

Winnipeg Foundation is **For Good. Forever.** We help people give back to our shared community by connecting generous donors with causes they care about **For Good.** We are an endowment-based public foundation, so gifts are pooled and invested, and the annual earnings are distributed back to the community **Forever.** Founded in 1921, we are proud to be Canada's first community foundation. Our vision is 'a Winnipeg where community life flourishes for all.'

The Foundation is committed to work-life balance and diversity, both within the organization and in its work with the community.

We are currently recruiting for the role of
Generosity Advisor (18-month Term – Full-time)

Our Value

- Trust
- Generosity
- Equity
- Transformation
- Responsiveness

Our Core Competencies

- Relationship Building
- Managing Healthy Conflict
- Adaptability
- Critical Thinking and Decision Making

The Role:

At Winnipeg Foundation, we believe every donor's generosity creates meaningful change in our community. As a Generosity Advisor, you will serve as a trusted philanthropic partner, helping donors explore, shape, and realize their generosity goals while ensuring they feel deeply connected to the impact of their giving.

This relationship-centred role focuses on creating personalized donor experiences that inspire confidence, trust, and long-term engagement. Working within the Foundation's unique non-solicitation model, you will steward meaningful relationships with a portfolio of donors, providing expert guidance, thoughtful stewardship, and exceptional service tailored to each individual's philanthropic interests and preferences.



Core Areas of Responsibility:

As a Generosity Advisor, you will:

- *Build trusted relationships with donors and their professional advisors through proactive, personalized engagement.*
- *Develop and implement customized generosity and stewardship plans that reflect donors' goals, interests, and desired impact.*
- *Serve as the primary point of contact for an assigned portfolio of donors, ensuring timely communication and responsive service.*
- *Coordinate the administrative and operational activities that support a seamless donor experience.*
- *Develop and share expertise related to an assigned fund type, priority, or program, acting as a resource to colleagues and contributing to continuous improvement across the team.*

This role is ideal for a fundraising professional who excels at building authentic relationships, listening deeply to donor aspirations, and delivering exceptional donor experiences. Success in this position comes from fostering trust, understanding individual motivations for giving, and helping donors experience the meaningful impact of their philanthropy.

Donor Engagement

- Provide ongoing communications to a portfolio of donors including fund updates, thank-you letters, available-to-spend reports, tax receipt letters and impact reports.
- Develop relationships with current and future donors to explore their generosity goals.
- Research possibilities and best outcomes for generosity plans within shifting internal and external regulatory, charitable and social environments.
- Conduct presentations on Winnipeg Foundation programs for current and future donors, advisors, and other stakeholders.
- Educate and advise donors on the different giving options, gift vehicles, and fund options, including planned giving options.
- Ensure a high level of accuracy and collaborate with current and future donors to develop and recommend generosity plans through Winnipeg Foundation or other charitable organizations.
- Other duties as assigned.



Fund Management

- Use problem-solving and interpersonal skills to engage with and advise donors and their families on generosity plans often during times of great change (end of life, sale of business, retirement, etc.).
- Support fundholders and donors in making gifts to Winnipeg Foundation.
- Support the development of content for donor agreements, including completing all required documentation.
- Ensure thorough documentation of donor relationships within the database.
- Support donor-advised fundholders in making grants from their funds, including conducting research on possible areas of support that are aligned with donors' generosity interests and, whenever possible, connected to community needs as identified by data and research.

Practice Leadership

- Ensure other team members are aware of practices and policies within an assigned area of expertise (for example, a donor segment, fund type, funding priority or program)
- Ensure consistency of donor experience within assigned areas of expertise (donor segment, fund type, funding priority or program).
- On an ongoing basis, provide training and coaching for colleagues related to assigned areas of expertise (donor segment, fund type, funding priority or program).

About You: If your background looks different from below, in your cover letter, tell us why you would be a good fit!

Education and Experience

- Diploma in non-profit management, business administration, philanthropy, marketing, communications, public relations, or other relevant education
- 3-5 years' experience working in a philanthropic or donor engagement environment
- CFRE designation is an asset

Skills and Abilities

- A sincere commitment to a donor-centric approach, ensuring that donors' needs and goals are the primary focus
- Familiarity with different gift types, including major and planned giving vehicles, is an asset
- A deep passion for philanthropy, the non-profit sector, donor stewardship, and making a positive impact within the community



- A strong work ethic and high level of initiative and reliability. Practice great discretion with sensitive and confidential information
- Exceptional interpersonal, presentational and communication skills, with the ability to convey complex concepts clearly and effectively
- Excellent time management and adaptability skills are essential to this role, with the ability to work independently and collaboratively
- Demonstrate a well-developed sense of empathy, patience, humility and inclusive approaches to engagement within and across communities
- Excellent verbal and written skills
- Demonstrated experience writing for a donor/customer audience
- Proficient with Microsoft Office 365 (Word, Excel, PowerPoint, Teams, and Outlook) and virtual meeting software

What We Offer:

- Starting salary in the range of **\$59,774 to \$74,717**
- A comprehensive benefit package including health and dental benefits
- A Health Spending Account
- Access to Consult + (Virtual Doctor Service)
- EFAP program available to employees and family members
- Pension program starting at six months of employment
- Vacation starting at three weeks per year
- Eco-pass program (half-cost bus pass)
- Maternity/Parental Leave Top Up
- Professional Development opportunities

Working with us

This position works in an office or hybrid environment, based on organizational needs. It includes interviews, community visits and occasional events away from the office. Some evening or weekend work may be required.

Applications, including a resume and cover letter, should be submitted by **September 7, 2026**.

All applications must be submitted at <https://careers.risepeople.com/the-winnipeg-foundation/en>.

Applicants who do not fully satisfy all the essential requirements are nonetheless encouraged to submit their applications for consideration regarding this position. We firmly believe diverse



perspectives, skills, and experience can enrich our team and contribute to the Foundation's overall success.

The Recruitment Process

As part of the Foundation's commitment to being transparent, the following are the stages of our recruitment process:

- Job posting closes – **September 7, 2026**
- Phone screening - **September 14, 2026** (Tell me about yourself and how your professional experience aligns with this position; what makes you unique)
- First in-person interview- **September 22 & 24** (Understanding of the donor's life cycles; what does generosity mean to you)
- Presentation Assignment (Further details will be provided to prospective candidates)
- Second in-person interview and written assignment discussion **October 1 & 2** (What are your career & professional goals)
- Start date: **October 16, 2026**

During the recruitment process, prospective candidates will be expected to provide specific examples of situations where they have demonstrated the Foundation's values and core competencies.

Winnipeg Foundation is committed to an inclusive, barrier-free environment and will accommodate the needs of applicants under the Accessibility for Manitobans Act (AMA) throughout all stages of the recruitment and selection process. We thank all applicants for their interest; only those advancing in the competition will be contacted. If contacted to participate in the process, please advise if you require accommodation.

Note:

Employment is conditional upon verification of eligibility to work in Canada for an employer other than the current employer.

If you would like to discuss accommodation or have difficulty submitting your application via the portal, please email careers@wpgfdn.org for support.

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