

Tim Hortons® Foundation Camps

Senior Manager, Corporate Partnerships Position Brief



Tim Hortons Foundation Camps

TABLE OF CONTENTS

The Opportunity.....	3
About Tim Hortons Foundation Camps.....	4
Additional Information.....	7
Board of Directors	8
Key Duties & Responsibilities	9
Qualifications & Key Competencies.....	9
Biographies	11
Organizational Chart	12

FOR MORE INFORMATION

KCI Search + Talent has been retained to conduct this search on behalf of Tim Hortons Foundation Camps. For more information about this opportunity, please contact Sylvie Battisti, Vice President, KCI Search + Talent or Mona Ip, Senior Search Consultant by email at THFCCorpPart@kcitalent.com

All inquiries and applications will be held in strict confidence. Interested candidates should send resume and letter of interest to the email address listed above by **December 3, 2021**.

Tim Hortons Foundation Camps is an equal opportunity employer. In accordance with the Accessibility for Ontarians with Disabilities Act, 2005, upon request, accommodation will be provided by both KCI and Tim Hortons Foundation Camps throughout the recruitment, selection and/or assessment process to applicants with disabilities.

Please note that the hiring salary range for this position is \$90,000 to \$100,000, based on experience.



Tim Hortons Foundation Camps

Senior Manager, Corporate Partnerships

Tim Hortons Foundation Camps

This position can be based remotely in the GTA & surrounding areas, with the willingness to travel domestically from time to time

**Tim Hortons Foundation Camps is adding four exciting new roles to the Development team and seeking a Senior Manager (Corporate Partnerships), Senior Manager (Individual Giving), Senior Manager (Special Events) and Senior Manager (Marketing & Fund Development). For more information, please see additional position briefs at www.kcitalent.com and contact Sylvie Battisti, Vice President, KCI Search + Talent.*

THE OPPORTUNITY

As a leader in youth development, Tim Hortons Foundation Camps (THFC) has for the past 45 years, served more than 300,000 youth from every Tim Hortons community, empowering them to believe in their own potential and [change their stories](#) for the better.

Reporting to the Director, Fund Development, the **Senior Manager, Corporate Partnerships** plays a critical role in the strategic development and implementation of our Corporate Partnership Programs. The Senior Manager will recognize and seize funding opportunities that align to the Tim Hortons Foundation Camps' mission, managing a portfolio of existing corporate partnerships as well as cultivating new strategic partnerships and corporate giving programs. The Senior Manager will be responsible for engaging corporations in national or regional strategic partnerships that build brand alignment, grow impact, and drive revenue. In 2021, revenues from the Corporate Partnerships portfolio total \$800,000 to date and the target for 2022 is \$1.65 million. This target is in closer alignment with results of pre-pandemic years.

The new incumbent will oversee all stewardship and donor relations activities pertaining to our corporate partners that support the Foundation. With a highly proactive and entrepreneurial approach, the Senior Manager will interact with current and potential corporate donors and supporters including Tim Hortons restaurant partners and suppliers, community leaders, THFC Board members and volunteers.

The Senior Manager, Corporate Partnerships will work closely with a new Fund Development Advisory Committee of the Board of Directors and an external volunteer Fundraising Committee, as well as manage one direct report (the Coordinator, Corporate Partnerships). They will be an important contributor to THFC's culture, driven by inclusivity, collaboration, and our strategic framework. The new incumbent will work closely with related corporate Tim Hortons departments and restaurant owners to further strengthen our relationships and partnerships across the organization.

While positioning for continued fundraising capacity growth, allowing for greater reach and impact of our programs, THFC remains focused on what has always made it an incredible organization: a strong culture that models excellence in everything we do; making a meaningful and lifelong difference in the lives of the young people we serve; and, inspiring everyone who encounters them.

This position will be based remotely in the GTA & surrounding areas, with the need to travel domestically, from time to time, for meetings with corporate partners in Canada, as well as colleagues at THFC home office in St. George, Ontario, when it is safe to do so.

ABOUT TIM HORTONS FOUNDATION CAMPS

The Tim Hortons Foundation Camps was established in 1974 in memory of the great hockey player, Tim Horton, to honour his love for children and his desire to make a difference in their lives. The Foundation is dedicated to fostering within our youth the quest for a brighter future.

As a charitable youth development organization, the Tim Hortons Foundation Camps funds and delivers programs designed to address the cultural roots of poverty and change the way that young people from economically disadvantaged circumstances think about themselves and the opportunities that exist for them. We meet youth where they are, offering a multi-year leadership development program, tailor-made to the challenges they face and supporting their development of important life skills.

