

Role Profile
Fund Development Coordinator



Soci t  Alzheimer Society

NOVA SCOTIA

Table of Contents

Organizational Profile	3
Additional Information	5
The Role	6
Key Areas of Responsibility.....	8
Key Competencies	9
The Ideal Candidate	11
Appendix 1: Media Posting.....	12

Organizational Profile

- **Our Values**
- **Board of Directors**
- **Alzheimer Society Federation**
- **First Link®**

The Alzheimer Society of Nova Scotia (ASNS) is the leading not-for-profit organization working to improve the quality of life for Nova Scotians affected by dementia and advance the search for the cause and cure. Since 1983, ASNS has been providing help for people with dementia, their care partners and healthcare professionals – and that help comes in many ways.

Over 600,000 Canadians currently live with dementia, and that number is expected to rise to 1.7 million by 2050. In our province alone, over 16,000 Nova Scotians live with the disease, and that number is expected to almost double in the next 30 years. Dementia is the fastest growing healthcare issue of our time.

Mission Statement

ASNS is committed to alleviating the personal and social consequences of Alzheimer’s disease and other dementias and promoting the search for causes and cures.

Vision Statement

- Provide leadership in addressing the reality of Alzheimer’s disease and other dementias.
- Strengthen existing programs and create new ones in response to ever increasing needs.
- Advance and develop educational opportunities.
- Participate in and promote research.
- Provide an environment that attracts and retains high quality staff and volunteers.

Lighting Our Future Path: Strategic Intentions 2022-2027

The result of extensive community and partner consults, our strategic intentions set a course for 2022-2027. Through execution of this plan, we aim to expand existing services and ensure supports for every stage of the dementia journey, from diagnosis to end-of-life. We intend to support caregivers, in both formal and informal settings, to ensure they are equipped with adequate knowledge, skills, and resilience. We commit to addressing barriers to dementia support, whether they are cultural, geographical, or otherwise. And we plan to work collaboratively with government, healthcare, and sector partners to ensure we amplify the voices of those with lived experience, and ensure we are focused on advocacy issues that matter to them. Read our full strategic intentions document at www.alzheimer.ca/ns/stratplan.

Our Values

Our values are “CARE: Collaboration, Accountability, Respect, and Engagement.” Work is in progress to ensure that ASNS values underpin all aspects of our working culture, from hiring and orientation, performance evaluations, how we manage our day to day and how we interact with each other:

- **Collaboration** - We work together as one organization, and actively engage with partners to fulfill our mission and achieve our goal – that Nova Scotians receive personal and responsive services throughout their dementia journey.
- **Accountability** - We measure our performance and follow a process of continuous improvement. We are accountable for our actions, we lead with personal accountability, and must account to our stakeholders for our use of the financial and human resources available to us.
- **Respect** - We set for ourselves the highest standards of honesty, trustworthiness, and professional integrity in all aspects of our organization and conduct our work with the utmost respect for the dignity and the rights of the people we serve, and those we work alongside.
- **Engagement** - We strive to engage stakeholders in meaningful ways. To inform, listen and be attentive to those we work with - people with dementia, families, community partners, donors, volunteers, and staff members.

We Are ASNS!

Our talented staff team works across four core organizational functions: *Finance & Operations, Programs & Services, Research & Advocacy* and *Philanthropy*. Each department has a Director as lead (reporting to the CEO), with a small management structure underneath. Though we recruit and work based on specialties, it is widely understood that anyone who joins our team ‘works as one’ with their colleagues. We all have a role to play in ensuring the health, success, and sustainability of our organization and its deliverables across all functions and we work as needed to meet mission and fiscal goals.

I.D.E.A (Inclusion, Diversity, Equity & Accessibility)

Dementia does not discriminate. We put personhood at the centre of our work, and we continue to build an inclusive culture that encourages, supports, and celebrates the diverse voices of our employees, clients, and stakeholders. All qualified applicants will be considered for our team, and we encourage applicants from diverse communities to self-identify in their application. Please request any accommodation required to facilitate the recruitment process.

Our I.D.E.A strategy is central to our new strategic initiatives, and we invest in organization-wide training and development to better support all equity-deserving communities.

Board of Directors

The dedication, enthusiasm and expertise of our Board of Directors makes it possible for us to continue to support Nova Scotians affected by dementia.

