

About Windmill Microlending

Windmill supports immigrants, including refugees, who arrive in Canada with professional skills but who lack Canadian accreditation. Lacking the financial resources to pay for the training and licensing, they often fall into low paying “survival” jobs to make ends meet. Without income, collateral or credit history, it is difficult, if not impossible, for them to access financing and reach their professional goals. Windmill addresses this problem by providing micro loans of up to \$10,000 to internationally trained immigrants so they can obtain the Canadian licensing or training they need to work in their field. Since 2005, Windmill has provided \$25 million in loans to 3,800 immigrants across Canada from a wide range of occupations. The impact of a Windmill loan is profound:

- **The income of skilled immigrants is tripled.** With the help of a \$7,000 loan, the average loan doubles or triples the recipient's income.
- **The contributions of skilled immigrants to the Canadian economy multiplies exponentially.** Every \$1 invested in Windmill returns \$15 for the Canadian economy in the first year after a borrower completes their learning plan. Loan recipients increase their tax contribution by four times.
- **Canadians, as a whole, benefit** when immigrants are able to put their skills to work in Canadian communities, particularly where there are skill shortages. 75% of loan recipients have found work in their field, most commonly as medical professionals, engineers or in the financial industry.

Windmill is the only national organization providing micro loans to skilled immigrants.

In the past decade, Windmill has grown from a grassroots organization in Calgary approving seven loans in its first year, to a national organization approving 665 loans in the past year. With over 180,000 skilled professionals entering the country each year, and awareness of the program still low, Windmill’s Board and CEO are positioning Windmill to increase its impact exponentially.

Position Description

Windmill Microlending is seeking a capable and committed individual to serve as an Annual Giving Officer on our growing Fund Development team. The successful candidate in this role will be responsible for developing and executing an annual plan for securing funds from private and public granting agencies across Canada, and for developing and delivering a direct response fundraising strategy for Windmill Microlending.

This full-time position is based out of our Calgary office and reports to the National Director, Development, working closely with the development team. The Annual Giving Officer will play an important role in supporting significant growth and organizational change at Windmill, where the environment is fast-paced and entrepreneurial. This role contributes to the attainment of Windmill’s mission, and exemplifies the values of passion, empowerment, simplicity, and results in all he/she does.

The Annual Giving Officer role will have the following responsibilities:

Grants (60%)

The Annual Giving Officer will lead the organization's efforts to secure operational and loan capital funding through grants from public agencies, community foundations and private foundations. This involves:

- Maintaining an up-to-date knowledge base of aligned funders, their priorities, processes and deadlines
- Working with and coordinating the efforts of leaders from other teams at Windmill to develop content for grant applications including project information, budget information, and reporting metrics
- Compiling content, data and information to successfully complete and file grant applications
- Raising a minimum of \$500,000 annually through grants

Direct Response (30%)

The Annual Giving Officer will develop and implement a strategy for soliciting donations through multiple direct response platforms including social media, email, mail and telephone. This will include:

- Maintaining a knowledge base on best practice in direct response
- Leveraging existing Windmill online properties and collateral for solicitation
- Developing new online engagement strategies and supporting content for the purpose of converting followers into donors, collaborating with Windmill's Marketing and Communications team to align efforts and messaging.
- Growing Windmill's mailing list considerably to drive more effective direct response fundraising
- Ensuring our data systems and constituent relations practices are maximized for direct response effectiveness

Other duties as assigned (10%)

All Windmill team members are collaborative and flexible. Participating in special projects and assisting across departments for the realization of organizational objectives will be a key responsibility for the position.

What success in this role looks like:

- Minimum \$500,000 raised in grants per year
- 20% direct response list growth per year
- Deliver two annual direct response appeals that each convert 10% of list to donors and raise \$20,000 in year 1

Key Competencies and Characteristics:

- Passion for annual fundraising, and knowledge of best practices in mail, digital and phone platforms
- Technical aptitude, confidence and skill with computers and software
- Highly organized with meticulous attention to detail
- Project coordination skills, including planning, triage and the ability to multitask
- Goal oriented self-starter, driven and motivated to meet and exceed targets
- Flexible and team oriented, taking pride in setting others up for success and meeting new challenges and change with positivity.

Qualifications and Knowledge:

- Bachelor's Degree or Equivalent Education/Experience
- Experience with Raiser's Edge desirable
- Minimum 3 years' experience in a non-profit environment
- Intermediate to advanced MS Office skills (Word, Excel, PowerPoint, SharePoint and Outlook)
- Bilingualism is an asset

Working Conditions:

- Shared open office space
- Full-time
- Flexibility to work outside of regular business hours due to committee and other meetings, events, emergencies

Salary:

- Commensurate with experience. Windmill offers an attractive compensation package.

If you meet the criteria above and are interested in applying for the position, please send your resume to hr@teamwindmill.org (reference: Annual Giving Officer). We are actively recruiting for this position, so to ensure you are given due consideration for this opportunity, interested candidates should send their resume, including a cover letter and salary expectation, as soon as possible. The successful candidate will be required to provide a Police Clearance Certificate. We thank all applicants for their interest; however, only those considered for an interview will be contacted directly. No phone calls, please.

Information on Windmill Microlending can be found at <http://www.windmillmicrolending.org>