Through our Summer and School Programs, we invest in youth from Tim Hortons communities across North America. Building on the strengths that exist within them, youth develop into empowered and engaged community members, able to change their story.

We work with Tim Hortons restaurant owners, schools from priority neighbourhoods, youth serving agencies like Big Brothers, Big Sisters and Children's Aid to select kids who would benefit from a Tims Camps experience.

Tims Camps has seven camp locations across Canada and the United States. Camp experiences are completely free to campers and their families thanks to our passionate restaurant owners, team members, guests, corporate sponsors, and individual donors.

Multi-day, multi-visit & multi-impact - our programs offer a deep investment in youth, whether in-person at summer camp, in classrooms and at camp during the school year, or virtually through our digital programming. At camp, youth learn skills geared towards positive relationships, academic success, and community engagement, and in between sessions they complete a community service project. In 2020, we unveiled a digital eCamp experience to provide a safe, supportive, and nurturing space for youth during the pandemic.



Everything we do is measurable. We have successfully used camp experiences to develop social and emotional skills and learning and innovation skills. The impact is felt in classrooms, in positive relationships, in self identity, in career prospects. We survey campers and teachers to quantify the change and improve our program, ensuring we're meeting the needs of the campers we serve.



Evidence from our multi-year, multi-visit camper and teacher impact survey data shows a positive impact on camper development, growth, and achievement in these important life skills and outcomes.

2021 marked 47 years of Tims Camps. In nearly half-a-century, more than 300,000 youth from every community where there is a Tim Hortons restaurant have gone through our programming. Our participants may remember the canoe trips and campfires best—but we're focused on the horizon, on ensuring youth have the skills and opportunities needed to thrive, pursue their education, find meaningful jobs, enrich their communities, and lead fulfilling lives.

Our Camp Programs

Summer Program: Youth ages 12-16 (9 days, four consecutive summers)

Through our unique four-year, camp-based program, youth participate in a variety of increasingly challenging development programs encouraging them to believe in their own potential. Programs include traditional camp activities like archery, canoeing and camping, as well as academic and financial literacy activities that help teach them how to set goals, create a budget, apply for post-secondary scholarships, and build a career path.

School Program: Youth in grades 6-8 (One, 4-day camp visit)

While the summer program is most well-known, the School Program which takes place during the year (Fall, Winter and Spring), actually reaches more participants. Partnering with schools from low-income neighbourhoods, students participate in a visit to camp during their academic year. Following their visit to camp, students work to achieve personal goals that support further development regarding personal wellbeing, academic success, meaningful employment, and community connection.

eCamp: Total eCampers served in 2020 & 2021: 7,679

Launched in the summer of 2020 at the height of the pandemic, Tims eCamp has been revamped for 2021 to ensure we're showing up for young people when they need us most. With their mental health and well-being in mind, eCamp offers a safe and supportive digital community for youth to connect with others, learn, and grow. eCampers participate in two weeks of daily, live programming, learning new skills and developing as leaders, and have access to digital resources and an online community all summer.

Camp in a Box

When Tims eCamp wrapped up at the end of August 2020, our team quickly shifted to reimagine our school program. Knowing that we wouldn't be able to bring schools to camp in the short term, we decided to bring the camp spirit to schools through "Camp in a Box". Since then, we have delivered Camp in a Box programming focusing on social and emotional development to 75 schools in under-resourced neighbourhoods, **reaching 4,100 students**. These boxes were filled with our signature Gr8 Bead lesson plans, physically distant camp games, Kids Help Phone resources, Camp Day bracelets, journals, teacher appreciation gifts, and activities suited for classroom learning.