Alzheimer Society Federation

ASNS is a member of the *Alzheimer Society Federation* (the Federation) which consists of 10 provincial societies and the *Alzheimer Society of Canada (ASC)*. This Federation is defined as a network of partners committed to a common mission and a shared brand and program model, while remaining legally independent from one another. In addition to independent provincial strategic plans (the responsibility of individual societies), there is also a Federation-wide strategic plan, and it is crucial each society is in support of effective execution of both. There are shared financial mechanisms relating to nationwide revenue sharing, provincial support of the nationwide Alzheimer Society Research Program, and an annual assessment for shared service provision.

First Link®

ASNS operates using the First Link® model of Programs and Service delivery. Persons living with dementia and their families or care partners are connected to the Alzheimer Society for information, education, support, and referral. These connections are ideally made as early as possible in the course of the disease and are maintained throughout the progression of the disease via a combination of programs and services provided by ASNS, alone or in partnership with other health and community agencies. Clients may contact the society directly or be referred by a physician or other health care provider.

Additional Information

- Alzheimer Society of Nova Scotia
<http://www.alzheimer.ca/en/ns>
- Partnerships
<http://www.alzheimer.ca/en/ns/About-us/About-the-Alzheimer-Society/Our-Partners>
- About Dementia
<http://www.alzheimer.ca/en/ns/About-dementia>
- Programs and Services
<https://alzheimer.ca/ns/en/programs-services>
- The Landmark Study Report
<https://alzheimer.ca/ns/en/landmark>
<https://alzheimer.ca/ns/en/landmark2>

The Role

The Fund Development Coordinator (FDC) plays a vital role on the Philanthropy Team at the Alzheimer Society of Nova Scotia (ASNS), which generates half of the organization's essential funding. Reporting directly to the Senior Manager of Fund Development, the FDC is responsible for coordinating and supporting key fundraising initiatives that drive donor engagement, retention, and operational efficiency in support of the Society's' mission.

Key responsibilities include supporting major fundraising programs such as the Walk for Alzheimer's and third-party fundraising initiatives, while directly coordinating direct mail appeals, the membership campaign, and philanthropy volunteers. This role requires close collaboration with the Philanthropy Department, as well as engagement with internal staff, external stakeholders, donors, sponsors, event organizers, and volunteers.

In recent years, ASNS has seen significant growth due to acquisition of Government funding for Programs & Services and continued expansion of our Philanthropy activities.

Over 600,000 Canadians currently live with Dementia, and that number is expected to rise to 1.7 million by 2050. In our province alone, over 16,000 Nova Scotians live with the disease and that number is expected to double in the next 30 years. Dementia is the fastest growing healthcare issue of our time, and we are preparing the Society for further expansion through increased fundraising revenues as we seek to fulfil our mission of supporting ALL Nova Scotians on their dementia journey.

We have been successful in navigating the COVID-19 pandemic and leveraged the reality of the current fundraising landscape to begin expansion and diversification of revenue development streams. We have made major strides in the development of new and innovative fund development strategies, and we are seeking to ensure we maintain our current momentum at every level and our revenue development keeps pace with growth needs as they currently exist, and to plan for and secure future fundraising growth as we reach more Nova Scotians on the dementia journey.

This role within the Society presents an exciting opportunity for the successful candidate to drive impactful fundraising initiatives, foster strong donor relationships, and contribute to the development of sustainable revenue streams—ensuring the necessary resources are secured to support the growing number of Nova Scotians affected by dementia.

Accountability & Relationships

The Fund Development Coordinator reports to the Senior Manager of Fund Development and works collaboratively as part of the Philanthropy team, providing support to the Fund Development Lead. In addition, this role works with ASNS staff, volunteers, and external organizations as appropriate to carry out the responsibilities of the position.

The Details

This is a full-time position, five (5) days/thirty-five (35) hours per week, with core working days and hours of Mondays to Thursdays from 8:30 am – 4:30 pm (60 min lunch) and Fridays from 8:30am – 4:00pm (30 min lunch). Friday hours may be reduced further (8:30am -1:00pm), at your discretion during any week, via the use of our Flexible Fridays initiative. Occasional evening and weekend hours may be required, which is compensated for on a flex-time basis. Currently, most staff work in the provincial Halifax office approximately 50% of the time and from a home or remote office approximately 50% of time. This arrangement is subject to change with notice.

