

# TRUE PATRIOT LOVE



**Position Brief**

**Senior Manager,  
National Corporate Partnerships**

# TRUE PATRIOT LOVE

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### FOR MORE INFORMATION

KCI (Ketchum Canada Inc.) has been retained to conduct this search on behalf of True Patriot Love Foundation. For more information about this opportunity, please contact Jill Anderson, KCI Search + Talent, via email at [TPL@kcitalent.com](mailto:TPL@kcitalent.com).

To apply, please send a resume and letter of interest to the email address above by **September 26, 2024**. All inquiries and applications will be held in strict confidence.

True Patriot Love welcomes and encourages applications from all qualified applicants, including Veterans. Accommodations are available on request for candidates taking part in all aspects of the selection process.

The salary range for this position is \$90,000 - \$95,000.



## Senior Manager, National Corporate Partnerships

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### THE OPPORTUNITY

True Patriot Love is Canada's Foundation for the military community. Since 2009 they have distributed over \$47M to support military members, Veterans, and their families in every stage of their journey. The Foundation counts on the generosity of individuals and partners to support their efforts that raise awareness of the challenges related to military service and provide funding nationally to local community programs that support well-being, enable rehabilitation and recovery from injury, assist the children and spouses of those who serve, and promote re-integration back into communities following service.



True Patriot Love is seeking a results-oriented Senior Manager, National Corporate Partnerships to oversee the existing portfolio and cultivate new corporate partnerships with some of the largest national brands and companies across the country. Focused on meeting fundraising and brand awareness objectives, the Senior Manager will lead and support collaborations that include sponsorships, shared value partnerships, corporate social responsibility, gifts in-kind, employee giving, cause related marketing and cash donations.

Reporting to the Chief Development Officer, the Senior Manager will bring knowledge of the Canadian corporate philanthropic landscape and play an important role in growing financial support from corporations across the country for True Patriot Love and Canada's military and Veteran families.

The Senior Manager will actively contribute to the design and implementation of corporate partnership initiatives and activities, while creating transformational and mutually beneficial relationships between True Patriot Love and a wide range of partners that maximize impact on our mission.

Able to thrive in a fast-paced environment, the Senior Manager will be a skilled relationship builder and strategist able to see growth opportunities that align with partners interests, clearly communicate those opportunities, and achieve results.

True Patriot Love is currently operating in a hybrid work environment with a minimum of two days per week in office at the national headquarters in Toronto. Travel across Canada for meetings will be required in this role.



## ABOUT TRUE PATRIOT LOVE

The 100,000 Canadians who serve in our Armed Forces have a diverse range of experiences and expertise, but they share a common commitment to protecting and defending our country, both at home and abroad.

When these brave individuals are abroad, they are sustained and inspired by support from home. However, it is often the support they receive when they return home that is even more critical. Many of our soldiers are returning to a society that is ill-equipped to support them – a society that will never truly understand the stress of service and the atrocities of a war zone, nor the long-lasting impact on them and their families.

Established in 2009, True Patriot Love has distributed over \$47 million to fund 1,065 programs that support mental health, physical rehabilitation, transition to life after service and the unique needs of children and families. The Foundation also actively helps to ensure the needs of those who serve remain in the minds of the public through high profile expeditions and events. As a result of the Foundation's incredible work, more than 41,000 military and Veteran families have been helped.



**68,000** regular force military families are posted in Canada, with more than half under the age of 35 and half with children.



**Over 461,000 +** Veterans and their families currently live in Canada, many of whom are impacted by challenges related to transitioning to civilian life.



**2,500** military personnel are medically released each year, with approximately **700** spouses and **900** children also impacted.



