



**FIGHTING
BLINDNESS
CANADA**

Manager, Special Fundraising Events

Reports to: Director, Development

Work Environment: Hybrid – 2 days in the Toronto office, 3 days remote (subject to change and as the duties and responsibilities of the role apply)

Role Type: Full-time, 10-month contract, from February 2025 to December 19, 2025

Salary Range: \$75,000-\$85,000, dependent on experience

About Fighting Blindness Canada (FBC). FBC is the largest charitable funder of vision research in Canada. Over our 50-year history, FBC has contributed critical funding for the development of sight-saving treatments and cures for blinding eye diseases. We are also an invaluable resource for individuals and families impacted by blindness, providing accurate eye health information through our website and education events, as well as engaging with government and other stakeholders to advance better vision health policies. As we marked 50 years of impact, we are also embarking on a new 5-year strategic plan, which will be driven and supported by dedicated staff, including the candidate in this role. This is an exciting time for our organization!

About the Role. Are you an experienced special events person with a passion for fundraising and creating unforgettable, elegant event experiences? Do you have great leadership skills, with a true love for networking, collaborating, working with leadership volunteers, and a deep commitment to raising funds for a great cause? If this is you, we invite you to play a pivotal role in helping create, plan, and execute a NEW Fighting Blindness Canada signature evening event in support of raising funds and awareness for vision health. It's an exciting time at FBC as we look to reinvent our roster of special events. The ideal candidate is a proven fundraiser and an events person, someone who thrives on the challenge of both parts of this role.

The successful candidate is energetic, detail-focused, and adept at transitioning between, event planning, donor engagement, and fundraising development. Excellent communication skills are essential. This dynamic role is best suited for someone who enjoys interacting with volunteers/donors, is solutions-oriented, and thrives in a creative multitasking environment. If this is you, we want to hear from you!

KEY RESPONSIBILITIES

1. Event Design (10%)

- Support the Director, Development, in designing an impactful and engaging fundraising event that attracts net new and returning supporters.
- Collaborate across the organization to conceptualize a new event experience, content, and innovative format, to create an elegant yet memorable event experience that brings attendees closer to FBC's mission.
- Project lead the development and execution of the event plan, including the coordination of event participants/donors, sponsors, and vendors, to fulfill the vision and achieve event and fundraising goals.
- Identify and implement fundraising tactics and related activities, incorporating best-in-class fundraising event strategies, event trends, and best practices.
- Ensure the event is planned and executed with a strong consideration for accessibility



2. Fundraising Event Management and Execution (40%)

- Oversee and manage the execution of the event goals and strategy, ensuring alignment with the overall vision.
- Lead the planning, coordination, and execution of a memorable and elegant in-person evening event, developing project plans and timelines, for internal and external stakeholders.
- Identify and build partnerships, logistics, volunteer management, silent auction needs, and all details related to a successful execution.
- Manage and secure all event logistics including but not limited to the: venue, vendors, talent, AV production, catering, rentals etc.
- Collaborate with the Director, Development and FBC Marketing team, to project manage, event-related marketing needs: event website creation and supporting content development, creating event-related materials such as evening programs, signage, video, slideshows, etc,
- Manage all aspects of the evening run-of-show, including writing speaking notes, and creating a moving, impactful evening event program.
- Identify, recruit, and manage event day volunteer needs.
- Responsible for creating post-event wrap-up summary reports.
- Collaborate and provide support to the Fundraising Events Manager during peak event periods to ensure smooth event execution of additional FBC fundraising events.
- And provide other FBC events support as needed

3. Volunteer Event Planning Committee (25%):

- Recruit, manage, and motivate a planning committee of leadership volunteers to ensure a successful event execution.
- Provide leadership and guidance throughout the planning process, ensuring fundraising goals and planning milestones are achieved.
- Build and nurture relationships with committee volunteers to support the event's fundraising success, including FBC senior leadership volunteers, sponsors, participants, and other FBC community supporters.
- Prepare committee meeting agendas, coordinate meetings, and attend meetings (usually in the evening).

4. Stakeholders Engagement (15%)

- Cultivate and strengthen relationships with key event partners, volunteers, and community stakeholders to ensure a successful fundraising event and a positive event experience.
- Collaborate with internal teams to provide an exceptional donor and attendee experience, stewarding event participants, corporate supporters, and donors to maximize fundraising and strengthening relationships on behalf of FBC.
- Work closely with the Marketing Communications team to build event awareness, enhance community engagement, support the development of strategic communications, create



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promotional materials and collateral, and implement strategies to engage and retain both new and existing supporters.

5. Data Management & Administration (10%)

- Oversee the maintenance of accurate and timely sales tracking reports to analyze ticket sales, donation, and event-related KPI's.
- Lead the creation and for a post event wrap up report.
- Update and maintain CRM database and fundraising system, ensuring event-related data is accurately reflected in the Raiser's Edge database to reflect donor/participant interactions.
- Create and manage event budgets, ensuring financial efficiency and cost-effectiveness.
- Negotiate contracts with suppliers and vendors to secure cost-effective services and support event success.
- Carry out other responsibilities as required.

QUALIFICATIONS:

- Excellent interpersonal skills.
- Bachelor's degree or equivalent experience.
- 5-8 years of experience in fundraising and event planning, preferably with a background in and delivering seamless, memorable, and elegant fundraising events, as well as working with volunteer committees.
- Excellent organization and project management abilities, with strong attention to detail.
- A flexible team player who is comfortable working independently, and as part of a collaborative team, in a fast-paced, high-volume environment.
- Strong analytical, and problem-solving skills
- A self-starter who works proactively, managing competing priorities in a dynamic environment, with a solutions-oriented mindset
- Highly dependable, superior work ethic with a customer service-oriented approach
- Strong verbal and written communication skills, to communicate in a friendly and clear manner
- Comfortable learning and using software and databases, with prior experience in Raiser's Edge, SurveyMonkey, MailChimp, and Canva being beneficial.
- Demonstrated knowledge in working across CRM's (preferably AKA Raisin – not a requirement but an asset) and an understanding of Raiser's Edge (or similar donor data-base system)
- Willingness to work flexible hours, evenings, and weekends as needed.
- Drivers licence is an asset
- Experience with CRA gift and receipting policies would be an asset
- Knowledge of French is an asset, not a requirement.



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If you are seeking an exciting challenge, with a dedicated team at a vision loss organization, please send your resume, along with a cover letter to Jobs@FightingBlindness.ca. Submissions must be received by February 7, 2025.

We thank all candidates for their interest, however, only those selected for an interview will be contacted.

Fighting Blindness Canada is an equal opportunity employer and supports applicants with disabilities. Accommodations are available upon request throughout the recruitment process. Please email your request for accommodation with your application.