



Opportunity Profile

DIRECTOR, PRINCIPAL GIVING &
STRATEGIC PARTNERSHIPS

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

Union Gospel Mission (UGM) is searching for a relational fundraising executive with a passion for growth and expansion to join their team as Director, Principal Giving & Strategic Partnerships.

Reporting to the Vice President, External Engagement (VP EE), this position provides strategic leadership in areas critical to UGM's ministry and vision for External Engagement. The Director is responsible for increasing revenue and generating resources for UGM in order to meet UGM's capital and operating requirements. The Director manages the Corporate & Foundation and Principal Giving teams and provides leadership in strategy development, which includes prospect identification, qualification, cultivation, solicitation and stewardship of donors.

You will utilize key performance indicators to proactively measure results and guide fundraising strategy and activities. You will maintain and grow a portfolio of donors by building and nurturing strong positive relationships to increase the level of giving with current donors and attract new principal gifts to support the strategic priorities of UGM.

If you are a gifted leader and fundraiser who is exceptional at building and maintaining relationships, as well as creating and driving strategy, we would love to connect with you!



WHO WE ARE

Union Gospel Mission first opened its doors 80+ years ago

We sought to be a light in Vancouver's Downtown Eastside, offering soup and a few shelter beds. Today, we provide a hand-up to life-changing hope at eight locations across Metro Vancouver and the Fraser Valley.

Through the years, we've built strong relationships with the people we serve. We've learned so much about their challenges, and grown with their needs. Today, we're connected to other service providers and work within a network of care.

We meet people wherever they're at

A man who has been living under a bridge for years. A woman fleeing domestic abuse. A single parent who just lost their job. Everybody's circumstances and needs are different, but we believe unconditional compassion can lead to transformation.

We walk alongside people every step of the way

Though many of our connections are made around the dining table, we offer more than just meals. Our continuum of care includes a comprehensive range of programs and services that lovingly journey with people as they rebuild their lives:

- **Street Level Outreach Programs:** Offers practical assistance, counselling, spiritual guidance and referrals.
- **Meals, Shelter & Clothing:** Restores dignity, giving community members the freedom to focus on rebuilding their lives, while connecting to other UGM programs.
- **Alcohol & Drug Recovery:** Offers freedom from addiction through live-in programs, where participants are equipped with tools to transform their lives.
- **Career Development Services:** Helps people identify their strengths, build skills and increase the chances of finding meaningful work.



- **Social & Affordable Housing:** Provides stability for families and individuals, helping re-establish them in the community.
- **Children & Family Services:** Guides the next generation through afterschool programs, summer camp sponsorship, mentorship and life skills workshops.

We partner with churches to assist in transforming their communities

For decades, the local church has faithfully supported UGM through volunteering, donations and prayer. We're grateful to have the opportunity to partner in reciprocity – providing churches with workshops, training, grants and other resources to strengthen programs in their own communities that help overcome poverty, homelessness and addiction.



OUR VISION

Demonstrating the love of Christ, UGM is determined to transform communities by overcoming poverty, homelessness and addiction – one life at a time.

OUR MISSION

UGM is determined to restore the God-given dignity of people by sharing and demonstrating the love of Jesus Christ, providing without discrimination:

- Meals, shelter, outreach and chaplaincy services that relieve suffering and renew hope.
- Life recovery programs that offer freedom from addictive lifestyles.
- Education and job preparation that equip for successful living.
- Affordable housing that fosters community and personal contribution.
- Preventative programs that build healthy families.

OUR VALUES

- Christ Centered
- Excellence
- Integrity
- Relationships

KEY RESPONSIBILITIES

Main Duties & Responsibilities

- Produce and present short-term and long-term strategic plans to the Vice President, External Engagement (VP EE) for Principal Giving and Corporate & Foundation Giving.
- Develop and monitor the principal gift budget and assist in the preparation of fiscal revenue forecasts, in consultation with the VP EE.
- Assist in establishing gift acceptance and stewardship policies and procedures in line with CRA, CCCC and AFP guidelines, and ensure they are followed.
- Develop strategies to effectively identify, qualify, cultivate, solicit and steward existing donors, with the goal of strengthening the relationship between UGM and the donor, resulting in increased giving.
- Develop strategies to effectively reach existing and new donors, gifting opportunities and principal gifts.
- Develop fundraising proposals and stewardship reports; conduct tours of UGM's facilities and seek to engage donors in volunteer opportunities.
- Arrange meetings between prospects/donors and senior leaders of UGM.





- Create effective plans to support the execution of team objectives and major asks; consistently follow up with direct reports to ensure accountability to financial targets.
- Develop fundraising proposals to donors, corporations and other entities.
- Ensure partnerships are compatible with UGM's strategic directions.
- Participate in cultivation and stewardship events.
- Present viable new gifting opportunities to the team for consideration and implementation, where appropriate.
- Work with senior staff and volunteers for gifting strategies and asks.
- Prepare for and facilitate meetings and presentations to stakeholders.
- Speak and present UGM publicly within the marketplace.
- Represent the Principal Gift team at various business and community events.
- Ensure the maintenance of timely and accurate donor records.
- Complete reports and tasks in a timely manner.
- Establish and meet financial objectives.
- Maintain a thorough understanding of the Salesforce fundraising program and ensure other staff are adequately trained.

