



POSITION PROFILE
National Director, Development

2020

WINDMILL MICROLENDING (Windmill)

Converting Potential into Prosperity

Named in 2019 by The Logic as one of Canada's ten most innovative charities, Windmill empowers skilled immigrants to achieve economic prosperity through microloans and supports.

Too often, skilled immigrants and refugees fall into low-paying "survival" jobs to make ends meet. Without collateral or credit history, it can be difficult, if not impossible, for them to borrow the funds required and navigate the systemic hurdles to get accredited and practice their professions in Canada. RBC recently estimated that Canada is losing as much as \$50B per year due to the underemployment of skilled immigrants.

Windmill addresses this issue by providing microloans and coaching supports to skilled immigrants so they can obtain the Canadian licensing or training to work in their chosen field in Canada. Since 2005, Windmill has provided over \$37 million in loans to more than 5300 immigrants across the country in a wide range of occupations. Founded in Calgary, the organization grew across Canada, started issuing loans in Quebec in 2019, and is now truly national. Windmill loans average \$10,000, have a 97% repayment rate and result in a 3.4-times increase in client incomes.

The impact of a Windmill loan is profound:

- **The contributions of skilled immigrants to the Canadian economy multiply exponentially.** For every \$1 Windmill invests, \$38 is returned the Canadian economy in just the first year after a borrower completes their learning plan.
- **Canada, as a whole, benefits** when immigrants are able to put their skills to work in sectors where there are skills shortages. More than 60% of our clients are in healthcare-related professions and the vast majority are visible minorities.
- **Immigrants and their families benefit** significantly when they prosper professionally and economically. On average, our clients' incomes increase by 3.4 times as a result of a Windmill loan.

Over the past 15 years, Windmill has grown from a grassroots organization in Calgary to a national organization that made over 1,000 loans in its last fiscal year. With over 180,000 skilled workers entering the country each year, the need to create accessible, effective support to successfully integrate professionals is enormous. Windmill aspires to grow from 1,000 to 4,000 new loans per year over the next few years.

windmillmicrolending.org

ROLE

Reporting to the Chief Executive Officer, the **National Director, Development** is responsible for growing funding for Windmill, allowing the organization to scale up to serve thousands of skilled immigrants each year.

Working closely with the CEO, the Director is responsible for the development, implementation, and management of Windmill's revenue development strategy, raising funds for operations and loan capital, through donations, grants and community bonds. The Director will provide counsel on the feasibility of a large national campaign and may also work to support the application of Windmill's microlending model to help with the resettlement of refugees.

Emphasis will be on the following: 10% fundraising and campaign strategy; 20% building and managing a robust donor pipeline; 30% donor cultivation and stewardship; 15% developing government relations and funding opportunities; 15% managing and leading a four-person development team; 10% partnering with the CEO, Campaign Cabinet, and executive team.

RESPONSIBILITIES

- Develop a national fundraising and campaign strategy and plan that includes gifts from individuals, corporations, foundations, and government.
- Create a philanthropic environment that engages all key stakeholders, Prosperity Cabinet, Board, staff and clients.
- Identify, cultivate, steward, and recognize donors, corporate sponsors, community bond investors, pro bono supporters, and other partners and public-sector funders.
- Work closely with the CEO and key volunteer leaders to help manage, grow, and cultivate major gift donors, focusing on increasing numbers of prospects, gifts and multi-year pledges.
- Plan and implement effective cultivation and stewardship events, including twice-yearly webinars with the support of other members of the Leadership Team.
- Support efforts to secure, renew and grow funding arrangements with provincial and federal governments, and manage staff focused on proposal writing, project implementation, and reporting.
- Grow, nurture and support the Prosperity Cabinet.
- Work with the Client Success and Marketing team to develop an annual giving program for Windmill alumni. Work closely and collaboratively with the National Director, Marketing and Communications, to develop high impact fundraising collateral materials.
- Coach, mentor, and motivate development staff, ensuring everyone has metrics, deliverables and resources to meet their objectives.