A laptop is provided as are general stationary items such as paper, file folders and writing instruments as needed.

A home office requires secure and reliable internet connectivity as well as privacy. Office furniture is not provided for home offices; however, a stipend is provided to offset costs related to internet and furniture.

ASNS offers competitive salaries, a group RRSP plan, a comprehensive benefits package including an employee assistance program, a professional development allowance and support from a staff Wellness Committee.

Key Areas of Responsibility

1) Annual Walk for Alzheimer's (WFA)

The Fund Development Coordinator provides essential support for the Walk for Alzheimer's, ASNS's largest annual fundraising event, held the last weekend of May, with planning and coordination occurring throughout the fiscal year.

- Event Coordination & Logistics – Assist with planning, manage vendor and sponsor communications, coordinate event-day volunteers, and oversee logistical details.
- Participant & Fundraiser Support – Serve as a contact for participants, team captains, and donors, providing guidance, technical support, and fundraising encouragement.
- Tracking & Reporting – Maintain registration records, track fundraising progress, and generate event reports.

2) Third-Party Fundraising

The Fund Development Coordinator helps facilitate a structured Third-Party Fundraising Program to support community-led events.

- Third-Party Fundraising Coordination – Support the administration and coordination of community-led fundraising efforts.
- Fundraising Resources & Materials – Assist in maintaining third-party fundraising resources, including event packages, logo guidelines, and online fundraising platforms.
- Fundraiser Support – Act as a point of contact for third-party fundraisers, providing guidance on event planning, branding, and fundraising strategies.
- Relationship Support & Stewardship – Help build and maintain relationships with third-party fundraisers, offering ongoing engagement and assistance.
- Program Development & Evaluation – Assist in tracking and evaluating third-party fundraising initiatives, identifying opportunities for improvement and growth.

3) Fundraising Communications Liaison

The Fund Development Coordinator (FDC) supports donor engagement and fundraising efforts, working closely with the Communications & Marketing team, internal staff and external vendors. Key responsibilities include:

- Direct & Online Mail Fundraising Appeals – Supports direct and online fundraising appeals by assisting with campaign material development, donor outreach, mailing logistics, and coordination with internal teams and external vendors
- Member Communications –Contributes to the development of compelling campaign materials and public-facing content to support membership growth, renewal, and retention.
- Content Development & Copy Editing – Supports the development of philanthropy department-focused campaign packages and materials. Contributes to content that engages donors, highlights impact, and supports goals related to donor stewardship.

4) Fundraising and Administrative Support

The Fund Development Coordinator (FDC) supports ASNS’s fundraising goals and organizational success through coordination, collaboration, and administrative support. Key responsibilities include:

- Administrative Support – Schedule and attend meetings, take minutes, track action items, maintain the annual fundraising calendar, and organize donor records.
- Data-Driven Fundraising & Donor Stewardship – Support donor data entry in RE NXT and conduct donor research.
- Coordinator of Philanthropy Volunteers - In partnership with internal staff and volunteer coordinator, recruit, train, and support volunteers assisting with fundraising initiatives.
- Alignment with Organizational Goals – Ensure all fundraising efforts align with ASNS’s mission, values, and strategic priorities, including Inclusion, Diversity, Equity, and Accessibility (I.D.E.A.) initiatives.
- Actively participates in the fulfillment of the Society’s mandate for continuous quality improvement by helping to develop tools, maintain records, gather statistics and other duties as may be assigned.

Key Competencies

1) Technical

- Strong knowledge and experience using the following:
 - Microsoft Excel spreadsheet design and maintenance
 - Microsoft Word
 - PowerPoint development
 - Adobe Acrobat
 - Microsoft Outlook, Teams, and shared drive management
 - Website management and social media
 - Donor database or CRM platforms (RE NXT preferred)

2) Communication

- Excellent interpersonal, listening, and relationship building skills demonstrating a collaborative approach
- Strong verbal and written communication skills
- Confidence and ability to take and make phone calls with donors
- Ability to write letters and email communication with donors
- Ability to use, share and update social media

3) Teamwork

- Coordinates well with other members of the team (and wider organization) to meet organizational, team and budget goals
- Recognizes different ways of working and recognizes the need for flexibility
- Seeks advice and feedback when needed or unsure

4) Cultural Humility

- Displays empathy and understanding related to the complex realities of communities and populations experiencing barriers to equitable health care, and discrimination in general.
- Has awareness of own culture and is open to exploring issues of unconscious bias.
- Possesses enthusiasm to learn about and understand diverse behaviors, values, and attitudes.
- Understands how one's own position can support the improvement of systems and relationships that support equitable health outcomes for all Nova Scotians.

