

Building Futures Together

Responsive, compassionate services for children, youth, and families to build better and more hopeful futures.

Director of Fund Development and Communications Hybrid based in Owen Sound

About Keystone:

Keystone Child, Youth & Family Services is a dynamic, not-for-profit organization and the designated Lead Agency for Children's Mental Health in Grey and Bruce Counties. Since 1974, we have been dedicated to supporting children, youth, and families by delivering compassionate, responsive mental health services.

At Keystone, we provide a full continuum of services, including counseling, prevention and well-being programs, short-term live-in treatment, crisis stabilization, youth justice services, and special needs programming. Our focus on coordinated access ensures that every child and youth aged 0-17 receives tailored, multi-disciplinary care to meet their unique needs.

Position Overview

The Director of Fund Development & Communications is a new and foundational role at Keystone. Reporting to the CEO, the Director will design, launch, and lead the organization's first integrated fundraising and communications strategy, establishing the infrastructure, systems, and processes needed for long-term sustainability and growth. This is a strategic and hands-on role—ideal for a builder who thrives in creating new systems, cultivating donor relationships, navigating CRA charitable requirements, and shaping Keystone's public presence through compelling storytelling and community engagement.

Key Responsibilities

1. Strategy Development & Infrastructure Building

- Develop Keystone's first comprehensive fundraising strategy (annual giving, major gifts, sponsorships, planned giving, grants).
- Build all systems, policies, procedures, and platforms for donor management, gift processing, and CRA-compliant receipting.
- Select and implement donor CRM systems for tracking, reporting, and stewardship.
- Create donor stewardship, gift acceptance, and donor recognition policies.
- Identify opportunities to diversify revenue, including corporate partnerships and foundation funding.

2. Fundraising & Donor Relations

- Cultivate and steward strong relationships with individual donors, foundations, corporations, and community partners.
- Develop compelling cases for support, proposals, and donor communication materials.
- Lead fundraising campaigns, appeals, events, and sponsorship initiatives from planning to evaluation.
- Ensure CRA compliance, donor privacy, and adherence to Imagine Canada ethical fundraising standards.



- Provide donor stewardship reports, impact stories, and personalized engagement strategies.

3. External Communications & Brand Presence

- Develop and execute an integrated communications and public relations plan aligned with fundraising goals.
- Create consistent, mission-aligned messaging across digital, print, social media, and public-facing platforms.
- Draft press releases, newsletters, campaign materials, and community updates.
- Strengthen Keystone's brand through storytelling, photography, media engagement, and content creation.
- Represent Keystone at community events, meetings, networking opportunities, and speaking engagements.

4. Analytics, Reporting & Compliance

- Track, analyze, and report on fundraising performance and KPIs.
- Prepare timely reports for the CEO, Finance team, and Board of Directors.
- Uphold compliance with CRA charitable regulations, privacy legislation, and fundraising ethics.
- Develop and manage fundraising budgets, ensuring appropriate cost-to-revenue ratios.

Qualifications

- 5–7 years of progressive fundraising experience in the charitable or not-for-profit sector.
- CFRE designation or actively working toward the designation preferred.
- Proven success building or significantly strengthening a fundraising program from inception.
- Strong understanding of CRA charitable fundraising regulations and receipting requirements.
- Experience with donor management systems (e.g., Raiser's Edge, DonorPerfect, Sumac, or similar).
- Demonstrated ability to secure gifts from individual donors, corporations, and foundations.
- Exceptional writing and storytelling abilities (grant writing, proposals, donor communications).
- Knowledge of branding, marketing, and media relations.
- Strong financial acumen and experience managing budgets.
- High level of professionalism, discretion, and confidentiality.

Critical Success Factors

- Entrepreneurial, self-directed, and skilled at building systems from the ground up.
- Relationship-driven with excellent interpersonal, networking, and community-building skills.
- Strategic thinker with strong analytical capabilities and practical decision-making.
- Comfortable working independently while influencing senior leadership and cross-functional teams.
- Mission-aligned, community-oriented, and committed to supporting children, youth, and families.
- Strong communicator and presenter with excellent storytelling and engagement skills.
- Highly organized, accountable, and able to manage multiple priorities simultaneously.
- Maintains confidentiality and demonstrates integrity in all aspects of work.

Salary Range : \$97,000-\$107,000

At Keystone, we're on a mission to care for our team as well as our team takes care of our community! Here's what you can expect when you join us:

- **Comprehensive benefits package** to support your health and well-being
- **HOOPP pension plan** - a defined benefit plan with a 1.26x employer match — investing in your future





Child, Youth & Family Services

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keystonebrucegrey.org

- **Vacation and leave policies** that help you recharge and balance life
- **Employee Assistance Program (EAP)** to make sure you get support when you need it too
- **Professional development and training** throughout the year, including ongoing training to advance your skills, Professional Development days, and annual workshops!
- **Opportunities for growth** within a supportive, multidisciplinary environment
- **Hybrid work options** for roles that can be done from home - offering greater flexibility in how and where you work!
- **A passionate, purpose-driven team** that values connection, collaboration, and of course the occasional team lunch!
- **The chance to make an impact** — every day, your work helps strengthen children, youth, and families across Grey and Bruce Counties!

Accommodation:

We are dedicated to creating an accessible organization, fully compliant with the Accessibility for Ontarians with Disabilities Act (AODA). If you require accommodation during the recruitment process, please let us know, and we will work to meet your needs. Disability-related accommodations are available upon request throughout the application process. For any accommodation requests, please contact our Human Resources Department.