- Work in collaboration with the External Engagement team leads to ensure all donor interactions are consistent with UGM's brand and key messaging.
- Work in collaboration with the Manager of Volunteer Services to provide a variety of volunteer opportunities for individual and corporate donors.

Leadership & Management

- Commit to providing servant leadership, nourishing a truthful, forgiving, approachable, joyful and healthy environment.
- Model open communication and work collaboratively within the External Engagement department and UGM as a whole for the good of the organization, in support of UGM's vision, mission, values and strategic plan.
- Manage, train, develop and supervise direct reports; conduct annual performance reviews.
- Participate in hiring, firing, training and development of direct reports.
- Supervise outside consultants and volunteers.
- Schedule all shifts and vacation entitlements of direct reports.
- Manage time effectively.
- Adhere to all UGM published policies, practices and procedures, including Occupational Health and Safety.



KNOWLEDGE, SKILLS & ABILITIES

- University and/or professional certification, along with more than 10 years of experience in the not-for-profit sector, major gifts and leadership. Consideration may be given to alternate combinations of lived experience and education.
- CFRE designation, preferred.
- Experience with and working knowledge of Salesforce.
- In-depth knowledge on how to generate support and creatively implement principal gift models and strategies.
- Intermediate computer skills (Excel, Word and Outlook).
- Must gain knowledge of and operate according to UGM's Ethical Code of Fundraising and Financial Accountability policy and Confidentiality policy.
- Good knowledge of and must operate according to the AFP guidelines and the Donor Bill of Rights.
- Good knowledge of and must operate within CRA and CCCC guidelines that relate to financial and gift-in-kind donations and donor recognition.
- Mission-minded, of strong Christian character and committed to spiritual growth and maturity.
- Must support and implement UGM's vision, mission and values including UGM's Christian ethos as indicated in its Statement of Faith.
- Model responsible work habits, effective servant leadership and good stewardship.

QUALIFICATIONS CONTINUED

- Able to act with integrity and diplomacy, and to apply excellent judgment and discretion in order to support UGM's faith-based workplace values.
- Able to develop effective and trusting relationships with all levels of staff.
- Able to lead both complex and standard change initiatives.
- Must have strong ethical character.
- Must be a solid and approachable leader with exceptional coaching and mentoring abilities.
- Able to build for the future through coaching and selective recruitment.
- Enthusiastic, proactive and pleasantly persistent. Possesses a willingness to drive change, a pragmatic approach to enacting it, and the stamina to see things through to completion.
- Must display a curiosity to explore non-traditional fundraising and partnership opportunities to expand the circle of supports who become involved with UGM.

OUR SEARCH TEAM



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MARK KRAFT LEADING THE SEARCH

Mark is a trusted and sought-after executive search leader, with over 20 years of combined experience in the public and private sectors. Bringing a deep level of care and commitment to his clients, Mark has successfully led over 100 executive talent searches across Canada, for roles ranging from CEO to CFO, to COO. With his breadth and depth of experience, Mark has become a respected advisor and go-to expert for non-profit, charity, and faith-based organizations looking to source top executive talent.



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SHAWN PLUMMER SUPPORTING THE SEARCH

Shawn is a senior executive who, after 22 years in international relief and development, most recently served as President & CEO of Food for the Hungry Canada. His career has led to deep relationships and respect within his broad network of non-profits and businesses globally and across Canada. With invaluable program and leadership experience, a history of managing large teams, as well serving as a board member himself, Shawn is well equipped to come alongside your organization to ensure you have the right leadership team in place to drive your future success.

ESTIMATED SEARCH TIMELINE

While every search is dynamic and time frames are hard to predict, the following is an overview of the expected timeline and details for this search:

Location: Vancouver, BC

Application Deadline: May 21, 2024

Short List Interviews: June 2024

Start Date: TBD

Salary Range: \$106,470 to \$116,337

HOW TO APPLY

Apply online at nelsonandkraft.com/jobs with your cover letter and resume. You must be eligible to work in Canada.

Nelson/Kraft & Associates Inc. is an executive consulting firm that specializes in working with not-for-profits and for-profit businesses across Canada, assisting them in the placement of senior executives and directors.

Nelson/Kraft & Associates Inc. welcomes and encourages all interested applicants to apply for this position and is committed to the principles of diversity and inclusion in its hiring practices, and will only make distinctions among interested applicants in accordance with the applicable Human Rights legislation.

Nelson/Kraft & Associates Inc. also welcomes and encourages applications from candidates with disabilities. Accommodations are available on request for candidates taking part in the selection process. If you require disability-related accommodation during the recruitment process, please contact us.