



**Title:** Director, Legacy Giving

**Reports to:** Vice-President, Philanthropy

**Location:** Toronto, Ontario (Hybrid, Min 2 days/week in person)

**Salary Band:** \$90K – 100K annually + benefits

### **The Terry Fox Foundation**

The Terry Fox Foundation stands as one of Canada’s most iconic and impactful charitable organizations, rooted in the extraordinary legacy of Terry Fox. In 1980, after losing his leg to osteogenic sarcoma, Terry embarked on the Marathon of Hope—a cross-country run to raise awareness and funds for cancer research. His journey, marked by courage, resilience, and unwavering determination, captured the hearts of Canadians and inspired a nationwide movement.

Although Terry’s run was cut short after 143 days when his cancer returned, his dream lives on. Today, the Terry Fox Foundation continues to uphold his vision by funding innovative cancer research and inspiring millions through his story.

For over four decades, the Foundation has united Canadians in the pursuit of a world without cancer. Every donation, every step taken in Terry’s name, fuels groundbreaking research and brings hope to millions. Joining the Terry Fox Foundation means becoming part of a legacy that dares the impossible—and works every day to make it possible.

As our Philanthropy Team continues to grow, we are enhancing our legacy giving program and strengthening connections across individual giving channels. We are committed to inclusive teamwork, strategic innovation, and exceptional donor experiences.

### **Position Overview**

The **Director, Legacy Giving** is a strategic leadership role primarily responsible for expanding the Foundation’s **Legacy Giving Program**, strengthening pipeline development, and supporting individual donor cultivation and engagement. This role blends program leadership, frontline donor relationship management, and portfolio strategy and may include direct supervision of a 1–3 staff as the team grows.

Reporting to the Vice President, Philanthropy, the Director will play a key role in embedding legacy and tribute giving into the broader fundraising strategy while also managing high-impact donor relationships and cultivating philanthropic support across planned and individual giving pathways. This is a senior fundraising position with strong cross-functional influence and visible impact.



## **Key Responsibilities**

### **Legacy Giving Leadership**

- Lead the strategic planning, development, and execution of the Foundation's Legacy Giving Program, setting annual goals, targets, and performance metrics based on best practices in legacy fundraising.
- Oversee the administration of confirmed estate gifts, working closely with executors, legal counsel, and internal finance teams to ensure timely, compliant, and respectful management of estate settlements in accordance with donor intentions and Foundation policies.
- Build and manage a pipeline of legacy prospects, expectancies, and confirmed legacy donors through moves management, from initial engagement through solicitation and stewardship.
- Collaborate with Marketing and Communications to develop legacy and planned giving messaging, donor journeys, and lead generation strategies that elevate awareness and participation.

### **Managing Legacy Volunteers & Initiatives**

- Lead engagement with legacy-focused volunteer groups, such as CAGP to harness their insight, networks, and advocacy in support of legacy program growth.
- Lead initiatives like the Terry Fox Legacy Circle and work closely with the Stewardship & Events team to create thoughtful stewardship opportunities that deepen relationships with confirmed legacy donors through tailored communications, celebration, and events and help families of those who have left a Legacy gift honour their loved one's support.
- Build strong relationships with professional advisors (e.g., lawyers, financial planners, estate planners) to expand referral networks and strengthen donors' confidence in planned giving strategies.
- Work with volunteers and staff to champion legacy giving and strengthen donor community and stewardship experiences.

### **Team Leadership & Development**

- Supervise and mentor 1–3 direct reports, fostering a high-performing, collaborative, and donor-centric team culture.
- Support recruitment, performance management, and professional development for legacy and individual giving staff



### **Cross-Functional Collaboration**

- Collaborate closely with Major Gifts, Stewardship, Annual Giving, Technology, Operations, Marketing and Communications to ensure legacy giving is integrated across fundraising strategies and donor touchpoints.
- Contribute to compelling donor proposals, case narratives, and stewardship plans that reflect donor values and organizational goals.
- Inspire Legacy champions across channels by engaging, training and resourcing relevant teams with Legacy key messaging and collateral.

### **Data, Reporting & Planning**

- Maintain up-to-date donor and prospect records in the CRM, ensuring integrity of pipeline data and moves management tracking.
- Produce regular reporting on legacy pipeline health, portfolio performance, and strategic insights to inform leadership decision-making.

### **Qualifications & Competencies**

The ideal candidate will bring:

- 5+ years of progressive fundraising experience, including strategic work in legacy, planned giving, or major gifts.
- A successful track record in building and managing donor pipelines, cultivating high-impact donors, and securing philanthropic support.
- Experience managing donors and volunteers across legacy and planned giving channels and comfort discussing estate planning concepts with professionalism and sensitivity.
- Strong leadership, communication, and relationship management skills with donors, advisors, and volunteers.
- Strategic thinking with capacity to integrate legacy giving into broader fundraising goals.
- Comfort with CRM and data-informed fundraising, including pipeline reporting and moves management.

### **Why This Role Matters**

This is a high-impact fundraising leadership role in Toronto, contributing meaningfully to long-term philanthropic support for cancer research while enhancing donor experiences across multiple giving channels. You will help shape, execute, and grow legacy giving strategies that honour donor legacies, build community, and sustain the Foundation's mission for years to come.



### **What Success Looks Like**

Within 12–24 months, you will have:

Strengthened confirmation and documentation of current expectations

- Increased meaningful engagement with Terry Fox Legacy Circle members and prospective supporters
- Improved internal tracking and reporting of expectancies
- Increased the number of new legacy commitments annually
- Positioned the legacy program as a stable, growth-oriented long-term revenue pillar
- Supported the development of a structured 50th anniversary /2030 legacy giving strategy

### **How to Apply**

Your talents, passion, and dedication will help us continue Terry’s legacy and make a lasting impact in the lives of so many families affected by cancer. To begin a meaningful new journey with us, please submit a cover letter and resume to [careers@terryfox.org](mailto:careers@terryfox.org).

We are dedicated to employment equity, and we value diversity in the workplace. If you require any accommodation during the recruitment process, please reach out to us.

To be considered for this position, applicants must be legally eligible to work in Canada at the time of application. The Terry Fox Foundation is unable to support work permit or immigration applications for this role. Employment is contingent upon the Foundation’s receipt of all required documentation.

While we thank all applicants for their interest, only those selected to move forward in our screening process will be contacted.