



**TITLE:** Director, Legacy Giving  
**REPORTS TO:** VP, Operations and Governance  
**DETAILS:** Full time, salaried  
**VACANCY STATUS:** This posting is for a new vacancy  
**APPLICATION DEADLINE:** April 8, 2026  
**LOCATION:** The Toronto Reference Library at 789 Yonge Street.  
Foundation team members currently operate within a hybrid work schedule  
**Hiring Salary Range:** \$90,000 - \$110,000 Salary will be commensurate with experience.  
Eligible for additional compensation in annual performance bonus. Employer also matches, in part, contributions made to a defined-benefit pension.

### **Toronto Public Library Foundation: Helping Write the Library's Next Great Chapter**

Toronto Public Library Foundation connects the generosity of donors with the limitless potential of Toronto Public Library—the world's biggest and busiest urban public library system. Together, we transform Torontonians' love of the library into vital support for programs, collections, and spaces that help people learn, connect, and thrive. With our donors, we're expanding literacy programs for kids, bridging the digital divide, strengthening civic engagement, and building inclusive, welcoming spaces in every neighbourhood in our city.

#### **Position Summary**

Reporting to the Vice President, Operations & Governance, the Director, Legacy Giving is responsible for leading and growing TPLF's planned giving and endowment programs, confirming bequests, establishing and growing the endowment portfolio and securing other legacy gifts; developing a pipeline of donors and prospects. The successful candidate will develop and implement strategies to cultivate, solicit, and steward planned gifts, including bequests, gifts of securities, life insurance, and endowments.

This role requires a strategic and relationship-driven professional with experience in legacy giving, donor cultivation and stewardship, and a network of financial and legal advisors. The Director, Legacy Gifts will collaborate closely with the marketing, major gifts, and individual giving teams to engage new and existing donors, increase awareness of planned giving opportunities, and enhance donor stewardship efforts.

#### **Key Responsibilities**

##### **Planned Giving Strategy & Revenue Generation**

- Develop and execute a comprehensive planned giving and endowment strategy to increase legacy commitments and endowments; and build on a growing legacy program at TPLF.
- Manage a portfolio of 300-400 prospects and donors, ensuring a balance of cultivation, solicitation, and stewardship activities with multi-million-dollar revenue targets. Develop targeted outreach strategies,

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including one-on-one meetings, direct mail/email campaigns, and donor events to grow this pipeline.

- Identify new opportunities to grow the Heritage Society, TPLF's recognition program for legacy donors. Annually confirm a minimum of two million in new expectancies, and, working with the Major Gifts team, \$500,000 to one million in new endowment and long-term funds growth.
- Work closely with the marketing and communications team to integrate planned giving messaging into campaigns and promotional materials.
- Collaborate with major gifts and individual giving teams to identify and engage high-potential legacy giving prospects.

### **Donor Experience**

- Develop and implement cultivation and stewardship plans for planned giving donors, ensuring meaningful engagement and recognition.
- Manage the Heritage Society program, ensuring effective stewardship and engagement of legacy donors, as well as encouraging annual and major giving.
- Create impact reports and personalized communications to showcase the benefits and impacts of legacy gifts and organize planned giving education sessions, donor appreciation events, and networking opportunities.

### **Partnership Engagement**

- Build relationships with estate planners, financial advisors, and legal professionals to increase awareness of TPLF's Planned Giving program.
- Represent TPLF at estate planning seminars, financial industry events, and professional association (i.e. CAGP) and other networking opportunities.
- Act as a subject matter expert on planned gifts for the TPLF and TPL teams, educate relevant teams, as appropriate.
- Work with the other TPLF teams to identify and implement cross-promotion and donor migration strategies.

### **Administration & Compliance**

- Maintain accurate donor records, track interactions, and implement moves management in the Raiser's Edge.
- Liaise with executors, legal professionals, and financial institutions to facilitate the realization and administration of estate gifts, in a timely and professional manner.
- Monitor and report on planned giving revenue, donor pipeline progress, and campaign performance.
- Ensure adherence to CRA guidelines and TPLF's policies.
- Stay informed on charitable tax strategies, estate planning trends, and relevant legislation impacting planned giving.

### **Qualifications & Competencies**

#### **Education & Experience**

- University degree or equivalent experience in fundraising, business, finance, or related fields.
- 5+ years of fundraising experience in planned giving and/or major gifts, or related fundraising roles; and/or comparable experience.
- Demonstrated experience confirming legacy gifts from existing or new donors, through varying planned giving vehicles, including bequests, endowments, gifts of securities, RRSPs/RRIFs, and donor advised funds.
- Proven experience in cultivation, solicitation, and stewardship, with a track record of securing current and future gifts.
- Experience in estate administration, budgeting and finance is an asset, ideally in a gift and estate planning environment.
- Involvement with the Canadian Association of Gift Planners (CAGP) and/or CFRE accreditation is an asset as is knowledge of tax laws, regulations and compliance issues that govern charitable giving.

### **Skills & Abilities**

- Excellent relationship building, interpersonal, and networking skills.
- Strong written and verbal communication skills.
- Strategic thinker with sound judgment and ability to manage multiple priorities.
- High level of integrity, attention to detail, discretion, and confidentiality.
- Self-motivated, proactive, and collaborative in team settings.
- Proficiency in Microsoft Office Suite.
- Expertise in Raiser's Edge (or other CRM software) is an asset.
- Demonstrated learning orientation towards AI

### **Why Apply?**

You will:

- Join a high-performing, mission-driven team committed to enhancing access to knowledge, culture and community in Toronto.
- Work in a hybrid model that supports flexibility and collaboration.
- Engage deeply with individual donors passionate about strengthening their communities.
- Have opportunities for professional growth, skills development, and meaningful recognition.

### **To Apply**

Please submit your CV and cover letter in a single PDF to [tplfjobs@tpl.ca](mailto:tplfjobs@tpl.ca). In the subject line, write: **"Director, Legacy Giving – [Your Name]"**. Applications will be reviewed on a rolling basis.

The Toronto Public Library Foundation uses a people-focused approach to evaluating applicants. We do not utilize artificial intelligence during the recruitment process.



The Toronto Public Library Foundation welcomes all people and perspectives and aims to reflect the diversity of Toronto on our team. We are committed to employment equity and diversity and welcomes applications from Indigenous people, visible minorities, persons with disabilities, persons of any sexual orientation or gender identity. Accommodation is available on request throughout the hiring process. Only those selected for interview will be contacted.

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