



MANAGER, LEGACY GIVING

Toronto / Full-Time, Permanent

This role involves remote/work-from-home arrangements with a requirement for a minimum of two (2) days per week working onsite and may be subject to change as the organization works through its hybrid workforce plan and/or changing needs of the Foundation. We care about our team and community and are aligned with CAMH's health and safety practices.

ABOUT CAMH FOUNDATION

Hi! I'm Christine, Director of Legacy Giving at CAMH Foundation. I'm inspired by the cause and passionate about advancing mental health care through planned giving. I've spent the past year watching the organization, cause, and support for legacy giving grow significantly. I am driven by working for a meaningful cause, with an exceptional team, and doing the job I love.

I believe the key to an excellent Manager of Legacy Giving is not just the technical skills but the knowledge of the organization's business, asking the right questions, listening to the answers and believing in the organization's mission.

The Centre for Addiction and Mental Health (CAMH) is Canada's largest mental health teaching hospital and one of the world's leading research centres in its field. With a dedicated staff of more than 5,000 physicians, clinicians, researchers, educators, and support staff, CAMH offers outstanding clinical care to more than 38,000 patients each year. The organization conducts ground-breaking research, provides expert training to healthcare professionals and scientists, develops innovative health promotion and prevention strategies, and advocates on public policy issues at all levels of government.

CAMH Foundation is charged with raising and stewarding funds in support of CAMH. Its role is to help transform the way we understand and address mental illness by raising awareness and increasing engagement across the country. Generous and dedicated supporters help CAMH advance discovery and innovation, build spaces that promote recovery, and break down the stigma of mental illness.

The Legacy Giving team is responsible for contributing to the goals of the Philanthropy team by inspiring a pipeline of planned gifts to grow future revenue for CAMH. As members of the team, we are committed to a positive and safe work environment where we support, listen and learn from each other and be accountable to our many key stakeholders.

THE OPPORTUNITY:

The Manager, Legacy Giving will contribute to the goals of the Philanthropy team by inspiring future legacy gifts to build an efficient, sustainable source of unrestricted revenue for CAMH. They will identify and cultivate legacy prospect leads, confirm and steward legacy gifts, partner with colleagues to integrate legacy giving efforts across the Foundation, and contribute to the success of annual legacy revenue goals.

The Manager will manage a portfolio of 75-125 prospects through the stages of cultivation, solicitation, and stewardship. They are also responsible for the qualification of the pipeline of legacy giving leads through personal outreach.

In addition to individual relationship fundraising, the Manager will also drive forward program strategies for legacy giving such as telemarketing campaigns, awareness and cultivation efforts, program materials, ongoing stewardship, and online digital efforts. This will involve working with internal colleagues across the Foundation and external vendor partnerships.

KEY RESPONSIBILITIES:

Fundraising Activities

- Manage an individual portfolio of 75-125 prospects through the stages of cultivation, solicitation, and stewardship.
- Responsible for an annual revenue goal established with the Director, Legacy Giving.
- Personal outreach through different channels and tactics to qualify pipeline of legacy giving leads.
- Develop and implement strategies that engage, cultivate, solicit and steward a portfolio of legacy leads and donors.
- Represent legacy to the broader organization including being a SME to colleagues on standard planned gift vehicles like charitable bequests and insurance gifts.
- Develop an understanding of the educational, research, clinical and financial needs and goals of CAMH.
- Work with gifts processing and Philanthropy support team to ensure that acknowledgements, tax receipts, invitations, and other correspondence are sent in a timely manner.
- Ensure the maintenance of accurate, professional and current Raiser's Edge and hard-copy records, including actions, call reports and key metrics.

Program Activities

- Contribute to strategy and oversee execution of annual calling campaigns to qualify leads and secure new Legacy confirmations, coordinating with internal Foundation teams and external vendors.
- Partner with other Foundation teams, especially Marketing & Donor Experience, on opportunities to cross-collaborate to advance legacy giving for the organization.
- Develop and maintain legacy giving materials and online digital presence.
- Manage program-wide cultivation efforts, including partnerships with lead generating vendors and organizing donor events.