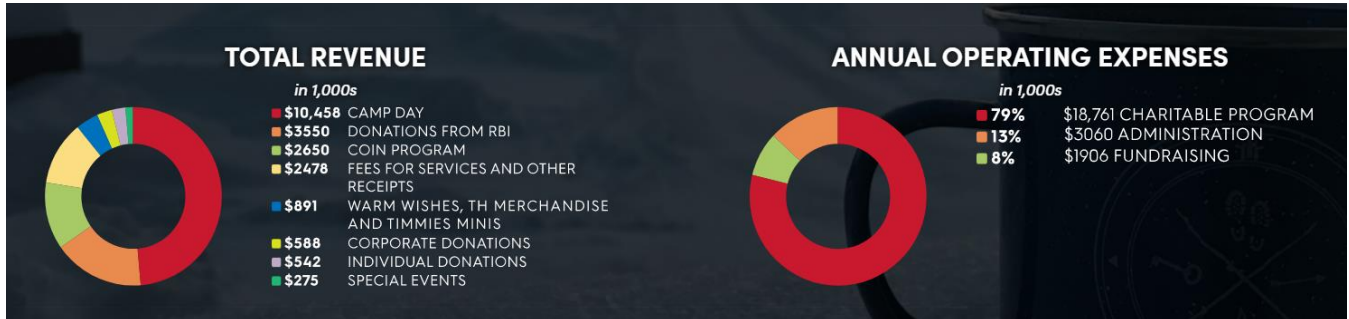
Furthermore, when Tim Hortons communities were in need during the COVID-19 pandemic, Tims Camps stepped up. From community gardens and partnerships with local food banks to donating personal protective equipment to local health authorities and wellness supplies to local shelters, our camp teams were there when the community needed us most.



Financial Highlights - Year ending October 31, 2020

Total Revenue: \$21,432,000

Annual Operating Expenses: \$23, 727, 000



ADDITIONAL INFORMATION

2020 Annual Report: <https://gratitudereport.timscamps.com/>

Financial Statements: <https://timscamps.com/about-tims-camps/financial-statements/>

Our Reach: <https://timscamps.com/what-we-do/our-reach/>

Our Impact: <https://timscamps.com/what-we-do/our-impact/>

Our Programs: <https://timscamps.com/what-we-do/our-programs/>

TIM HORTONS FOUNDATION CAMPS: BOARD OF DIRECTORS

Canada

Graham Oliver (President)

President, Tim Hortons
Foundation Camps

Michael John Van De Wiel

Tim Hortons Restaurant
Owner, Atlantic Canada

Brad Rixmann

Tim Hortons Restaurant
Owner, Atlantic Canada

Duncan Fulton (Chair)

Chief Corporate Officer, RBI

Tanya Doucette

Tim Hortons Restaurant
Owner, Western Canada

Jim Shaw

Tim Hortons Restaurant
Owner, Atlantic Canada

Amit Seth (Vice-Chair)

Tim Hortons Restaurant Owner,
Ontario

Rob Eatough

Superintendent of Education,
School Operations

Awanish Sinha

Partner, McCarthy Tétrault

Julie Breau (Officer)

Head of Legal Centre of
Excellence, RBI

Mike Hancock

Chief Operating Officer, Tim
Hortons

Mark Trombley

Tim Hortons Restaurant
Owner, Ontario

Mark Angelini

Tim Hortons Restaurant Owner,
Quebec

Greg Hogarth

Tim Hortons Restaurant
Owner, Ontario

Ricardo Azevedo

Regional President, Tim
Hortons USA

Caroline Barham

Tim Hortons Restaurant Owner,
Western Canada

Hugo Ouellet

Tim Hortons Restaurant
Owner, Quebec

Diana Ulsrud

Tim Hortons Restaurant
Owner, USA

Hope Bagozzi

Chief Marketing Officer, Tim
Hortons

Marlon Merraro

Executive Director,
Peacebuilders Canada

USA

Graham Oliver (President)

President, Tim Hortons
Foundation Camps

Ricardo Azevedo

Regional President, Tim
Hortons USA

Diana Ulsrud

Tim Hortons Restaurant
Owner, USA

Duncan Fulton

Chief Corporate Officer, RBI

KEY DUTIES & RESPONSIBILITIES

Reporting to the Director, Fund Development, the Senior Manager, Corporate Partnerships will:

- Build and execute multi-level relationships between donor organizations and THFC, and support the design of meaningful activation opportunities of our corporate partners in the areas of cause marketing, corporate sponsorship/giving and employee engagement
- Lead the development of scalable corporate donor-centered annual stewardship, engagement, and recognition plans
- Identify opportunities to maximize the revenue stream and enhance operational efficiencies including the use of technology related to the management of our corporate partnerships
- Manage corporate donor portfolio and secure new partnerships and renewals for returning corporate partners and sponsors
- Develop new, innovative partnership programs and support market valuations to drive pricing and the hierarchy of benefits for the Foundation
- Strategically lead and manage corporate stakeholder relationships, providing presentations, written proposals and in-person meetings with corporate leaders to secure and steward national or regional partnerships
- Build relationships across each donor account to enhance fundraising opportunities including sponsorship, third-party events, major gifts, employee giving and leadership giving
- Develop, upkeep and monitor the donor prospecting plan and moves management strategy, integrated into the Salesforce NPSP database and report regularly on progress, trends and donor insights
- Undertake travel as needed and actively attend appropriate events, conferences, promotions, and other activities that build on networking opportunities for prospecting and cultivation
- Act as active member on assigned committees and provide support as assigned
- Supervise, guide, and mentor the Coordinator, Corporate Partnerships
- Support the Director, Fund Development in the execution of relevant sections of the multi-year Fund Development Plan for the team, and ensure integration across the organization
- Ensure that philanthropic practices are aligned with the Canada Revenue Agency legislation and guidelines, and with the Association of Fundraising Professionals Code of Ethics