IDEAL CANDIDATE

You have an ambitious growth mindset and relish the prospect of playing a key role in the evolution of a dynamic, entrepreneurial, high-impact charity. You share our passion for helping skilled immigrants prosper, for reducing poverty in Canada, and for helping to create

inclusive prosperity. You share our values of passion, empowerment, simplicity, and results. Ideally you come to the role with a shared immigrant experience.

As the ideal candidate, you are a talented and energetic fundraising professional, experienced in major gift fundraising with individuals, foundations, corporations, and government, as well as in leading a large national campaign. You are a strategic thinker with the ability to create a plan and set priorities for both yourself and your team.

You are an excellent manager and leadership team member who works collaboratively with your colleagues and direct reports, and acts as a role model and mentor through your professionalism, work ethic, collegiality, and warmth. In leadership team meetings, you are comfortable articulating and defending a point of view that is not shared by your colleagues and supervisor, and having your thinking challenged and stretched by them. You are a great listener as well as a great communicator in meetings, and can support team decisions unreservedly, whichever way they go.

You relish the opportunity to work with a CEO who shares your enthusiasm and energy for fundraising and works closely with you and your team to support a donor centered approach.

PERSONAL ATTRIBUTES

Being a successful member of Windmill's staff and leadership team means you are a positive and motivating individual who is always challenging yourself and your team to be the best.

Highly driven and results oriented, you bring solutions based on analytics as well as creative thinking. You have a track record as a great team player, mentor, and friend. You are empathic and supportive as well as results oriented. Your experience has given you the ability to embrace others' ideas and evaluate what ideas will have the most impact for the organization. Your maturity, self-awareness, diplomacy, and emotional intelligence will be powerful assets in a broad role that touches all aspects of the organization.

CORE COMPETENCIES

- A fundraising professional with 8-plus years of experience in the field and a track record in major gift (individual, corporate, foundation) giving and campaign leadership.
- Experience building strategic fundraising plans, including capital campaign planning.
- Proven track record closing large national major gifts and creating and managing a well-organized and qualified donor pipeline.
- Experience identifying key opportunities for donors that move an organization forward while also building operational funding capacity.
- A track record managing, motivating, and inspiring a small team of development and support staff.
- A skilled communicator with an ability to engage and motivate donors, partners, volunteers, staff, board members, and investors.

- A roll-up-your-sleeves team player, eager to embrace and execute new ideas in an entrepreneurial environment.
- Excellent English writing, speaking, and presentation skills.
- Proven ability to achieve results and meet deadlines.
- Strong organizational and problem-solving skills, and keen attention to detail.
- Highly motivated to address labour market integration challenges faced by internationally trained/educated immigrants.
- Ability to communicate comfortably in French is an asset.
- Familiarity with social finance and crowd-sourced funding is an asset.

WHY WINDMILL?

In addition to having a compelling and unique product offering for clients and donors, Windmill has an impressive 15-year track record of client impact. Our Net Promoter Score from clients is +94, an extraordinary result for an organization in any sector. In addition, Windmill is a highly collaborative work environment, where staff satisfaction scores are high. Recently, during the stressful Covid-19 pandemic, the entire staff, without senior executive knowledge, made a presentation to thank management for their leadership, highlighting why they love working at Windmill. A smart, nimble and dedicated staff; a highly functioning, collaborative leadership team; and 25% year over year growth are but a few of the reasons Windmill is an excellent place to work.

ADDITIONAL INFORMATION

The position would ideally be located in Calgary.

TO APPLY

We thank all candidates in advance. We will, however, contact only those selected for an interview. To apply, please submit, in confidence, a resumé along with a cover letter that sets out your interest in the role and highlights your relevant experience. The preferred method of application is online at searchsmartconnect.com/jobs

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