

ecojustice



Director of Philanthropy

THE
DISCOVERY
GROUP

As Canada's largest environmental law charity, our mission is using the law to defend nature, combat the climate crisis, and fight for a healthy environment for all.

To achieve this, Ecojustice does three things:

- **We go to court:** Our lawyers represent community groups, non-profits, Indigenous-led organizations and individual Canadians on the frontlines of the fight for environmental justice.
- **We push for better laws:** Our experts testify in front of committees and make recommendations to strengthen environmental legislation.
- **We engage the public:** Our work highlights environmental issues and changes the conversation, forcing our leaders to sit up and listen.

Ecojustice is profoundly grateful to partner with our community of donors and supporters in the fight for a brighter environmental future. Because Ecojustice is independent of government influence, we receive and seek no government funding and are 100% donor funded.

This makes our fundraising efforts essential to achieving our goals and advancing Ecojustice's mission.

The role of **Director of Philanthropy** is open for an experienced and passionate fundraiser and leader. It is the seniormost fundraising leader at Ecojustice nationally, reporting directly to the Executive Director and acting as a member of the national senior leadership team. The Director of Philanthropy collaborates with other Leadership Team members, Ecojustice's Board, and cross-functional teams.

The Director creates, develops, evaluates, and implements national fundraising strategies designed to generate robust and sustainable revenue streams that enable the continued advancement of Ecojustice's mission, vision, and goals.

The Director will lead a team of 17 engaged and driven professionals (located in our Vancouver and Toronto offices) and manage a program that currently raises about \$11 million a year. Ecojustice's fundraising program is sophisticated, data-driven, and follows its justice mandate with explicit commitments to legal pluralism and the Indigenization of our legal practice, and to equitable practices.

Our Mission is why people join Ecojustice. People who choose to join us recognize that this planet is our most treasured inheritance, and it is our imperative to be good stewards for the generations who follow us. We believe in protecting the environment while having enough time off to enjoy it. If you are courageous, collaborative, and dedicated to the fight for a healthier environment, you will find your people here.

This is an exciting leadership opportunity for someone who:

- Is driven to effect change at the level of planetary survival.
- Wants to join an environmental organization that is impactful, credible, and authoritative.
- Finds meaning and purpose in environmental law.
- Is keen to play a leadership role in a large organization across the country.
- Embraces both the need for accountability and best practices, and a justice and EDI lens.

Information for Candidates

This search is being led by Ecojustice's search partner, Christoph Clodius at The Discovery Group.

If you or someone you know is interested or curious, please be in touch. We welcome questions and enquiries to christoph@thediscoverygroup.ca.

Application Timing and Selection Process:

All submissions should be received by January 3, 2025. Please apply to Christoph with a cover letter/expression of interest and resume/CV, in the same document.

After applying, candidates will have the chance to share their experience and ask questions throughout the process.

Our Commitment to Transparency and Workplace Accessibility:

As a charity, our value proposition is that of a mission-based organization, offering high-value benefits and perks. We are consistently benchmarking base pay to the non-profit industry and relevant areas of expertise to ensure we are both competitive and fair. Transparency, as well as diversity, equity, and inclusion are important to us. We post predetermined salaries to ensure that the hiring process and compensation are equitable for all.

Ecojustice strives to ensure that our online application system and recruitment process is accessible to individuals with different abilities, and we have various accommodations available if you need one. If at any point during the application and/or recruitment process you require an accommodation, please do not hesitate to reach out to Christoph.

Compensation & Benefits:

At Ecojustice colleagues are dedicated to environmental impact (99% mission alignment rating from internal surveys) and a culture of collaboration is fostered among employees by their managers (97% manager relationship rating from internal surveys).

We value our employees and seek to reward and acknowledge their work and individuality with a wide-ranging and unique compensation and perquisites plan.

Salary:

The Director's salary range is budgeted at \$126,012 - \$144,329 and there is a compensation review underway currently; we encourage interested parties to reach out regardless in the interim.

As well, there is a 5% salary RRSP contribution after one year of service that does not require employee matching.



Time off:

The Director's time off and vacation includes discretionary holidays; annual winter break closure; 14 public holidays (3 of which can be substituted based on personal and spiritual preferences); 2 additional floater days; 4 hours per month of paid personal life organization time and 4 hours per month to a non-partisan charity of choice, and your birthday off.

Extended Health:

Ecojustice provides 100% employer-paid extended health benefits package, including up to \$1500 per year of mental health coverage, a \$500 per year wellness spending account, and 12 flexible care days annually (which accrue).

