT helps approximately 10,000 people annually and was able to place clients in 1,733 supportive housing units in 2021.

With a \$55M budget and over 700 staff, LOFT is one of Ontario's largest organizations dedicated to addressing two of our country's most intractable problems: Affordable housing and mental health.

Regarding its own working environment, LOFT is very proud to have received the Nonprofit Employer of Choice™ Award (2018).

### LOFT is:

- The #1 housing provider of its kind for people living with mental health, addiction, and physical health issues as well as poverty in South Central Ontario.
- The fastest-growing GTA healthcare agency, with innovative programs designed to address unmet needs in our community.
- The #1 provider of transitional supportive housing for youth with complex mental health issues and addictions, providing long-term housing and daily support.
- The #1 provider of complex care services for transitional-age youth in Toronto.

## A Giant Leap for LOFT: Introducing Their \$30 Million Campaign

Recognizing the increased unmet needs of our communities, LOFT is in need of significant additional funding in order to meet the demands it will face over the next 10 years.

Under the guidance of a promising Campaign Cabinet, LOFT is planning a transformative, \$30 million campaign—a Giant Leap into the future—to secure the health and safety of citizens in our community who are often forgotten. LOFT's plan to change this is built on three pillars:

1. Making Homes: A \$10 million initiative to make capital improvements to existing housing facilities
2. A Lifeline for At-Risk Youth: A \$10 million program to provide vital youth-centric programming, including help for youth with mental health and addiction issues
3. A Financial and Social Safety Net: A \$10 million plan to provide affordable housing, food and basic needs for clients.

[www.loftcs.org](http://www.loftcs.org)

## The Role

It's an exciting time to be part of this growing organization. The new **Director of Campaign and Major Gifts** position was created specifically to lead the new \$30M Transformational Campaign. The Director will work closely with the CEO, Senior Director of Development and Communications, the Campaign

Cabinet, and LOFT's program directors to develop a strategy for the campaign. An important early objective will be to build the team that will create systems and processes to sustain a smooth and efficient campaign while establishing a philanthropic and major gift culture. This team will support and enhance the execution and successful completion of the entire transformation. A fundamental part of the role will be to educate key stakeholders on the benefits of the LOFT campaign and to create the road map that will establish a major gift culture.

## Key Responsibilities

### Campaign

- Collaborate with key stakeholders, including the Fundraising Committee, in developing campaign strategies and plans.
- Manage campaign activities to meet the established campaign target of \$30M, including working with the Campaign Cabinet.
- Facilitate introductions for the Campaign Cabinet to assist them in closing and securing gifts.
- Prepare the CEO, Campaign Chair and relevant cabinet members to meet significant potential donors with briefing notes, campaign materials, and other supports.
- Work collaboratively with stakeholders to develop and manage stewardship initiatives and impact reports.
- Identify, cultivate, and solicit individuals, family foundations, and corporations who currently give or have the capacity to give six- and seven-figure gifts.
- Actively build and manage a strong portfolio of prospects and donors, demonstrating strategic management, and accurate and comprehensive CRM documentation.
- Work with program staff to identify and position funding priorities that fit within the three key pillars.

### Team Leadership

- Recruit, train, coach, and support a campaign team, maximizing productivity and employee satisfaction.
- Manage the priorities, workload, and resources of the campaign team to meet deadlines and goals.

### Administration

- Prepare regular reports on revenue progress and expense budgets, and monitor progress to ensure KPI's are met.
- Ensure technologies such as Raiser's Edge are well executed and efficient.
- Work with the communications team and external vendors to create best-in-class campaign materials and ensure that communications through digital channels are well thought-out and executed.

## The Opportunity

This position is an opportunity to help a large and complex organization with their first-ever capital campaign and with the development of a major gift/philanthropic culture to support the work of LOFT for years to come. The individual will also have the opportunity to work alongside a dynamic and passionate CEO, campaign Cabinet and Board that deeply committed to the success of the campaign and will ensure the financial supports are available to build and fund a successful

campaign. Within a pandemic environment, mental health, youth, and housing are central community-based concerns for potential donors.