QUALIFICATIONS & KEY COMPETENCIES

- Post-Secondary education in related field or equivalent experience
- A minimum of 5 years' experience in relevant professional Fund Development role with corporate partnership experience and a demonstrated track record of successful results
- Proven ability in donor prospecting, cultivation, and solicitation for strategic corporate partnership development
- Knowledge and proven experience in building complex and multifaceted partnerships including cause marketing, sponsorship, and employee engagement programs with successful results
- Strong interpersonal skills and proven ability to cultivate and maintain strong relationships

- Compelling writing and presentation skills, including experience in proposal and presentation development and execution
- Experience working with volunteer committees for corporate partnership development
- Demonstrated experience in growing a prospect pipeline through networking, research, and stakeholder and volunteer engagement
- Strong partner relations and customer service skills, and ability to work collaboratively with both external and internal stakeholders, regardless of working remotely
- Ambitious, results oriented, self-starter
- Bilingualism (French/English) will be considered an asset
- Ability to travel nationally – when it is safe to do so

COVID-19 Vaccination

Tim's Camps is committed to taking all reasonable efforts to ensure the health and safety of those that use our work locations. As such, offers of employment are conditional upon being Fully Vaccinated against COVID-19 and providing THFC with proof of your vaccination status. "Fully Vaccinated" means having received the completed series of a COVID-19 Vaccine. An individual is considered fully vaccinated 14 days after receiving their completed series. In the event you are unable to be Fully Vaccinated based on medical reasons or protected ground by the Ontario Human Rights Code, THFC will consider requests for accommodation on an individual basis. Individuals who are not Fully Vaccinated are required to adhere to additional safety protocols when attending the workplace. Personal health information collected by THFC is stored in accordance with applicable privacy laws and will be kept confidential.

BIOGRAPHIES

Cara Ziegler, Director Fund Development



Cara is the Director, Fund Development for Tim Hortons Foundation Camps, overseeing all external fundraising initiatives including corporate partnerships, individual giving and special events. She started her career with the Foundation almost 6 years ago in a Corporate Partnerships role – and has seen the foundation and fund development team evolve to the unique and special position of growth they are in today. It was Cara’s personal experience with summer camp, and the profound impact it can have on a young person’s life that led her to her career with Tims Camps. Cara has over 10 years’ experience working in the charitable sector, specifically in youth serving organizations, successfully building and leading creative and effective fund

development programs. Prior to joining Tims Camps, Cara worked for the YMCA-YWCA in a Senior Marketing & Fund Development role, and before making the leap to the charitable sector, Cara started her career as a marketing and communications professional working in the tech sector.

Giving back has always been a priority for Cara. She is the current Volunteer Director for the Kitchener-Waterloo Princess Project and has most recently served as a member of the Kitchener Waterloo Community Foundation Committee of the Board. Cara has also dedicated her time to volunteering as sponsorship lead for The Canadian Breast Cancer Foundation Run for the Cure (KW) and The Look Good Feel Better Foundation. Cara has a Bachelor of Communications Degree, Media Communications Diploma, and Fund and Resource Development Diploma. Cara lives in Mannheim with her partner Mike and their dog Stella.

Suneel Khanna, Interim Executive Communications Officer



Suneel Khanna brings more than 25 years of experience to his role as Interim Director of Communications and Tims Network Fundraising at Tim Hortons Foundation Camps. In a world obsessed with specialization, Suneel’s contrarian differentiator is his ability to work across a variety of sectors – profit and not-for-profit – to drive organizational results. Suneel has represented some of Canada’s – and the world’s – best-known and most iconic brands and individuals. He has a deep passion for international development, social justice, and youth development. He particularly enjoys building high-functioning results-driven teams and mentoring individuals into becoming better and stronger professional versions of themselves. Suneel’s success is anchored in finding the right data to inform

strategies, while employing thoughtfulness and clever story-telling to cut through the clutter of information available to audiences today.

ORGANIZATIONAL CHART