Location:

With five offices across Canada (in Vancouver, Calgary, Toronto, Ottawa and Halifax) the Director may be located in any of these cities, though we have a strong preference for someone in Vancouver or Toronto.

Our Commitment to Justice, Diversity, Equity, and Inclusion:

Ecojustice is committed to creating a diverse, equitable, and inclusive work environment and is responding to the calls for action to further reconciliation. We encourage applications from people with relevant job-related skills and who come from communities that have been structurally marginalized based on race, religion, nationality, social or ethnic origin, sex, age, disability, sexual orientation, gender identity and/or expression. Members belonging to communities that experience marginalization can self-identify during the application process if they choose to do so.

Our Reconciliation Statement: <https://ecojustice.ca/ecojustice-value-statement-on-reconciliation/>

About Ecojustice

Ecojustice is Canada's largest environmental law charity, dedicated to fighting for a healthier environment through legal action and advocacy. Our work is grounded in our commitment to justice, equity, diversity, inclusion, and reconciliation.

*Our mission is using the law to defend nature, combat the climate crisis,
and fight for a healthy environment for all.*

Ecojustice has 80+ staff working to save the only planet we've ever called home. We are all on Indigenous land, and we are grateful to operate offices in the cities commonly known as Vancouver, Calgary, Toronto, Ottawa, and Halifax.

Our work covers the program areas of Nature, Healthy Communities, and Climate Change, and the priority project areas of toxics, bio-diversity law, circular economy, and sustainable finance:

Legal Actions: In 2023, we launched 35 legal actions in Nature, 35 in Healthy Communities, and 40 in Climate Change.

For instance, in Ontario, the provincial government rolled back the province's relatively progressive climate targets and allowed the government to replace them with a significantly weaker 2030 target. That's why seven young climate leaders, backed by Ecojustice, courageously stepped up to the plate in November 2019, launching a legal fight for a safe and healthy future — starting with a safe climate. With a historic win, a court recognized that climate change has the potential to violate Charter rights and gave the youth the green light to move ahead to a full hearing. The court found that the case is justiciable and that it was "indisputable" that because of climate change, Ontarians are experiencing increased risk of death and serious bodily harm and that the Government of Ontario is contributing to that risk of harm. However, the case was dismissed on other legal grounds. The seven youth continued their fight, serving Ontario with a Notice of Appeal, and on October 17, 2024, the Court of Appeal for Ontario sided with the youth Applicants.

Law Reform Initiatives: In 2023, we launched 2 law reform initiatives in Nature, 9 in Healthy Communities, and 10 in Climate Change.

For example, Ecojustice secured important amendments to the Federal Competition Act to combat greenwashing. Bill C-59 (the budget implementation bill) introduced new provisions prohibiting business from making unsubstantiated environmental claims, in line with our recommendations. This led to several oil and gas industry organizations cancelling their websites and social media accounts to avoid risk of censure. Over the next 12 months we will be focused on securing robust guidance based on international best practice and opposing industry lobbying that is aiming to dilute the impact of the Act.

For extensive reports on our work, see <https://ecojustice.ca/files/>



Strategic Plan 2021 - 2025

Ecojustice's plan is organized into 3 Strategic Pillars, with goals and objectives for each. Organizational performance is measured at the level of the objectives, based on an assumption that achieving those objectives, taken together, will result in attainment of the goals.

1. Embed justice, equity, diversity and inclusion, along with Indigenous reconciliation in our work.

- Diversify our people, our partners and our culture, demonstrating our commitment through action and accountability
- Respond to the Truth and Reconciliation Commission calls to action and ensure that our work is consistent with and where possible advances reconciliation

2. Maximize the impact of Ecojustice's Legal Program

- Integrate prioritization and planning across program priorities, law reform and communications
- Grow capacity and expertise to execute a law reform strategy
- Equip lawyers to practice with greater confidence and success
- Position strategic communications as an amplifier and accelerant of legal impact

3. Ensure Ecojustice's leadership, resources and systems support impact

- Strengthen a culture of leadership, excellence and engagement particularly in the context of remote work and national growth
- Enable healthy and sustainable growth
- Ensure the organizational structure, processes and information systems support excellence and impact

For more information, see the [Strategic Plan Snapshot](#).

Fundraising at Ecojustice

The road towards environmental justice and a safe climate is a long one, and we're grateful that we don't have to travel it alone. Donors stand beside our lawyers and clients in courtrooms across the country, donors amplify the voices of those speaking out against environmental racism, and donors inspire us with their commitment, at a time when more and more Canadians are feeling the impact of the climate crisis in our day-to-day lives.