## The Ideal Candidate

The ideal candidate is a mature and experienced campaign director with at least 5 years of experience building and leading campaigns, and with at least 10 years of work-related experience in fundraising and major gifts. They have led campaign teams, set metrics, cultivated major gift donors, and established structures that have led to significant campaign achievements. The individual will be able to communicate a track record of closing successful campaigns in the NFP sector and of working with high-net-worth individual donors.

Working in a large and complex organization will require the wisdom to successfully engage a wide range of individuals including senior volunteer leaders and program staff. They must possess the emotional intelligence required to acquire buy-in and support for the campaign at all levels in the organization.

Because the new Director of Campaign and Major Gifts works closely with a busy CEO, Senior Director of Development and Communications and a Campaign Cabinet, the role requires a leader who works autonomously, is excellent at managing their staff and team, and who understands when to ask for help. They will be smart, learn quickly, and be an outstanding coach and mentor to the campaign staff.

The successful candidate will have a passion for the mission of LOFT.

## Personal Attributes

The Director of Campaign and Major Gifts will be a positive and energetic person who thrives on executing successful campaigns. They are mature, sensitive to the needs of others, and are always respectful. They must understand when to be compassionate and caring in this sector—and how to provide direction when necessary. A high degree of diplomacy and tact are required.

The Director will work in a fast-paced organization in which everyone always goes the extra mile to meet the needs of clients. They take pride in their work and work well in teams. They take the time to learn about the organization and the work it does, and are persuasive when telling the story of their mission to donors. They understand the impact of the work on the staff who deliver programs and are sensitive to their needs regarding tours, donor meetings, and other fundraising-related activities.

The Director must be able to balance a high degree of flexibility in their approach with the need to be structured and analytical when building out systems that support the campaign.

## Core Competencies

- Experience with capital and/or transformational campaigns.
- Track record of cultivating, soliciting, and closing six- to seven-figure gifts.
- Demonstrated experience in working with high-net-worth individuals, senior volunteers, and business leaders.

- Excellent written, verbal, and presentation skills with the ability to develop a case for support in an accessible, compelling manner.
- Experience in building a donor pipeline and determining appropriate approach/strategies.
- Outstanding work ethic, proactive and creative with an action-oriented mindset.
- Flexible, adaptable, and tolerant of ambiguity, with the ability to excel in an evolving organization.
- Analytical and detail-oriented with superior time management skills and the ability to meet deadlines.
- Proficient with technology, but particularly with Raiser's Edge NXT and MS Office.
- A team player with proven ability to work both independently and as a part of a team.
- Valid drivers' license and access to own vehicle is required.
- Understanding of cultural competency and anti-oppression framework.
- A CFRE designation is an asset.

## Additional Information

All LOFT employees are required to be fully COVID-19 vaccinated as a condition of hire in accordance with LOFT's Vaccination Policy. A satisfactory vulnerable sector check (VSC) is also required.

LOFT aspires to provide home/office flexibility and will discuss the needs of each candidate during the interview process.

## Location

Downtown Toronto Office (LOFT serves the Greater Toronto Area).

## How to Apply

LOFT Community Services is committed to fostering an inclusive and accessible environment and dedicated to building a workforce that reflects the diversity of the community in which we live and serve. Applications are encouraged which indicate diversity in culture, race, sexual orientation, gender identity, and experience that reflects the clients we serve. LOFT Community Services is committed to making employment opportunities accessible in accordance with the Accessibility for Ontarians with Disabilities Act, 2005. Requested accommodation will be provided in all parts of the application and hiring process. We welcome and encourage people from equity-deserving communities and intersecting identities to apply for this position.

We thank all candidates in advance. We will, however, contact only those selected for an interview. To apply, please submit, in confidence, a résumé along with a cover letter that sets out your interest in the role and highlights your relevant experience. Please include your salary expectations in your cover letter. The preferred method of application is online at [searchsmartconnect.com/jobs](https://searchsmartconnect.com/jobs).

## Contact Details

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