



Canadian Mental
Health Association
Mental health for all

Association canadienne
pour la santé mentale
La santé mentale pour tous

Career Opportunity

National Senior Lead, Institutional Giving

Full Time, Permanent Position

About CMHA: Founded in 1918, the Canadian Mental Health Association (CMHA) is the most established, most extensive community mental health network in Canada. Through a presence in more than 330 communities across every province and one territory, CMHA provides advocacy and resources that help to prevent mental health problems and illnesses, support recovery and resilience, and enable all Canadians to flourish and thrive. Our vision is a Canada where mental health is a human right.

At Canadian Mental Health Association, diversity, equity, and inclusion are essential to servicing communities across Canada with care, and we're ranked 11th out of 200 organizations on Forbes' [Canada's Best Employers for Diversity](#) for 2024. Canadian Mental Health Association is also committed to fostering an environment where our people have a life outside of work and are supported to grow. We've been listed among [Canada's Best Employers](#) by Forbes for two years, currently ranked 11th out of 300.

Position Summary: The National Manager of Institutional Giving is a key member of CMHA's National Fund Development team, responsible for cultivating and securing major gifts from grant-giving organizations, including family foundations, corporate partners, and government entities. With 5-7 years of proven experience in institutional fundraising, this role demands a strategic, results-oriented professional with exceptional grant writing, analytical, and new business generation skills. The ideal candidate will drive substantial funding for our organization, support senior leadership and volunteers, and collaborate across departments to align funding strategies with our mission and goals. This position offers an exciting opportunity to contribute significantly to the mental health and wellbeing of Canadians.

Location: This position will be based at our national office, located in downtown Toronto. To encourage collaboration and explore new ways of working, CMHA National is currently piloting a 4-day work week, hybrid model of 2 days in office.

Primary Responsibilities:

Portfolio Management: Direct Fundraising (Cultivation, Solicitation, Engagement and Stewardship)

- Manage a diverse portfolio of 60 - 80 institutional prospects, driving engagement and securing long term partnerships to meet fundraising goals.
- Ensure contributions of \$25,000 and above from donors, aiming to raise seven figures annually to support Federation growth.
- Identify, research and cultivate new funding opportunities from foundations, as well as corporate and government sources.
- Support the National Director of Fund Development, Senior Leadership Team, and senior volunteers with a comprehensive outreach and targeted strategy to ensure successful solicitations and long-term donor engagement. (Including, meetings briefings, proposal development, and partnership negotiations.)
- Proactively drive successful relationships with institutional partners by executing tailored stewardship plans.
- Contribute to the execution of donor recognition events, ensuring effective planning, organization, and communication to acknowledge and celebrate organizational achievement and donor contributions.

Proposal and Grant Writing: Strategic Analytical Knowledge Translation

- Draft and submit grant applications, ensuring alignment with funders' priorities and organizational objectives.
- Create compelling, personalized proposals and solicitation materials tailored to institutional donors.
- Continually improve the quality and impact of cultivation content and activities.

Collaboration

- Work closely with the National Team to develop innovative funding opportunities to support Federation growth.
- Support the implementation and rollout of new campaigns and fundraising initiatives, aiming to integrate institutional giving across CMHA's National fundraising program.



Donor and Prospect Management:

- Continuously monitor and assess the status of current donors and identify and engage prospects for new partnerships.
- Maintain accurate and up-to-date donor records in Salesforce, data continuity that strengthens donor relationships and partnerships.
- Prepare and present regular reports on fundraising progress and outcomes to a variety of audiences.

Education:

- Undergraduate degree in business commerce, strategic management, health management or an equivalent combination of education, training, and experience.
- Fundraising and grant management training certifications are essential.
- Certified Fundraising Executive (CFRE) designation is considered an asset.

Experience:

- 5-7 of years working experience in institutional fundraising environment, preferably in a multi-level organization within diverse communities.
- Proved and established track record of securing major gifts from foundations, corporations, and government entities.
- Recognized expertise in crafting successful grant writing and securing high-value contributions.
- Experienced and strong ability to cultivate a positive results-oriented work environment to support team initiatives.
- Prior experience in donor stewardship, and project management in the non-for-profit sector.
- Mental health/healthcare or health promotion experience is considered an asset.
- Lived experience with mental illness including addiction, either through self or a loved one would be an asset.

Skills and Abilities:

- Up to date on industry trends, competitive landscape, and market to provide insights that inform the fund development strategies and help us stay ahead of the curve.
- Ability to build consensus, manage multiple stakeholder relationships and inspire confidence in both internal and external teams, including senior leaders.
- Ability to work independently, take initiative, and prioritize multiple demands in a fast-paced environment.
- Exemplifies strong problem-solving skills, diplomacy, and flexibility that allows you to work with high energy, goal-oriented and creative people.
- Strong project management skills, including planning, coordination, time-management, and organization; ability to establish priorities in an environment with peak periods and competing demands.
- Proven ability to source information, translate knowledge and share it in a compelling way to engage institutional donors.
- Demonstrates exceptional analytical and strategic-thinking abilities by quickly assessing, developing innovative solutions and adapting to changing circumstances with ease.
- Resourceful, hands-on self-starter with a strong work ethic and a collaborative, team-oriented style.
- Effectively manages multiple tasks and deadlines by prioritizing workload using organizational tools to ensure timely completion of projects.
- Flexibility with changing priorities and ability to remain focused to meet targeted timelines.
- Highly motivated and passionate about mental health.
- Strong oral and written French skills a strong asset; bilingualism preferred.
- Proficient with Microsoft Office Suite and other digital platforms and tools including Salesforce and Asana.

Compensation: \$ 75,000 - \$ 83,000 per year commensurate with experience and qualifications; along with benefits, a flexible work environment and a workplace culture committed to personal wellbeing and psychological safety.



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Benefits: Extended dental care and health care, life insurance, vision care, employee assistance program, flexible schedule, paid time off (vacation, sick, and work life balance days), wellness program, professional development reimbursement, hybrid work schedule.

Working conditions:

- This is a full-time position, working standard office hours (currently 35 hours/week).
- This position functions in a normal office environment, using typical office equipment, with extended periods of sitting, telephone interaction and/or working at a computer and no unusual physical demands.
- Due to the public nature of this job, there may be some challenging contacts or situations from external stakeholders.

Are you a fit?

If you are interested in applying for the role, please submit a PDF copy of your resume and cover letter by November 7 to careers@cmha.ca. The subject line should mention “National Senior Lead, Institutional Giving.” We thank you for your interest and please note that only those identified for an interview will be contacted.

To learn more about CMHA and view this job posting in French, visit: www.cmha.ca

CMHA is committed to our workforce reflecting the diversity of the communities within which we work. As such, we explicitly encourage applications from people with lived experience of a mental illness, persons with disabilities, members of Black, Indigenous and racialized communities, people of all sexual orientations, gender identities and expressions, and others who may contribute to the diversity of our staff. We invite you to self-identify in your cover letter. Please let us know if you require accommodations throughout the application process.