Ecojustice recognizes that how we fundraise is as critical to delivering our organization's mission as how much we raise. To ensure that Ecojustice's fundraising strategies align with Ecojustice's mission and vision for a better environmental future, they are grounded in Ecojustice's values:



Impact: we change the game

Collaboration: we are stronger because we work together

Dedication: we do not give up

Courage: we do what's right

Excellence: we deliver outstanding results

Integrity: we hold ourselves to account

Through strategic partnerships, innovation, and collaborative efforts, we secure the necessary resources to enact meaningful change and ensure a sustainable future for all.

Ecojustice is proud to be 100% funded by 19,000 individuals and organizations who share our vision of a thriving environment, safe climate, and healthy communities protected by effective, well-enforced laws. Our diverse and balanced revenue portfolio provides for financial stability and reduces organizational risk.

Only 25% of Ecojustice's revenue is restricted for use on specific projects, the rest is undesignated and funds Ecojustice's general operating costs – maintaining Ecojustice's agility and capacity for swiftly addressing pressing environmental challenges as they arise.

Ecojustice's revenue grew by 60% between 2018 and 2024, with significant growth in 2022 largely due to a major bequest. Setting this aside, the revenue for FY22 was \$10.2M, 23% over the previous year. And in FY23 revenue grew again, by 8% (when excluding the bequest from FY22's results). This year's goal is \$11 million, and we aspire to be raising \$14 million sustainably by 2026.

More specifically, Ecojustice's revenue comes from individual donations (~\$6 million), grants (~\$2.7 million) and bequests (\$2 million).

Individual giving programs are annual, midlevel, and planned giving donors, as well as major gift donors of \$10,000 or more. Ecojustice currently has a portfolio of approximately 200 active major donors (individual philanthropists and private family foundations) and 35 active public foundations. Ecojustice has a mature planned giving program which was initiated in 2011. At any one time we have approximately 50 open estates and 10% of our total donor base have indicated that they have either included Ecojustice in their will, are interested in some way.

Director Role & Responsibilities

The Director of Philanthropy leads the efforts of the Philanthropy Team staff and volunteers engaged in broad-based fundraising programs, campaigns and activities.

The Director's professional fundraising expertise, influence and relationships within the philanthropic community helps achieve the department's goals. They contribute specialized knowledge of effective and ethical fundraising practices and charitable tax laws, as well as general business acumen and non-profit management competencies, in support of Ecojustice's overall mandate. This includes Board and committee governance, strategic and operational planning, budgeting and organizational decision-making processes.

Specifically, the Director leads by:

Strategic Leadership

- Participating in the development and implementation of organizational plans and annual budgets
- Employing tools, techniques and strategies for Ecojustice to monitor and measure results, manage performance, and ensure accountability for results
- Reporting regularly to the Leadership Team, other members of the organization, and the Board of Directors on progress in reaching or exceeding fundraising targets, and sharing philanthropy learning outcomes and inspirational stories within the organization
- Developing annual fundraising plans in collaboration with the Executive Director and Leadership Team for presentation to the Board of Directors
- Acting as a sounding board and resource to the Executive Director, Leadership Team, and Board on public affairs, public engagement and fund development programs, campaigns and other initiatives
- Partnering with the Director of Strategic Communications to develop public communications related to Ecojustice's work, to oversee the development of philanthropic communications products, and to develop and execute online and offline outreach and acquisition strategies
- Fostering a positive organizational culture, and building trusting, collaborative, respectful and productive internal and external relationships to deliver results and further organizational success

Fundraising & Team Leadership

The Director of Philanthropy innovates and leads all fundraising strategies to diversify the gift pipeline and increase the quantity and value of financial support from individuals, estates, foundations, and other sources. This includes a hands-on fundraising role, with an emphasis on driving leadership giving, planned giving, foundation giving, annual and online program results by leveraging connections and relationships within the philanthropic, environmental, social justice, other nonprofit and business communities.

This entails:

- Managing the Philanthropy department in a fiscally sound manner by ensuring appropriate systems, staffing, and procedures are in place to support fundraising goals
- Collaborating with the Executive Director, Leadership Team, and Board to develop, manage and implement all aspects of fundraising, ensuring compliance with charitable tax laws, privacy legislation, professional fundraising conduct and ethical standards, and best practices

