



Job Description:

CEO

The Opportunity

While fundraising is core to the success of True Patriot Love Foundation (TPL), the CEO will also partner with the Board to develop the 5-year strategic plan to best improve the lives of serving members, Veterans and their families. TPL is frequently described by those who know it best as the United Way for military and Veteran families, allocating funds raised to over 750 programs across the country and to between 200 and 300 institutions, and in this way, the role will enable direct tangible impact. Entirely funded through private donors and corporations, TPL raises money to address unmet needs of service members and Veterans to support mental health, family support and children. The role will appeal to an entrepreneurially minded, passionate individual who is attracted to the distinctiveness of TPL mandate and the innovative ways in which it engages donors and Veterans through its signature expeditions and other new initiatives including an upcoming fundraising campaign to launch the *Give an Hour* program in Canada.

The CEO will partner with an engaged and influential board, inherit a team that is highly committed to the cause, and will enjoy a strong base of individual and corporate support upon which to drive growth and impact. Her/his strategic vision and inspirational leadership will enable TPL to continue to evolve in both its fundraising, granting and advocacy for Veterans and their families, not only building awareness of the help they need but the value they can add to society. Specifically, the new CEO will develop the strategy to double revenue beyond the current events, expeditions, and donor relationships through innovative approaches to building awareness, engaging Canadians in the mission in new and different ways, contributing leadership to the upcoming campaign, broadening corporate partnerships, building a strong social media presence and continuing to be creative in seeding other initiatives to support Veterans and their families. An individual with high EQ and IQ, the CEO will be the primary fundraiser and spokesperson for TPL while also providing inspiring leadership to the team in order to collectively drive a long-term growth strategy, optimal performance and purpose-driven culture.

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Key Relationships

Reports to:	Board of Directors
Direct reports:	Vice President Marketing, Corporate Sponsorship & Events Director Finance Director Grants Director Major Gifts, West Director Major Gifts, Ontario and East
Other key relationships:	TPL's Disbursement Advisory Committee Campaign Cabinet Major Donors Corporate partners Veterans Affairs Canadian Armed Forces National Defense Community institutions Other military and Veteran support agencies International military and Veterans groups and government ministries

The Ideal Candidate

The ideal candidate is a driven, results-oriented major gift fundraiser with a track record closing individual, corporate and foundation gifts. They can easily communicate their experience building relationships and securing donations and thrive in a dynamic fast paced, business oriented, culture.

The key success criteria for the role is an individual who is both strategic and tactical. He/she can develop major gift strategies for their donor pipeline while also ensuring the donor cycle (research, cultivation, solicitation and stewardship) is executed flawlessly. Most importantly, the ideal candidate is a hunter who loves to be out meeting donors and partners, making connections and closing gifts, comfortable meeting revenue targets and securing new business. The Campaign & Major Gift Directors is an intelligent individual with high EQ and above average communication skills. They can look at a vast amount of information and make the connections between donors and matching organizations.

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Key Responsibilities

- Reporting to the Board, responsible for communicating effectively with the Board and providing timely and accurate information so that the Board can make informed decisions.
- Working with the Board of Directors, the CEO sets the long-term vision, annual strategic plan and policies for the organization, and is responsible for carrying out the approved strategic plans and policies.
- Assists with board evaluation and development, evolving corporate governance policies, and recommending new members who can assist in advancing the goals of the organization and supporting their onboarding.
- Responsible for fiscal management that includes presenting an annual budget for the organization to the board, operating within the approved budget, ensuring maximum resource utilization, solving for in-year shortfalls and maintaining the organization in a positive financial position.
- Provides oversight of senior staff in key functional roles (finance, fundraising, human resources, marketing, technology, granting and events) and ensures they are working together efficiently.
- Oversees fundraising planning and implementation, including identifying resource requirements, recruiting fundraising volunteers for event committees and campaigns, researching funding sources, establishing strategies to approach funders and submitting proposals. The CEO plays a direct role in major gift cultivation and donor stewardship.
- Oversees information technology focusing on process improvement to develop more efficient and creative ways to collect, manage and leverage data for effective stewardship and developing donor reports.
- Oversees the budget, design and quality of events and programs such as Expeditions, Educational Tours, Symposiums, Gala Dinners and Golf Tournaments.
- Oversees marketing and communications and assures the organization, its mission and programs are consistently presented in a strong and positive manner to relevant stakeholders. Plays an instrumental role in evolving the brand through public speaking engagements, media relations and strategic partnerships (both national and international).
- Manages the human resources of the organization by hiring and retaining top-performing staff, developing compensation and benefits programs that motivate and inspire performance, coaching and providing a plan for professional staff development, and managing the annual performance review process. Benchmarks against other similar charities.

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- Oversees the granting process of the organization, including working with an external advisory committee to set an annual disbursement strategy, review funding applications and make recommendations to the board, and set the longer-term funding priorities for the organization that recognize emerging needs and opportunities for significant impact.