**60%** of medically released military personnel have permanent physical limitations.



**13%** of CAF personnel were diagnosed with a mental disorder attributable to Afghanistan deployment four years later.

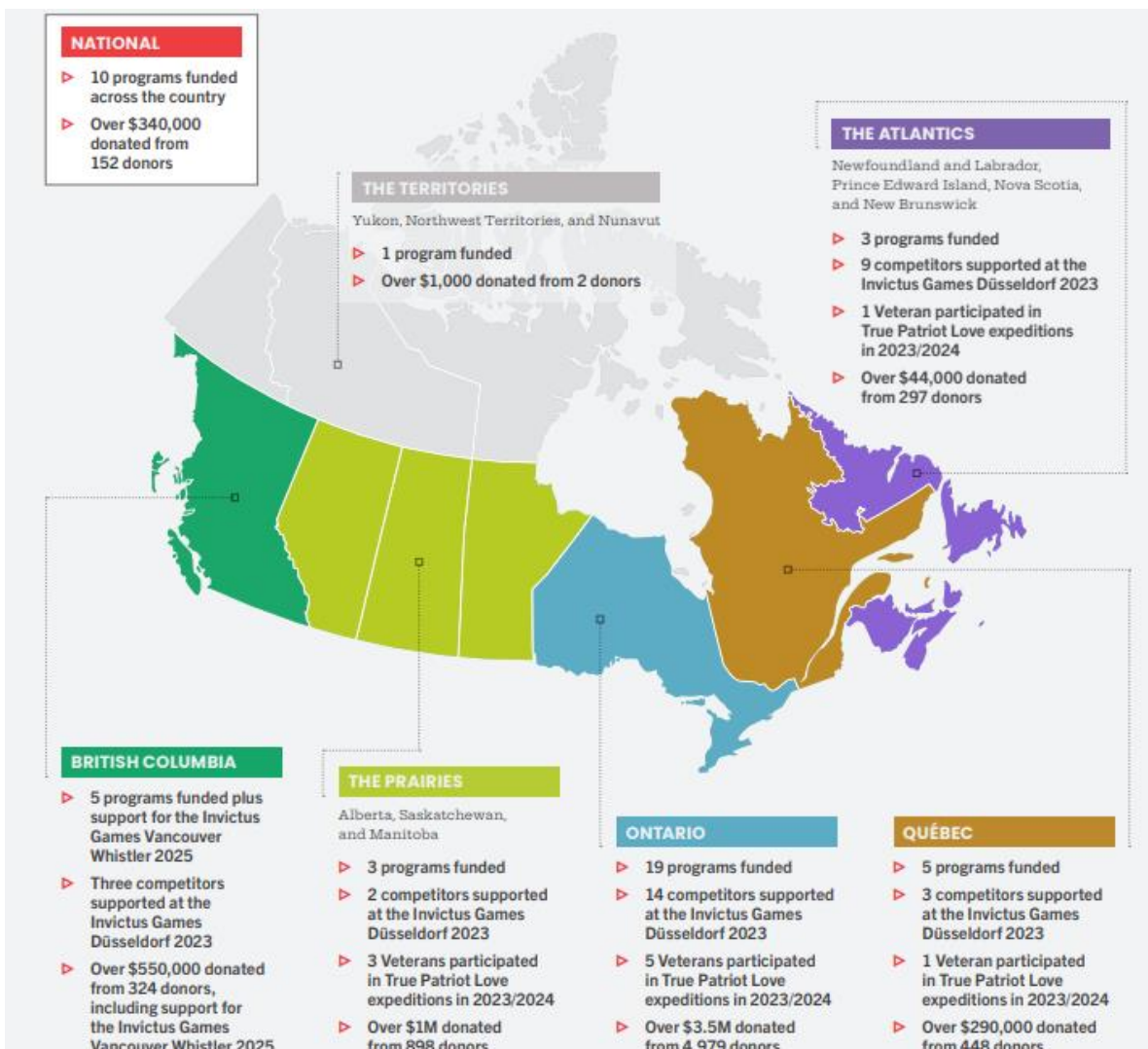


Children from military families experience **double** the rate of mental health issues compared to children from civilian families.

