



WE'RE HIRING!

DIRECTOR OF INSTITUTIONAL GIVING

(AKA Fundraising Falcon)

@canopyplanet

www.canopyplanet.org



Location

Remote (within a 4-hour time zone of PST)

Position Type

Full-time 40 hours per week

Reports To

Head of Operations & Finance

Start Date

ASAP

Compensation

CAD 140-190K gross per annum.

Contingent on experience, plus benefits. For applicants outside Canada, the salary will align with a benchmarked salary band based on location. Please reach out to Anna for more information.

Deadline for Applications

May 3, 2024



ABOUT THE ROLE

Canopy is looking for a dynamic individual to join our flock as the Director of Institutional Giving AKA Fundraising Falcon. If you are someone who is ready to spread your wings and soar into the world of institutional giving and a savvy strategist with a passion for protecting the planet, read on!

As our Fundraising Falcon, you will be entrusted with enhancing Canopy's mission and vision through the development, implementation, and maintenance of a comprehensive institutional giving strategy. Your mission: to meet annual revenue targets and drive organizational growth with the flair and creativity of a true fundraising falcon.

KEY RESPONSIBILITIES

- The Director of Institutional Giving will develop and drive our institutional giving revenue strategy co-lead and manage, with the Director of Major Gifts, the Philanthropic Partnerships Team.
- This position will develop and implement the annual revenue plan in collaboration with the Executive Director, the Director of Major Gifts, the Leadership Team, and the Philanthropic Partnerships Team.
- The Director of Institutional Giving will be responsible for developing and managing a portfolio of foundation partners, as well as for ongoing prospect identification, cultivation, solicitations, and stewardship of all potential revenue sources.

KEY RESPONSIBILITIES (CONTINUED)

- The Director of Institutional Giving will ensure that the quality of Canopy's campaign information is favourably received by the donor community and will provide entrepreneurial and innovative thinking regarding Canopy's philanthropic initiatives.
- The Director of Institutional Giving will collaborate with the Director of Major Gifts to spearhead professional development of the Philanthropic Partnerships Team and Canopy overall to hit our revenue targets, broad oversight of our revenue strategies and stewardship and engagement of funders to grow our budget, enhance our brand, retention, rigorous MEL, etc.
- Collaborating with Canopy's Culture & Engagement and Impact Communications teams, creates and implements a plan to ensure accurate and up-to-date communications are in place to support donor acquisition and stewardship including case development, proposal and stewardship reports, general communications.
- Work with the Leadership Team and the Philanthropic Partnerships Team to develop new approaches to foundations and corporations and coordinate these contacts to initiate the cultivation/fundraising process and to maximize revenue opportunities.
- Mentor Canopy's Philanthropic Partnerships Team to develop highly competitive proposals for corporate and foundation prospects and leverage diverse corporate and foundation goals and preferences.

KEY RESPONSIBILITIES (CONTINUED)

- Work with the Philanthropic Partnerships Team to maintain a rigorous schedule of contact with corporate and foundation representatives.
- Create move management plans, compelling presentations, and comprehensive fundraising goals for a variety of contacts.
- Oversee proposal deadlines, prepare and edit proposals, and manage proposal submissions.
- Develop systems to optimize donor cultivation with a focus on personalization of approach for each corporation and foundation.
- Manage corporate events, donor packages, recognition, event set-up and media.

PHILANTHROPIC LEADERSHIP

- Participate in Canopy's Senior Management Team to ensure Canopy is a healthy, financially vibrant, and impactful organization. Support organizational initiatives and campaign goals and advance Canopy's mission.
- Foster an understanding of philanthropy within the organization.
- Participates with the Executive Director, Director of Major Gifts and the Senior Management Team in developing, refining and meeting Canopy's annual budget.
- Participate in hiring, supervising and mentoring the Philanthropic Partnerships Team.