Desired Outcomes

- Builds trusted and transparent relationship with the Board and team working closely to ensure alignment on key short-term priorities. Develops and executes a comprehensive and forward-thinking 5-year strategic plan and vision to double revenues to 20 million.
- Builds on the growth momentum of revenue generation by continuing to cultivate, secure and increase individual gifts, secure new corporate sponsorships, and new signature events and enhanced brand.
- Provides direction and mentorship to direct reports and ensures collaborative and efficient empowerment across the team to best achieve growth targets and sustained performance.
- Establishes themselves as a passionate and knowledgeable champion on behalf of the TPLF who is capable of effectively articulating the vision for the future of the foundation to key stakeholders in raising the profile provincially, nationally and internationally.

Qualifications and Required Skills

The ideal candidate for this position is an accomplished and inspirational leader who demonstrates a unique record of success leading people, developing long term relationships, and who can drive revenue/raise funds. Authentic and engaging, she/he will be a compelling communicator with strong interpersonal skills in order to both inspire and lead the team and to effectively convey passion and conviction for TPL's mission. Exceptional private sector leaders with the relevant skills in addition to proven fundraisers will be actively considered. Other experience criteria considered will include:

Ideal Experience:

- A track record as a transformational leader who has significantly impacted the trajectory of an organization and delivered positive, sustained performance and growth.
- Proven ability cultivating relationships and raising significant funds (experience could be gained as a professional fundraiser, in a volunteer capacity or through his/her professional experience involving revenue generation).

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- A respected leader of people, who cultivates a collaborative team environment, creates followership and inspires accountability and results.
- An engaging communicator who is both articulate and an active listener.
- Exposure to volunteer structures and governance and the ability to create meaningful contexts for volunteer involvement in fundraising activities.
- Knowledge of or experience in the military is an asset.
- An undergraduate and graduate degrees are assets.

Critical Leadership Capabilities

Driving Results: Will develop the 5-year strategy and passionately and authentically communicate the vision of TPL, which enjoys a strong base of major donors, corporate partners and successful events and programs, in order to secure financial resources by:

- Meeting annual goals for support of the TPL mission.
- Developing underexploited opportunities for additional fundraising revenue (e.g., introducing new ways to tap donor support through social media and other methods of raising awareness, developing annual and planned giving programs, new key events).
- Engaging others in significant “asks” and at all times keeping the Foundation Board apprised of major donor cultivation.

Leading People: Has a reputation and record of attracting, retaining and inspiring teams and best talent. He/she will be adept at influencing and leading the team through further significant growth and will transition secure financial resources by:

- Identifying and articulating stretch goals for support of the TPL mission.
- Acts as an open, accessible, and hands on leader.
- Provides strong coaching, mentoring, delegates appropriately and invests in the development of others in an ongoing way.
- Recognizes team work and collaboration and leads by example.
- Creates followership through his/her interpersonal engagement, communication of the mission and everyone’s part in collective outcomes.

Relationship Building: Has the ability to build and maintain strong relationships amongst TPL’s diverse stakeholders including its Board and staff, key donors, and volunteers, government agencies, other partners, by demonstrating:

- Empathy and curiosity about donor motivations.

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- A strong service orientation that demonstrates passion for the mission of TPL.
- Listening skills accompanied by a genuine interest in the opinions of others.
- Eagerness to leverage his/her existing relationships and reputation with stakeholders to advance TPL's mission.
- Communication skills that will enable him/her to quickly earn a reputation for being straightforward, honest, trustworthy, reliable and confidential.

Other Personal Characteristics

- Courageous, aspirational and demonstrated intellectual depth and curiosity.
- Hands on, agile, creative, entrepreneurial.
- Humble, generous of spirit, a clear dedication to the cause, a strong moral compass, and a very pragmatic approach to changing the world.
- Sophisticated social and emotional intelligence, self-aware and an individual who engages with a combination of confidence and sensitivity.
- Stature and standing in the community, an established network of relationships and someone who has the conviction to make the case for supporting TPL in all settings including one-on-one and in large groups.
- Able to operate at a strategic level but also willing and able to master details to ensure best outcomes.

To Apply for the Role

If you meet the criteria above and are interested in applying for the position, please submit your resume to tplfceo@spencerstuart.com. Only those qualified for the role will be contacted.

About True Patriot Love Foundation

True Patriot Love Foundation (TPL) is a national charity dedicated to providing Canadian military and Veteran families with the support they need and the hope they deserve. Since 2009, TPL has provided \$25 million to fund innovative research and support 750 community-based programs across the country. By addressing the unique challenges resulting from military service including mental health, physical rehabilitation, transitioning to civilian life, and the special needs of children, TPL has helped change the lives of more than 25,000 military families. For more information, visit www.truepatriotlove.com.

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