- Developing, mentoring, empowering and supporting a 17-person Philanthropy team, maintaining high employee engagement and performance levels, developing work plans, and building strength within the Philanthropy team
- Maintaining a proactive, passionate and creative leadership role in identifying, analyzing, targeting, cultivating, and soliciting major gifts and other donations
- Cultivating, stewarding and directly soliciting key donors, and engaging other senior staff as appropriate
- In collaboration with Strategic Communications, other staff, and external service providers, overseeing the development and production of marketing collateral and web content for online giving, direct mail, grant proposals, brochures, and related materials to support fundraising efforts
- Coordinating and/or overseeing donor and volunteer receptions, events, and galas in collaboration with Leadership, Board, and Program staff teams
- Serving as a visible spokesperson and advocate for Ecojustice's mission and programs in the funding community
- Public speaking and networking at Ecojustice and other events to recognize supporters, engage new ones, build alliances, and grow the donor and prospective donor base
- Making donor stewardship a priority by ensuring that all donors are appropriately acknowledged and thanked, promptly issued tax receipts, and kept engaged
- Developing and maintaining close working relationships with the philanthropic community, individuals and their staff, financial and estate planning professionals, Board members and volunteers

Traits & Competencies

The ideal Director will:

- Possess a strong mission alignment and be excited by both the uniqueness and implications of being a legal organization.
- Be both a compassionate and inspiring leader, while maintaining a keen focus on results and key fundraising metrics and indicators. Brings a focus on accountability and goal achievement.
- Embody and exemplify leadership by elevating an engaged team with high potential and tremendous capacity for growth; be a strong leader of leaders.
- Be an adept and strategic change manager, able to act judiciously and thoughtfully through various circumstances and possibilities; lead by example in every situation.
- Possess great agility in building relationships and a strong team culture with staff located across the country and with a variety of styles.
- Have passion for supportive philanthropy to reduce barriers for equity-seeking and Indigenous partners.
- Be an exceptional collaborator and sharer across Ecojustice, with natural skills in connecting, integrating, and consulting. Get others on side with influence and tact. Lead and develop a cohesive strategy across teams.



Knowledge, Skills & Ability

Director candidates will ideally possess:

Fundraising Expertise

- Broad fundraising program experience including major gifts, planned gifts, annual gifts, direct mail, online donations, donor relations, foundations, grant and proposal writing, public speaking, and community engagement.
- Direct experience and a proven track record of success in identifying prospective donors, cultivating relationships, soliciting gifts and acquiring major donations (\$10,000 and up).
- A demonstrated track record of success required in leading fundraising programs for a national charitable organization.
- Thorough knowledge of ethical fundraising and gift planning practices and standards, principles of philanthropy, Canada Revenue Agency guidelines, and charitable tax laws
- Sound financial acumen, with in-depth knowledge of financial planning/budgeting, financial management, and financial and estate planning as it relates to fund development, planned giving, bequests, life insurance, various gift vehicles and the donation of fixed and liquid assets
- Current knowledge of donor database and online giving technologies (such as Raiser's Edge, other Blackbaud programs, Salesforce, Convio, etc.) essential to maintaining effective and efficient fundraising and prospecting systems, processes, analysis, reports and metrics
- Keeping abreast of Canadian fundraising developments and emerging global trends through active membership/participation in the Association of Fundraising Professionals and/or Canadian Association of Gift Planners, and involvement in charitable sector organizations and business groups
- Recognized and respected as an ethical and trusted fundraiser whose professional reputation and profile will enhance fund development and organizational branding opportunities
- Strong knowledge of marketing and sales techniques, with skill in persuading, influencing and closing
- Bachelor's degree in Arts, Science, Communication, Marketing, Business or Law, plus formal training or equivalent experience in Fundraising Management and Non-Profit Management
- Certified Fund Raising Executive (CFRE) credential, and active membership in the Association of Fundraising Professionals (AFP) and/or Canadian Association of Gift Planners (CAGP) preferred.

Organizational and Team Leadership

- Demonstrated knowledge and skill in conceptualizing, developing, implementing and evaluating strategic plans
- Established credibility and demonstrated competency in leadership and/or management, including professional interactions with a Board of Directors
- Significant experience leading a sizeable, geographically dispersed team and managing employee performance and development, ideally including experience in a union environment

Professional Communications

- Exceptional interpersonal, communication and presentation skills
- Diverse knowledge and skills in various forms of communication, including marketing and sales, digital communications, public engagement, writing and editing, public relations and public speaking
- Well-developed understanding of how to effectively communicate with varied audiences
- Demonstrated ability to effectively present complex issues in a simple and compelling manner

Networking and Relationship Building

- Ability to collaborate with internal and external stakeholders, support effective team processes, and establish relationships within and outside of the organization
- An established local, national and international network of connections in philanthropic, environmental, social justice, non-profit, legal and business sectors

Sector Experience

- A passion for environmental and social justice issues, with a background in environmental non-governmental or social justice organizations considered a definite asset

