



**SENIOR DIRECTOR, INDIVIDUAL GIVING
EXECUTIVE BRIEF**



United Way
Alberta Capital Region



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For more information, please contact
Patti Barrow
Senior Search and Fundraising Consultant
KCI (Ketchum Canada Inc.)
UWACR@kciphilanthropy.com
(780) 991-2412

Candidates will be evaluated on an ongoing basis.



United Way
Alberta Capital Region

Senior Director, Individual Giving

THE OPPORTUNITY

United Way of the Alberta Capital Region is seeking a **Senior Director, Individual Giving** who will play a key role in the achievement of United Way's mission and vision by providing strategic and tactical leadership to individual giving programs both within and external to annual campaigns. Reporting to the Vice President, Development & Donor Relations and actively participating as a member of the senior Resource Development team, the Senior Director plays a key role with accountabilities for program vision, establishing strategic direction and developing operational plans for individual giving consistent with the community impact vision of United Way.

Supported by an organizational commitment to individual giving, the Senior Director will lead and motivate a team of four fundraising professionals and build on year-round strategies to drive revenue growth.

ABOUT UNITED WAY OF THE ALBERTA CAPITAL REGION

Founded in 1941, United Way of the Alberta Capital Region has addressed poverty in its many initiatives supporting vulnerable people. It tackles social issues in education, income and wellness by supporting programs and services that address community needs and improve the lives of people living in poverty.

The mission of United Way of the Alberta Capital Region is to mobilize collective action to create pathways out of poverty.

United Way of the Alberta Capital Region envisions a poverty-free community where:

- All children and youth achieve their full potential, complete high school and set a course toward a bright future.
- All individuals and families attain greater independence and financial stability, contributing to their personal success and the success of the economy.
- Everyone feels a meaningful connection to the community, enjoying a strong sense of well being and safety, for themselves and their families.

Creating Pathways Out of Poverty is United Way's ground-breaking strategy to move beyond decades of "addressing" poverty to creating a poverty-free community. It served as powerful inspiration for the End Poverty Edmonton Strategy, an unprecedented effort to bring together agencies and partners from across all sectors to eliminate poverty in our community.

The Capital Region is well served by passionate, caring professionals, volunteers and community partners working on the front lines to help improve lives. They know about poverty and the heavy toll it takes in our community, and offer programs that deliver life-changing results.

United Way is the only organization in the community coordinating and integrating the efforts of these many agencies. The “glue” that binds day-to-day action with big-picture goals, United Way is uniquely positioned to lead a larger, community-wide movement to lift people out of poverty. Raising the profile of urgent community issues — and raising millions of dollars to address them — United Way enables partners to focus on what matters most: delivering the best services. It aligns strategies, plans and actions and mobilizes resources to create a whole greater than the sum of its parts.

United Way purposefully focuses on three interwoven areas: education, income and wellness. The intersection among them is where United Way delivers the greatest good. Within these areas, United Way has set five priorities along with desired outcomes:

1. Increasing access to quality, early childhood development opportunities for children aged 0-3

By 2018, United Way expects to help an additional 2,500 families meet the developmental needs of their newborns, infants and toddlers.

2. Increasing individuals’ understanding and capacity to manage personal finances and build assets

By 2018, United Way expects to increase financial literacy for 1,000 people and connect more than 10,000 people to benefits and mainstream financial services.

3. Decreasing barriers to community-based mental health supports

By 2018, United Way expects to enable 5,600 more people to access needed mental health counselling walk-in services and distress line support.

4. Increasing the number of children and youth who have access to the community supports they need to succeed in school

By 2018, United Way expects to ensure an additional 1,750 children and youth have mentors, coaches and healthy nutrition, and their parents have additional support.

5. Increasing individual capacity to obtain and retain employment that provides basic economic security

By 2018, United Way expects to help an additional 1,000 people build job skills and take advantage of employment opportunities.

By 2018, United Way expects to make strategic investments that will help an additional 22,000 people in the Capital Region take steps out of poverty.

FUNDRAISING AT UNITED WAY OF THE ALBERTA CAPITAL REGION

In 2016, our annual campaign raised \$26 million. More than 23,000 individual donors contributed over half of the dollars raised, many through workplace campaigns. We are grateful to these individuals who are helping United Way create more opportunities for more people in our local communities. Our continued growth in individual giving will ensure that we can increase our investments as a community leader in the sector.

To learn more about United Way of the Alberta Capital Region and its work with more than 50 community partners, please see www.myunitedway.ca.

IDEAL CANDIDATE PROFILE

The Senior Director, Individual Giving will possess a broad base of fundraising experience, including a solid understanding of individual giving at all levels, legacy giving and annual campaigns. With an eye to growth, and building on our progress and success to date, the ideal candidate will aspire to take our individual giving programs to the next level.

An experienced leader, the Senior Director will coach and mentor the individual giving team in the execution of strategies and operational plans, ensuring accountability and encouraging excellence and continuous improvement. Analytical and solution-oriented, the incumbent will excel in thoughtful decision making. Calm and mature under pressure, and possessing strong emotional intelligence, the ideal candidate will manage up, across and down with confidence and respect.