PHILANTHROPIC LEADERSHIP (CONTINUED)

- Engages with the Head of Culture & Engagement on staff hiring and recruitment when needed.
- Works closely with the Director of Finance to ensure development records are reconciled with accounting records, timely acknowledgements are sent, donor and prospect files and databases are maintained.
- Analyze database reports and queries for prospect management, fundraising progress, gift solicitation and donor communication and regularly update the Executive Director.
- Works with the rest of the Senior Management Team to advance Canopy's priorities as needed.
- Other duties and responsibilities as needed.

QUALIFICATIONS

- Proven track record of successful institutional fundraising and donor relationship management.
- Ability to develop and execute strategic fundraising plans.
- Excellent project management and organizational skills.
- Familiarity with non-profit fundraising techniques and best practices.
- Proven ability to solve complex problems and make informed decisions under pressure.
- A track record of achieving measurable results and goals.
- Excellent written and verbal communication skills, with an ability to translate complex data into clear and simple messages for a wide range of audiences.

QUALIFICATIONS (CONTINUED)

- Positive attitude, creativity, and ability to think strategically and innovatively.
- Adaptable and quick to capitalize on emerging opportunities.
- Positive attitude, creativity, and ability to think strategically and innovatively.
- Embrace a ["Yes, AND..." mindset](#) to foster innovation and collaboration
- Passionate about saving forests and changing the world.



JOB DESCRIPTION

If you want to learn more about the role and be the Fundraising Falcon please contact our Chief Canopal Charmer, Anna, at anna.abad-frederick@canopyplanet.org.

How to apply in 3 easy steps

1. Imagine you're applying for a grant on behalf of Canopy to support one of our conservation projects. Choose a specific initiative from Canopy's portfolio (e.g., protecting endangered species, advancing Indigenous rights) and develop a grant proposal targeting a potential institutional donor. Your proposal should include: (a) Brief overview of the project's objectives; (b) Introduction to Canopy and context for the proposed project; (c) Clear statement of the project's need, supported by relevant data and testimonials; (d) Description of project goals, activities, and expected outcomes; (e) Detailed budget outlining expenses and revenue sources; (f) Explanation of how project success will be measured and evaluated; (g) Conclusion summarizing the proposal and emphasizing the importance of funding support.
2. Send us your (a) Cover Letter, (b) CV, and (c) your answer to the exercise above and address it to the Hiring Panel.
3. Email to recruitment@canopyplanet.org with the subject line "Fundraising Falcon!"

Canopy embraces justice, equity, diversity, and inclusion and is committed to a workplace that is enriched by the people, needs, and desires of our diverse global community. We thank all applicants, however, we will only be contacting candidates successful in securing an interview.

“There are few environmental organizations that can match Canopy in its unflinching commitment to saving the world’s forests and the many species that depend on them, while having the pragmatic acumen necessary to help companies do better by those forests”

- Margaret Atwood



ABOUT CANOPY

Canopy is an award-winning not-for-profit organization dedicated to protecting the world’s forests, species, and climate, and supporting the advancement of community rights. Canopy collaborates with more than 750 companies to implement robust environmental policies, catalyze innovative solutions, transform unsustainable supply chains, and secure forest conservation and human rights. Best known for greening the Harry Potter series internationally, Canopy’s partners include Stella McCartney, The Guardian, The Gap, Sainsbury’s, Penguin Random House, The Globe and Mail, and H&M. Canopy’s work relies on the support of individual donors who share our passion for the planet.

Canopy is a nimble, fast-paced, results-driven conservation organization with a strong track record of success. We know that our planet is under stress and believe that change is long overdue. We think 800-year-old trees don't need to be used to make packaging, t-shirts, or junk mail - and we're committed to doing all we can to keep them standing. We love chocolate and playing charades. Working hard is in our DNA - as is having fun and being creative. Pragmatic and audacious, we are driven to produce results at a proportional scale to the environmental problems our world is grappling with. We are part of the growing movement that believes Nature Needs Half - a science-driven initiative that recommends 30-50% of the world's forests need to be protected by 2030 to ensure forest ecosystems are able to fulfill the ecological functions and services we need for life on Earth.