## Areas of Focus and Impact

They've had our backs - now it's time we had theirs. Whether they are facing healthcare challenges, their families need support, or they are seeking to transition to civilian life, it's our responsibility to make sure their needs are met. By accepting that responsibility and giving generously, Canadians can find their own ways to serve. We are a stronger, more inclusive country when Canadians give back to those who have given everything. True Patriot Love supports:

- *Family Health & Support:* Supporting stronger military families, as spouses, caregivers, children, and youth are called upon to make profound sacrifices along with their loved ones.
- *Mental Health & Well-Being:* Prioritizing well-being, by investing in mental health and transition programs amongst others.
- *Physical Health & Rehabilitation:* Improving the rehabilitation and recovery journey through the power of sport, expeditions, and alternative therapies.
- *Communities:* Providing resources to organizations that foster connection with communities, whether it be through mentorship, volunteerism, or advocacy.





## Grants & Programs

We are a catalyst for collaboration and impact. True Patriot Love provides the opportunity for Canadian registered charities to apply for funding of programs that are aligned with the foundation's mandate. Current grants and programs include:

- True Patriot Love Community Fund
- True Patriot Love Veteran Hub
- The Captain Nichola Goddard Fund
- Military Creative Arts Fund
- Bell True Patriot Love Fund
- Invictus Games Vancouver Whistler

## Invictus Games 2025

True Patriot Love Foundation is proud to have led the bid process to secure firstly the Invictus Games for Toronto in 2017 and then the Invictus Games Vancouver Whistler 2025, the first time any organization or country has been awarded the Games twice. True Patriot Love has established the local organizing committee for Vancouver Whistler and will also lead on delivering legacy elements impacting the military and veteran community up to and beyond February 2025. True Patriot Love is the largest funder of Team Canada, for both Invictus Games and the Warrior Games, as well as other community programs across Canada.

The Invictus Games 2025 Vancouver Whistler, held from February 8-16, 2025, will bring together up to 550 competitors from up to 25 nations to compete in adaptive sports, including the new winter sports: Alpine Skiing, Nordic Skiing, Skeleton, and Wheelchair Curling, in addition to the core Invictus Games sports of indoor rowing, sitting volleyball, swimming, wheelchair rugby and wheelchair basketball.

The 2025 Invictus Games will be held on the traditional territories of the Liłwat7úl (Liłwat), xʷməθkʷəyəm (Musqueam), Skwxwú7mesh (Squamish) and səilwətał (Tseil-Waututh) Nations. We are working to ensure they respond to Canada's Truth & Reconciliation Commission Calls to Action, and ensure Indigenous protocols are respected in all aspects of the Games.





## Expeditions

Since 2012, True Patriot Love has produced a series of ambitious expeditions around the world engaging Canadian Armed Forces members, Veterans, and civilians, which raise funds and build awareness and long-term relationships.

Past expeditions have collectively raised over \$9 million for the military community and have directly impacted 66 ill and injured military personnel and Veterans. Funds raised have allowed for enhanced job training and recruitment, provided 144 Veterans with rapid job placement, helped to fund more than 9,800 hours of peer-to-peer mental health counselling, and allowed for a \$500,000 investment to create a virtual reality therapy program for Veterans living with PTSD which has been implemented across the country.

## Invitational for Heroes

This year's 14th Annual Invitational for Heroes Golf Tournament is taking place Thursday, September 19th, at one of Canada's finest golf courses, Glen Abbey, presented by RBC Insurance, where True Patriot Love will raise critical funds for the brave men and women in uniform, and the families that support them.

True Patriot Love Foundation 14th Annual



True Patriot Love recognizes the positive impact of sport in supporting both physical and mental health rehabilitation and recovery and assisting with the transition journey following service.

Since 2011, more than \$2 million has been raised through our annual golf tournament, helping change the lives of countless military members, Veterans and their families in need. Thank you to many sponsors and supporters who have helped make this happen throughout our history.

## The Captain Nichola Goddard Women in Leadership

The Captain Nichola Goddard Women in Leadership roundtable concluded its [three-city series](#), bringing 75 people together in Calgary on April 30 for an evening of insight, inspiration and frank conversation about military leadership from a female perspective.