The Ideal Candidate

Education & Experience

- Minimum of 2-5 years' experience in fund development or equivalent related experience;
- University Degree or equivalent combination of education and experience;
- Intermediate to advanced competency with standard office platforms; MS Office Suite, MS Teams;
- Experience using donor databases or equivalent platforms.

Attributes

- Proven ability to support large-scale fundraising events while assisting with the coordination of logistics, timelines, and volunteer coordination.
- Strong ability to engage, motivate, and build lasting relationships with volunteers, donors, and community participants to drive involvement.
- Passionate about developing engagement strategies that inspire long-term participation.
- Ability to manage various functions simultaneously, and able to prioritize workload.
- Excellent organizational and time management skills.
- Exceptional organizational skills and the ability to coordinate multiple projects within tightly prescribed timelines
- Ability to work independently and as a team contributor.
- Open to asking for and accepting help when needed.
- A values-based working style; decisions and actions reflect the shared values of ASNS.
- Enjoys a high-volume environment that often varies in type and intensity of workload.
- Flexible; understand the nature of the not-for-profit environment and the need to be adaptable.
- Ability to work to deadlines and adjust to changing priorities.

Appendix 1: Media Posting

Fund Development Coordinator Halifax, Nova Scotia

Would you like to work with a non-profit organization that is making a difference in the lives of people living with dementia? Are you looking for an opportunity to not only manage a critical organizational function, but to be a part of its growth and development? The Alzheimer Society of Nova Scotia is seeking an innovative, dynamic Fund Development Coordinator to work with our dedicated leadership team and staff to take our organization to the next level.

ASNS is the leading not-for-profit organization working to improve the quality of life for Nova Scotians affected by Alzheimer's disease or other dementias and advance the search for the cause and cure. Since 1983, ASNS has provided help for people with Alzheimer's disease and related dementias and their care partners – and that help comes in many ways. The organization has grown significantly over its 40+ years and presently employs over 40 well-trained, committed, hardworking staff, in the areas of Finance & Operations, Programs & Services, Philanthropy, Advocacy and Research.

Reporting to the Senior Manager of Fund Development and under the direction of the Director of Philanthropy, the Fund Development Coordinator is responsible for leading key fundraising initiatives, including the Walk for Alzheimer's and third-party fundraising programs, while driving community engagement and expanding revenue streams to support the Alzheimer Society of Nova Scotia's mission.

As part of a strong and focused team, the Fund Development Coordinator will leverage their university-level education or equivalent experience, along with their fundraising expertise and collaborative, professional approach, to make a meaningful impact in this vital role. To learn more about this exciting opportunity, visit www.alzheimer.ca/ns/careers for a full role profile.

ASNS offers competitive salaries, a group RRSP plan, a comprehensive benefits package, an annual Education Allowance, an Employee Assistance Program and Wellness Committee initiatives. The annual salary band for this position is \$53,776 to 55,776.

To apply, please send a resume and cover letter as one pdf document to Denise Collier, Senior Manager of Philanthropy, denise.collier@asns.ca and Human Resources, hr@asns.ca.

Your cover letter should include a description of how your skills, education, and experience make you a good candidate for this position. Please apply by **Thursday, June 5, 2025, 11:59 pm**.

The Society values diversity and inclusion and is committed to supporting equity deserving communities. We are dedicated to building an organization that reflects the diversity of the people we serve and communities in which we live. Our commitment is to create an environment where everyone feels a sense of belonging and has the opportunity to reach their potential.

We encourage applications from all qualified candidates including Indigenous Persons, Black/African Nova Scotians, members of racially visible communities, persons with disabilities, persons of a minority sexual orientation, gender identity and/or expression, and/or language minorities. Applicants are encouraged to self-identify in their cover letter. Please feel free to request accommodations as needed.

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