Balanced with the ability to work well independently, the successful candidate will be a collaborative and contributing team player, seeking input from colleagues and honouring commitments. The Senior Director will be proactive in quickly learning about the organization's culture and systems with an eye to applying individual giving theory and processes into our unique context. Possessing superb communication skills, the incumbent will respectfully engage and work in partnership with other staff towards the continued development and integration of individual giving in order to optimize revenue to the organization and ultimately increase community investments.

A relationship-builder by nature, the Senior Director will have the proven ability to translate our programs, impact and vision into compelling donor conversations. Motivated to achieve goals, the ideal candidate will champion moves management and utilize systems and tools, such as research and databases, to analyze data and efficiently accomplish objectives. A skilled enabler of volunteers, the incumbent will effectively engage with and leverage senior volunteers to maximize their passion, time, and connections most effectively.

The Senior Director, Individual Giving will embody the vision and mission of United Way and become an ambassador of the organization and its priorities.

SPECIFIC RESPONSIBILITIES

The Senior Director, Individual Giving is responsible for providing leadership to individual giving programs. Specifically, the new Senior Director will:

Individual Giving Program Development

- Drive the growth and development of individual giving, including leadership, major, principal and legacy giving
- In conjunction with individual giving team members, develop individual giving plans to help achieve the organizational mission
- Lead, develop, implement, analyze and report on plans, strategies and initiatives designed to attract and retain donors and increase individual giving revenues from community and workplace programs
- Oversee the development and administration of systems, tools and techniques to further develop individual giving programs
- Collaborate with communications and marketing staff to develop fundraising promotional materials for individual giving, and in conjunction with broader campaign goals
- Analyze the data and experiences of previous years and evidence-based fund development practices in creating and implementing new strategies

Donor Relations and Volunteer Management

- Oversee the identification and engagement of potential major donors through the workplace campaign and the community at large
- Manage donor growth through research, identification, cultivation, solicitation, and stewardship
- Develop and maintain a portfolio of current and prospective donors
- Lead and manage volunteers to support major and principal gifts activities, including identifying, recruiting, orientating and engaging volunteers

Leadership and Management

- Lead, coach and manage direct reports in executing individual giving plans and support each team member's professional growth
- Work with staff to establish performance metrics and support the ongoing management of performance

Organizational Contributions

- Collaborate within the organization to build and integrate strategies, grow capacity and support the success of resource development activities
- Work with other United Way organizations to foster the growth of fund development; build rapport with other United Ways to generate goodwill and support the movement

KNOWLEDGE, SKILLS AND ABILITIES

To succeed in this inspiring role, the Senior Director will have the following attributes:

- Extensive knowledge of major gifts, legacy giving, annual giving and campaigns, including experience with fundraising program metrics
- Experience in volunteer management and working with senior level volunteers
- Excellent interpersonal and relationship building skills and ability to collaborate with multiple stakeholders
- Strong verbal and written communication skills and effective presentation skills
- Strong leadership skills and demonstrated ability to motivate and coach staff
- Strong research and analytical skills
- Ability to work and plan strategically
- Proven ability to successfully solicit major and principal gifts
- Proficiency with prospect management software
- Degree in a related area and/or a combination of education and significant relevant experience

Additionally, the Senior Director will display the following core competencies in the role:

- Personal alignment with mission
- The building and strengthening of productive, trusting and respectful relationships
- Commitment to personal accountability
- Work to meet/exceed expectations focusing on organizational results
- A collaborative and cooperative approach to working with others
- Innovative ideas and embrace change to enhance results
- Leading and managing others in alignment with organizational culture

FOR MORE INFORMATION ABOUT THIS SEARCH

For more information about this exciting career opportunity, please contact Patti Barrow, Senior Search and Fundraising Consultant by phone at (780) 991-2412 or alternatively by email at UWACR@kciphilanthropy.com.

Candidates are asked to contact us, or forward both resume and letter of interest to the above email. All enquiries will be kept in strict confidence. Candidates will be evaluated on an ongoing basis.

BOARD OF DIRECTORS

- Fay Orr, Chair
- Anne Smith, Secretary/Treasurer, President & CEO
- Yvonne Bootsman
- Bryan Deneve
- Louise Hayes
- Bernie Kollman
- Robert McGee
- Edgar Schmidt
- Brian Zrobek
- Jane Halford, Vice Chair
- Glen Anderson
- Heather Caltagirone
- John Elford
- Yasmin Jivraj
- Lloyd Lewis
- Joe Rosselli
- Alan Skoreyko
- Leon Zupan

FOR ADDITIONAL INFORMATION ABOUT POVERTY AND UNITED WAY

United Way of the Alberta Capital Region website: www.myunitedway.ca

UWACR 2015 Community Report: <https://report.myunitedway.ca/#we-are-problem-solvers>

UWACR 2016 Financial Statements: [UWACR 2016 Audited Financial Statements](#)

End Poverty Edmonton Strategy: <https://www.endpovertyedmonton.ca>

Edmonton's 10-Year Plan to End Homelessness: <http://www.endedmontonhomelessness.com>