



# Senior Manager, Individual Giving



*Position Brief*



**RIGHT TO PLAY**  
PROTECT. EDUCATE. EMPOWER.

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### FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of Right To Play. For more information about this opportunity, please contact Helena Debnam and Jill Anderson at KCI Search + Talent by email at: [RTP@kctalent.com](mailto:RTP@kctalent.com)

All inquiries and applications will be held in strict confidence. Interested candidates should send resume and letter of interest to the email address listed above by **April 3, 2024**.

Traveling within Canada and internationally may be required.

**Compensation:** The salary range for this position is \$105,344 – 113,000 per annum; a comprehensive suite of benefits is also provided.

Right To Play provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation or marital status. As such, we encourage groups who have been historically disadvantaged with respect to employment to apply for positions at Right To Play. We offer a family-friendly environment that allows for flexible work arrangements in order to support staff diversity and ensure a healthy work-life balance.

We value and promote a culture of diversity, equity, inclusion, and belonging. Should you require any accessibility related accommodations or specific adjustments to ensure fair and equitable access throughout the recruitment and selection process, and thereafter, please let the Search Consultant know and we will work with you to meet your needs. All information provided will be treated as confidential and used only to provide an accessible candidate experience.



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## Senior Manager, Individual Giving

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### THE OPPORTUNITY

Right to Play is seeking a Senior Manager, Individual Giving to manage and grow our major gift, mid-level giving and mass philanthropy portfolios.

Reporting to the National Director and managing a team of four, the Senior Manager will work closely with the team at the Canadian National Office (CNO) including the Manager of Marketing and Communications, the Senior Development Manager, Indigenous Programs, and Senior Manager, Strategic Partnerships and Engagement.

An experienced fundraiser and relationship manager who has excellent storytelling abilities, the Senior Manager will be energized to further RTP's individual giving programs in support of our bold and transformational vision for youth across Canada. The successful candidate will be able to work as an individual contributor and is a strategic thinker, adept at leveraging data trends to identify opportunities, and developing and executing strategies to drive revenue growth.

Responsible for implementing all aspects of our strategy for the growth and development of our individual donor base, the Senior Manager will create and implement strategies to cultivate relationships with approximately 50 existing and prospective donors at the \$10K+ level and will work with the Canadian Advisory Board to identify additional prospects at the \$10K+ level. The Senior Manager will also work closely with the National Director and the CEO on their major gift prospects to ensure they receive strong support as they seek to attract new major donors to the organization.

### ABOUT RIGHT TO PLAY

Right To Play is a global organisation that protects, educates and empowers children to rise above adversity through the power of play. We help millions of children each year to stay in school and out of work, to prevent life-threatening diseases and to stay safe from exploitation and abuse. We are the leading global development organization that uses play to transform the lives of children and youth impacted by poverty, war, disease and inequality.

Established in 2000, Right To Play reaches children through experiential programming in 14 countries in Africa, Asia, the Middle East, and North America. These programs are supported by our headquarters in Toronto, Canada; London, UK and seven national offices across Europe and North America.

With a shared passion for our mission, our Culture Code guides how we act and interact based on five core pillars:

- **Accept Everyone** – *Be intentional about inclusion*
- **Make Things Happen** – *Seek opportunities to lead and innovate*
- **Display Courage** – *Act with integrity*
- **Demonstrate Care** – *Look after yourself and one another*
- **Be Playful** – *Have fun at work*

## OUR STORY

For more than 20 years, Right To Play has worked in some of the most difficult and dangerous places on earth to help children to stay in school and graduate, resist exploitation and overcome prejudice, keep themselves safe from disease, and heal from the harsh realities of war and abuse.

It all began with a boy in a long sleeve t-shirt. In 1994, Norwegian speed skater Johann Olav Koss led a humanitarian trip to Eritrea. There, he came face-to-face with the realities of life in a country emerging from decades of war – and with the power of play. Amid burned-out tanks, children played together, kicking a shirtball back and forth. The children’s incredible resilience in the face of hopelessness inspired Koss to found Right To Play. Twenty years on, Right To Play has grown to reach millions of children in 15 countries in Africa, Asia, the Middle East, and Canada. We create positive and safe environments where children can learn and succeed, and use play in all its forms to provide rich and engaged learning experiences both inside and outside the classroom.

Our vision is to empower 100 million children by 2030 with the education, skills, and opportunities they need to rise above adversity and create a more peaceful and equitable world.

## OUR MISSION

To protect, educate, and empower children to rise above adversity using the power of play.