Now in its sixth year, the Women in Leadership event is named in honour of Captain Nichola Goddard, the first Canadian female soldier to die in combat while on duty in Afghanistan in 2006. The series is held in support of [the Fund](#) which also bears her name.



## True Patriot Love Annual Tribute Dinner

The True Patriot Love Annual Tribute Dinner is our signature fundraising event and Canada's largest celebration in support of military members, Veterans and their families.

The event brings together influential business and community leaders, distinguished military representatives and dignitaries to pay tribute to the military and Veteran community. From the moment a person enlists in the Canadian Armed Forces to the time they are released, their military service impacts every aspect of their life, including the lives of those closest to them – their family.



## BOARD OF DIRECTORS

**Shaun Francis**, Chair  
**Rear-Admiral (Retired) Luc Cassivi**,  
Chair of the DAC  
**Geneviève Bonin**, Board Member  
**Mike Durland**, Board Member  
**Philip Grosch**, Board Member  
**Matthew Kelleher**, Board Member  
**Monica Valsangkar-Smyth**, Board Member

**Bryn Weadon**, Treasurer  
**Karen Adams**, Board Member  
**Robert Ghiz**, Board Member  
**France Hébert**, Board Member  
**Louis Vachon**, Board Member  
**Duncan Sinclair**, Board Member

## ADDITIONAL BACKGROUND & RESOURCES

- [True Patriot Love](#)
- [Board of Directors](#)
- [Our Team](#)
- [2023-24 Impact Report](#)
- [2023 Audited Financial Statements](#)
- [Events, Expeditions and Partnerships](#)
- [Blog](#)





## KEY DUTIES AND RESPONSIBILITIES

### Corporate Sponsorship and Philanthropy - 80%

- With oversight from the Chief Development Officer, lead the corporate philanthropy and sponsorship portfolio for True Patriot Love supporting both programs and fundraising events.
- Identify, cultivate, develop, and implement strategies to engage and solicit new and existing partners from both public and private corporations to secure innovative partnership opportunities and sponsor key programs which will generate financial and/or in-kind support of True Patriot Love including sponsorship, employee engagement, event participation, cause-related marketing, promotion, and philanthropic giving.
- Support the national corporate partnership activity of the Chief Executive Officer and Chief Development Officer.
- Work collaboratively with both the Granting & Programs and Events teams to secure funding of mission programs and to fulfill the position's responsibility for achieving event sponsorship and sales revenue for signature events such as our National Tribute Dinners, Goddard Women in Leadership, Golf Tournament and Expeditions.
- Collaborate with the Brand, Community Giving and Analytics team to support fundraising efforts and prepare compelling cases for support for various mission programs to diverse audiences, including major and leadership prospects.
- Engage regularly with leadership within the military community to identify, cultivate, solicit, and steward corporate partners.
- Lead the development and execution of commitments (e.g., donations, sponsorship, gift agreements) from corporations.
- Lead the development and delivery of stewardship and activations for corporate donors, ensuring sponsors receive appropriate impact reports, benefits, and activations.
- Support the fundraising activities of the various event committee volunteers and board members.

### Prospect, Pipeline and Information Management - 10%

- Maintain a portfolio of prospects including developing engagement strategies and moving them towards a gift, actively working to:
  - identify and secure new corporate support; and,
  - identify companies whose corporate and social responsibility agendas align with True Patriot Love's strategy and mission.
- Develop a diverse national corporate prospect pipeline including both regional and national levels where possible.
- Conduct rigorous due diligence on corporate partnerships in protection of the True Patriot Love's brand with responsibility to understand and navigate brand and reputational risks.
- Ensure a high degree of accuracy, transparency, and completeness of information in ensuring donor gifts are recorded in the donor management system and appropriate appreciation and recognition ensues.
- Prepare compelling and strategic fundraising materials including, but not limited to, briefing notes, call notes, proposals, sponsorship materials, stewardship reports and board updates.

