



Opportunity Profile

LEAD PHILANTHROPY ADVISOR,
MAJOR GIFTS (BRITISH COLUMBIA)

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

World Vision Canada is currently seeking a strategic, dynamic, and experienced fundraiser to join their team in the role of Lead Philanthropy Advisor, Major Gifts (British Columbia).

Reporting to the Director, Philanthropy Engagement, the Lead Philanthropy Advisor, Major Gifts (BC) will serve as the fundraising lead for British Columbia.

The Lead Philanthropy Advisor, Major Gifts (BC) will work to drive revenue by securing gifts at the five to seven-figure levels and will join the growing national group of passionate and committed frontline fundraisers. The ideal candidate will have demonstrated major gift fundraising experience with a track record of success. Working collaboratively and synergistically alongside the Director, Philanthropy Engagement and other internal teams at World Vision Canada, the Lead Philanthropy Advisor, Major Gifts (BC) will personally manage their own major gift donor and prospect portfolio through the donor cycle in a way that strategically builds relationships and increases revenues.

This is an exciting time to join World Vision Canada as it prepares to launch a major national campaign (2024-2030) for which the Lead Philanthropy Advisor, Major Gifts (BC) will help to secure anchor gifts and grow the major gift revenue stream to support leading-edge programs.

With a strong passion for international development and social impact, the ideal candidate will be able to work independently and efficiently from a home office and be part of workplace practices such as weekly online chapel and online staff devotions every two weeks.

World Vision Canada has consistently been recognized as one of Canada's top employers. Other awards granted are for financial transparency, marketing, customer service, and for the work they do in the field. They are Canada's largest development, relief, and advocacy non-profit.

If you are a skilled fundraising professional with leadership capacity, and you align fully with the mission and vision of World Vision Canada, we would love to connect with you!



WHO WE ARE

World Vision Canada is a global relief, development, and advocacy organization. Our focus is helping the world's most vulnerable girls and boys overcome poverty and experience fullness of life.

WHAT WE DO

Grounded in more than 70 years of experience and expertise, World Vision works alongside communities, supporters, partners, and governments to change the way the world works for children, focusing on three specific areas: emergency relief, transformational development, and promotion of justice.

WHY WE DO IT

We are inspired and motivated by our Christian faith. We believe in upholding, restoring, and honouring the dignity and value of every human being, and we work alongside the most vulnerable as a demonstration of God's love.

World Vision serves all people—without distinction of any kind, such as race, colour, sex, language, religion, political opinion, national or social origin, property, birth, sexual orientation, gender identity, or other status.



OUR HISTORY

For more than 70 years, World Vision has been committed to protecting and caring for children and those in need. From our founder Bob Pierce giving the last \$5 in his pocket to help care for an abandoned Chinese girl in 1947, to then-CEO Stan Mooneyham purchasing a large ship in 1979 to rescue refugee families stranded at sea in Vietnam, World Vision has gone where others would not. Even in the places where it is hardest to be a child, God is there—and we should be there too. So, our mission continues.

Foundation of World Vision: 1950s

Bob Pierce founded World Vision three years after he came face to face with an abandoned child and chose not to look away. Determined the last \$5 in his pocket wasn't enough, he knew more people had to be involved for a long-term solution and broader impact. Initially based in the state of Oregon, the organization focused on missions service for emergencies in East Asia.

Our global impact today

Today World Vision has become the largest Christian international non-governmental organization working in nearly 100 countries worldwide. In 2022 alone, World Vision supported around 30 million people through 59 global emergency responses, provided 10.3 million people with food, and helped 3 million people to gain access to clean water. Through Child Sponsorship, 3.2 million vulnerable children were given a second chance in life.

KEY RESPONSIBILITIES

- Serve as the fundraising lead for British Columbia, identifying and cultivating potential prospects while maintaining strong relationships with current donors.
- Maintain a personal portfolio of high-value prospects and donors to achieve fundraising targets.
- Develop and implement individual donor strategies to guide donors through the fundraising cycle.
- Support senior leadership, executives, and volunteers in effectively engaging major donors to meet revenue goals.
- Increase donor contributions by establishing and nurturing meaningful relationships, understanding donor interests and capacities to give.





- Communicate and manage donor relationships effectively by using tailored approaches for maximum impact and continued support.
- Utilize donor data and research to develop targeted donor engagement plans.
- Collaborate with internal teams such as Communications to develop messaging and materials that promote philanthropic initiatives and recognize donor contributions.
- Monitor and evaluate fundraising performance, track donor interactions, and maintain accurate records in the database.
- Stay informed on best practices, trends, and regulations in Philanthropy and Fundraising, and share knowledge and insights back to the internal teams.

QUALIFICATIONS

- Demonstrated fundraising experience, with a proven track record of success in the area of major gift development from high-capacity individuals and foundations; or senior sales experience with a successful track record in business development and client relationship management.
- Comprehensive knowledge of the donor relationship cycle as well as moves management principles and major gift development strategies such as cultivation, stewardship, and planned giving, or the equivalent in a business/sales development cycle.
- A university degree or a related mix of education and fundraising experience.
- Able to travel on a regular basis in BC and occasionally in Canada and overseas.
- Experience with major comprehensive campaigns, an asset.
- Excellent communication abilities and superior interpersonal skills to develop and maintain a broad range of relationships.
- Strategic thinker with a results-driven mindset.
- Comfortable and adaptable in a remote work model.
- Demonstrated initiative and enthusiasm in achieving revenue targets.
- Detail-oriented with strong organizational and project management skills.
- Strong customer service-oriented approach that demonstrates the highest standards of professionalism, confidentiality, and sensitivity.
- Passion for the mission and values of World Vision Canada, with a commitment to social impact.
- A curious nature and a strong desire for continued learning.

OUR SEARCH TEAM



shawn@nelsonandkraft.com
604.614.2665

SHAWN PLUMMER LEADING 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. 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.



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613.355.1412

MATT ROBBERSTAD SUPPORTING THE SEARCH

Matt is an accomplished Talent Acquisition Manager with a strong background in the non-profit sector. With over a decade of leadership experience in recruitment and retention, he has a proven record of success. Matt has effectively managed end-to-end recruitment processes for a wide range of positions at Christian Horizons, a major faith-based developmental service organization in Canada. His extensive expertise in recruitment and selection enables him to identify the ideal candidates for various organizational roles.



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604.226.8846

ALEXA KROEKER SUPPORTING THE SEARCH

Alexa brings experience in executive and board assistance, and will take care of all your marketing and advertising needs. Beginning with the kickoff meeting, Alexa will listen for the nuances of your ideal leader to incorporate in our promotional material designed to attract the best candidates. After adding visual interest to your job description, Alexa will advertise your search broadly, targeting the best and most efficient markets for your particular search.

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: Remote in British Columbia

Application Deadline: June 11, 2025

Short List Interviews: June 16 - 20

Start Date: TBD

Salary Range: \$110,000 - \$125,000

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.