## MISSION OBJECTIVES

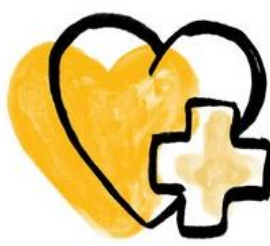
We play for change in 4 key areas:



Quality Education



Gender Equality



Health & Wellbeing



Child Protection

## ADDITIONAL INFORMATION

- [About Us](#)
- [Our Work](#)
- [Our Impact](#)
- [Stories](#)
- [What's new](#)
- [We Rise](#)
- [RTP International](#)
- [Partners in Play](#)
- [Financial Statement 2022](#)
- [Resources and Annual Report 2022](#)

## KEY DUTIES & RESPONSIBILITIES

### #1: Major Giving Portfolio (50%):

- Manage a portfolio of approximately 50 prospects and donors
- Identify, cultivate, solicit and steward major gift donors to meet annual revenue goals
- Collaborate with colleagues and volunteers on strategy for high priority, high touch individual giving prospects
- Provide behind-the-scenes management of key donors for the CEO and National Director (e.g. proposals, strategy, follow-up)
- Participate in creating and implementing a multi-year plan for major donors with concrete and measurable goals, annual calendar and metrics
- Maintain database records, ensuring the accuracy and ongoing tracking of contacts and pipeline related information
- Oversee the development of a prospect research strategy
- Conduct regular face-to-face meetings with donors and prospects, including direct gift solicitations throughout the year
- Implement a strategy for Board member involvement in cultivation and stewardship activities and provide them with the coaching and support required to meet goals
- Develop and maintain a thorough understanding of Right To Play domestic and international programs and use this knowledge to create mission-aligned opportunities for donors

### #2: Mid-Level Giving Portfolio (10%):

- Oversee the mid-level giving program for donors at the \$1,000 to \$9,999 level
- Support the Stewardship and Engagement Officer to ensure optimum donor relations including consistent cultivation, solicitation and stewardship practises
- Work with the Board to enhance their engagement in support the identification and cultivation of mid-level giving prospects

### **#3: Mass Market Portfolio (15%):**

- Oversee the mass market and monthly donor program
- Integrate the approach to donor development so that mass market and monthly donors are reviewed for potential upgrades to the mid-level donor segment
- Manage the development of strategic prospect and donor journeys to maximize retention and revenue for RTP
- Oversee the annual monthly giving acquisition program

### **#4: Team Leadership and Capacity Building (10%):**

- Participate in strategic, annual and operational planning
- Serve as a member of the SMT and participate in the development and implementation of CNO goals
- Provide coaching, mentorship and management to a team of direct reports while focusing on building a culture of collaboration and teamwork

### **#5: Communication, Stewardship and Events (10%):**

- Collaborate with the Communications team to establish a regular and engaging cycle of strategic communications for individual donors
- Support the development of meaningful donor stewardship events and engagement opportunities for the major and mid-level giving programs
- Work closely with the Finance and Business Operations team to maintain efficient communication and stewardship processes that ensure all individual donor segments receive appropriate communication and acknowledgment

### **#6: Perform Other Duties as Assigned (5%)**

## **QUALIFICATIONS & COMPETENCIES**

- Proven experience working with individual donors at the major and mid-level gift levels including knowledge of other revenue streams and digital strategies
- A commitment to excellent donor relations along with knowledge and experience moving prospects through all stages of the donor cycle (cultivation, solicitation, recognition and stewardship) and towards greater engagement
- Excellent writing skills with a history of creating successful proposals for individuals and family foundations
- Experience managing and coaching staff
- Knowledge and experience coaching and mentoring volunteers to support fundraising success
- Excellent interpersonal skills with the ability to engage diverse groups of donors who represent various levels of giving
- Strong presentation skills with the ability to interpret and communicate complex programs and ideas to a variety of audiences
- A self-motivated team player with a proven ability to set priorities, work independently and meet deadlines
- The ability to champion a culture of continuous improvement that institutionalizes learning, innovation, achievement and support
- Fluency in spoken and written English
- Undergraduate degree or a comparable combination of education and lived experience

## BIOGRAPHY

### Susan Vardon, National Director, Canada



Susan Vardon is the National Director at Right To Play Canada and has been in that role since September of 2019. She leads a team that fundraises from Canadians for both global programs and partnerships with Indigenous communities in Canada that support children through the power of play.

Prior to joining Right To Play, Susan was the Director of Strategic Partnerships at Community Food Centres Canada (CFCC) for 3.5 years. Prior being at CFCC, Susan spent over 20 years at United Way Greater Toronto in a variety of different roles. Susan has also worked as a fundraiser at Queen's University, The Wellesley Hospital and Upper Canada College.

Susan graduated with a Bachelor of Commerce from Queen's University in 1988 and has a CFRE, Certified Fundraising Executive, designation. When not working, Susan likes to hang out with her family at their cabin in the woods, eat good food, read fiction, run recreationally and paddle a canoe.

ORGANIZATIONAL CHART