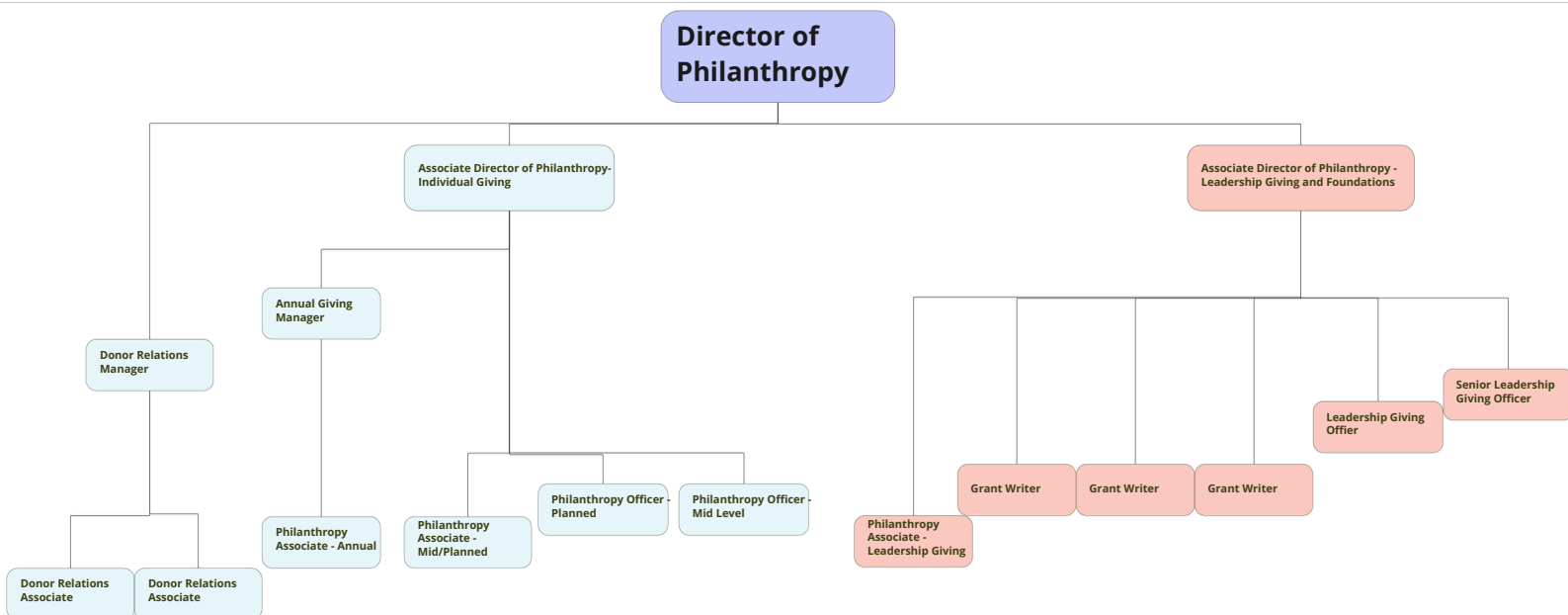
Project Management and Administration

- Ability to use fundraising, communication, delegation, planning, technology and administration skills to effectively run major projects and a department
- Strong organizational and time management skills
- MS Office, donor database and online fundraising program skills

Working Conditions

- Valid driver's license, access to a personal vehicle, and ability to travel periodically, including locally, regionally, and within North America as required

Philanthropy Team Organization Chart



Leadership



Tracy London Executive Director

Tracy London (she/her) is the Executive Director of Ecojustice, Canada's largest environmental law charity. She joined Ecojustice in January 2023 and is a passionate advocate for Justice, Equity, Diversity and Inclusion. Tracy has held several senior executive leadership roles, such as Assistant Dean at The University of British Columbia, and has led corporate accountability campaigns for environmental and social justice, including as a Campaigner with Canopy.

Shas also led corporate Before joining Ecojustice, Tracy served as a Board member and then Co-Executive Director of QMUNITY, an organization that serves 2SLGBTQIA+ communities in British Columbia.

Tracy has a Juris Doctor and Master of Social Work from the University of Toronto, where her early career experience included doing poverty law casework on behalf of Spanish-Speaking peoples.

Tracy loves walking in the forest or by the ocean, observing wildlife, and tending her pollinator garden.





Navigating complex challenges for social profits

The Discovery Group is an international consulting firm dedicated to the social profit sector. We believe that social profit organizations can change the world. Since 2017 it has been our mission to help social profits across the globe achieve their vision and elevate community impact. We work side-by-side with our clients to help them envision change, determine how to make it happen, and put the necessary tools and skills in place for success.

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