### Systems and Internal Communication - 5%

- Support the development of corporate fundraising budgets and take ownership for achieving fundraising targets.
- Collaborate with other fundraising disciplines and teams at True Patriot Love to contribute to overall fundraising targets and initiatives.
- Maintain knowledge of industry practices and trends in stewardship, reporting and donor engagement to support best in class donor satisfaction, engagement and giving.
- Act as a subject matter expert in the organization to drive collaboration, cross-functionally to identify future opportunities.

### Staff Management - 5%

- Manage one direct report, conduct annual goal setting and performance appraisals through regular and effective management support and oversight.

## EXPERIENCE & COMPETENCIES

- Progressive experience in a fund development role that includes corporate partnership experience and a demonstrated track record of success.
- Demonstrated relationship building skills, and experience cultivating, soliciting, and closing gifts.
- Experience working with senior volunteers and/or fundraising committees.
- Proven experience managing relationships with senior executives and/or corporate donors.
- Ability to work to targets, with demonstrated experience managing income targets from both new and existing sources.
- Passion for, or an understanding of the Canadian military is an asset.
- Experience in CRM software applications (e.g., Salesforce, Raisin).
- Excellent written and verbal communication skills, with the ability to effectively communicate with senior stakeholders and donors.
- Exceptional organizational, planning and time management skills, with a focus on attention to detail and an ability to multi-task, managing multiple priorities effectively.
- Capable of exercising independent judgment and flexibility.
- Ability to work in teams or independently with minimal administrative support.
- Demonstrated ability to thrive in a fast-paced, entrepreneurial environment, prioritizing and applying strong organizational skills.
- A collaborative team player with a willingness to deliver successful outcomes.
- Fluency in French (verbal and written) is an asset.
- Bachelor's degree or acceptable combination of equivalent education and experience; CFRE or equivalent is an asset.
- Flexibility to travel up to 7 weeks/year, and to attend evening and weekend events on occasion.



## LEADERSHIP BIOGRAPHIES

### Nick Booth, MVO, Chief Executive Officer

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Nick Booth is a seasoned senior executive with extensive experience in the non-profit industry and a wealth of knowledge in youth, mental health, military and Veteran issues. Prior to his role at True Patriot Love Foundation, Nick was founding CEO of The Royal Foundation, The Duke and Duchess of Cambridge and Prince Harry's primary charitable vehicle, which he led from 2010 to 2017. In this role, he was responsible for overseeing the philanthropic activities of Their Royal Highnesses, including initiating both the Invictus Games and the Heads Together mental health program.

Nick has spent over 30 years in the charitable sector, working in senior roles in both the UK and USA, including the National Society for the Prevention of Cruelty to Children and Big Brothers Big Sisters of America. He worked as a senior advisor to the UK's new military rehabilitation centre and also Special Olympics International. He is Chairman of Big Brothers Big Sisters UK, and a Director of the Manchester United Foundation. Nick was appointed to The Royal Victorian Order by Her Majesty Queen Elizabeth II in the 2017 New Year Honours.

### Meighan Bell, Chief Development Officer

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As the Chief Development Officer at True Patriot Love Foundation, Meighan Bell brings over a decade of expertise in philanthropy and development. Since November 2019, she has been instrumental in advancing the Foundation's mission to support Canadian military families through strategic fundraising and innovative programs. Her leadership has been pivotal in expanding the organization's reach and impact across Canada.

Before joining True Patriot Love, Meighan worked as Senior Manager of Philanthropy at Plan International Canada. During her time there, she played a key role in managing fundraising initiatives and building strong relationships with donors to support the organization's efforts in advancing children's rights and equality.

With a solid foundation in both strategic planning and hands-on fundraising, Meighan is dedicated to supporting philanthropic causes and contributing to meaningful change through her work. In her personal life, she is a volunteer with the Toronto Chapter of the University of Waterloo Alumni Committee and is a new mother.

# ORGANIZATIONAL CHART