- Contribute to the strategy development and manage overall stewardship journey for legacy givers.
- Identify opportunities and propose plans to apply best practices and new trends in planned giving.

Other

- Serve as a resource to the Philanthropy team on effective Legacy Giving fundraising practice.
- Work as a team player promoting a positive and professional work environment and conduct role with integrity and respect.
- Act as an ambassador throughout the community, positively representing the Hospital and the Foundation.
- Abide by the policies and procedures of CAMH and CAMHF.
- Abide by the Occupational Health and Safety Act, and work in a manner that is safe, reporting incidents immediately to direct supervisor.
- Perform other duties as assigned in order to meet the overall goals and objectives of the Foundation.
- Operate within the culture and core values of the organization, leading by example through behaviours that exhibit Courage, Respect and Excellence.

WHAT YOU'LL BRING TO THE TEAM

- A post-secondary education or comparable combination of work and education experience.
- A minimum of five years of fundraising experience, with at least three years focused in planned giving, and preferably in a large, complex not-for-profit organization such as a hospital or university.
- Demonstrated experience and knowledge of sector best practices and trends in gift planning, including marketing, lead generation, and communication.
- Working knowledge and commitment to continuous learning of Canada's philanthropic laws and charitable giving vehicles, tax laws and implications, and related tools to enable legacy giving.
- Experience working with donors in all stages of the fundraising cycle, from cultivation through to stewardship.
- Demonstrated ability to think strategically, work proactively and cross-functionally, and manage competing priorities.
- Strong interpersonal skills with a professional presence and manner, and capable of exercising independent judgment, initiative and flexibility.
- Excellent person-to-person relationship-building skills including quickly establishing trust.
- Skilled at handling sensitive subject matter with a high degree of emotional intelligence and tact, exercising discretion and demonstrating maturity.
- Analytical ability to review metrics, dashboards, and identify implications and opportunities.
- Excellent organization, planning and time management skills with strong attention to detail.
- Excellent communication skills (verbal and written).
- Strong computer skills, including experience with Microsoft Office software applications and demonstrated knowledge of Raiser's Edge or equivalent.
- Willingness and ability to work flexible hours, including some evenings and weekends.

Don't sweat it if you don't have everything listed above. We believe in growth and curiosity. If you have some of these qualities and believe this is the position that will make you excited to come into work every day, then we want to hear from you!

Salary Range: \$92,881 to \$107,087 annually

CAMH Foundation is an equal opportunity employer. We are committed to providing reasonable accommodations and will work with you to meet your needs. If you are a person with a disability and require assistance during the application process, please don't hesitate to reach out! Please contact HR.Foundation@camh.ca. We celebrate our inclusive work environment and welcome members of all backgrounds and perspectives to apply.

Our north star is creating hope and improving outcomes for people facing mental illness. We work in respectful partnerships with each other and our hospital partners to inspire philanthropy and raise awareness in support of mental health.

To apply: Please submit your cover letter and résumé at [Manager, Legacy Giving - Foundation-camh](#)

CAMH is a Tobacco-Free Organization.

CAMH is fully affiliated with the University of Toronto and is a teaching hospital and research institute. As a CAMH employee, you will be expected to actively support CAMH's teaching and research activities, in addition to supporting the clinical work of the hospital.

At CAMH, we strive to be an equitable and inclusive employer. Our commitment to equity is grounded in an institution-wide commitment to achieving a working, teaching, and learning environment that is free of discrimination and harassment.

CAMH actively seeks candidates from First Nations, Métis and Inuit, racialized and LGBTQ2S+ communities, women, and people with disabilities (including people who have experienced mental health and substance use challenges).

We encourage people from all backgrounds to apply to our positions.

We thank all applicants for their interest, however, only those selected for an interview will be contacted. Please inform us if you require accommodations during the interview process.