



The Terry Fox Foundation

Job description: Director, Legacy Giving

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Reports to: Vice President, Philanthropy

Department: Philanthropy

Employment type: Permanent, Full-Time

Date: April 2023

The Terry Fox Foundation

Driven by Terry's courage and determination, the Terry Fox Foundation inspires people in Canada and around the world to support bold, extraordinary research to end cancer. Nearly 1 in 2 Canadians will be diagnosed with cancer in their lifetime. For more than 40 years, The Terry Fox Foundation has worked hard to achieve Terry's vision which unites and inspires us. We want to ensure that today's best science translates to better treatment options and outcomes for those facing cancer.

There is no other non-profit organization in Canada that consistently rates as high as The Terry Fox Foundation in the hearts and minds of Canadians. In addition to the signature Terry Fox runs across Canada and overseas, we are embarking on a unique opportunity to grow the Foundation's legacy giving efforts within the Philanthropy program.

Position summary

Reporting to the Vice President, Philanthropy, the Director will be responsible for developing the overall strategy (including stewardship) and leading the program to the next level of revenue growth. Experienced in high value complex legacy giving (including gifts and estate planning) cases, the incumbent will expand the donor base by building a pipeline of high net worth individuals. This role will develop and maintain trusted relationships with legacy gift supporters at all levels throughout the donor cycle by providing highest level of service, meaningful interactions and stewardship.

Principal Duties and Responsibilities

- Establish the annual and three-year goals and strategies, including revenue, work plan and budgets. Ensure the program is aligned with the Foundation's mission, values and strategic plan.
- Provide innovative solutions and professional expertise in negotiating high value complex legacy giving cases as well as managing gift administration and processing.



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- Implement creative ideas and best practices to identify, cultivate and solicit new and existing donors, including high net worth individuals, to increase revenue streams.
- Expand the Terry Fox Legacy Gift Circle and create other relevant stewardship opportunities to build meaningful relationships with all planned gift and estate donors.
- Develop a network of ambassadors and strategic partners to maximize the untapped potential.
- Serve as a collaborative team member, advising and incorporating legacy giving as part of ongoing donor cultivations and solicitations whenever it is appropriate.
- Measure, monitor, and manage the overall performance of the legacy gift program against set performance targets.
- Track progress and keep all legacy giving donor records and opportunities up-to-date in Salesforce (CRM database).
- Collaborate with colleagues across the Foundation to continuously improve the internal gift processing system and records as well as communications materials on legacy giving.
- Other relevant duties as required.

Qualifications

- A minimum of 4 years' experience and a successful track record in a legacy giving role in complex settings
- Proven knowledge of legacy gift fundraising and experience in securing contributions from donors at different philanthropic levels including 6-figures+ gifts
- Experience building donor engagement programs, protocols, policies, and processes in order to provide high quality and meaningful donor experiences
- Proficiency in Customer Relationship Management (CRM) software (e.g. Salesforce) for tracking gift movements, donor databases, analysis and reporting
- Work independently and collaboratively, with accuracy and discretion, relating to high value donor negotiations, policy interpretation and administrative responsibilities
- Excellent interpersonal skills and mission-driven with an ability to work collaboratively with both internal and external stakeholders.
- Strong written and verbal communication skills, knowledge of French an asset.
- Experience in a health care or research environment an asset
- CFRE or Membership in AFP or CAGP, adherence to the Donor Bill of Rights and Code of Ethics an asset.

Join us

The salary range for this role will commensurate with experience. This role will be hybrid with an expectation of a minimum 2 days per week in the Burnaby head office in BC. There will be an occasional expectation of travel to support donor meetings, Foundation events and team planning.



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In 1980, Canadians united around a young man and his dream of ending cancer. Terry showed us what is possible and in so doing rallied support from every Canadian for this important cause. We invite you to join us in our steadfast mission to one day realize Terry's dream.

If this sounds like you and this role is a fit for your skills and experience, please submit a cover letter and resume, including your salary expectations, to Joanna Tong, Vice President, Philanthropy at Joanna.Tong@terryfox.org by April 21, 2023. While we thank all applicants for their interest, only those selected to move forward in the interview process will be contacted.