



About Writers Collective of Canada

Writers Collective of Canada (WCC) is a charitable arts-health organization that ignites connection through creativity. Our writing workshops inspire powerful, authentic stories shared in community.

For over 10 years, we have refined our workshop method in the most complex social environments, including in shelters for the homeless, with incarcerated populations, for those struggling with addiction and as part of mental health support programs.

Beginning with one workshop in a Toronto shelter, WCC now leads 20-25 free weekly workshops across Canada, including Montreal, Toronto, Peel, Ottawa and Vancouver (with more on the way). We have [partnered](#) with over 175 of the country's leading social service, community, arts and health organizations, trained more than 400 volunteer workshop [facilitators](#), reached over 12,250 participants and delivered over 51,255 workshop experiences.

Isolation affects all of the populations we serve. Our writers include Indigenous people, immigrants, refugees, the homeless and underhoused, abused women, youth, seniors, caregivers, veterans and members of the 2SLGBTQIAP community.

Today, when human connection is at an unprecedented low and the demands on our strained health care system are at an overwhelming high, the significance of our work has never been more necessary nor urgent.

WCC is a powerful social innovation that combats the devastating impact of Canada's mental health crisis. We provide an accessible, cost effective, non-clinical model of support that is recognized as a [social prescription](#). Social prescriptions go beyond helping people survive and inspire them to *thrive*. [Independent studies](#) prove that with every workshop, WCC writers improve their resiliency, self-esteem, sense of purpose, connectedness, overall mental health, and wellness. We achieve this through the simple act of writing together in community, sharing and deeply listening to one another.

We know that [stories have the power to bridge isolation and build healthier communities](#). With every WCC workshop, our writers improve their mental health, positively shape their own lives and influence the lives of others.

When we write with others, we discover ourselves - Writing together, we change the world.

Learn more: wcc-cec.org



Position Title	Head of Development
Salary	\$60,000 base
Responsible For	Fundraising, Revenue generation, Financial sustainability
Reports to	Chief Executive Officer & Chair of the Board of Directors
Location	Remote

Position Summary

We are seeking a visionary and tactical Director of Development to lead our national fundraising strategy.

Over the past several years, WCC has grown rapidly in response to programming demand - building meaningful opportunities for connection amidst a crisis of isolation and loneliness. While demand for our program surges and we see an increase in volunteers stepping forward to train as facilitators, this growth coincides with a challenging financial landscape.

We are looking for a builder to help secure our financial future as we grow. This is a new role for our organization and we are focused on finding the right culture fit and are open to exploring a range of working relationships based on the expertise and experience of the right candidate.

The successful candidate will diversify our revenue streams beyond public/private foundations and build a robust pipeline of major gifts, and corporate partners while supporting WCC's CEO in exploring alternative revenue streams for long-term sustainability including an expanded fee for service model and corporate offering.

The successful candidate will be ambitious, motivated by our mission and share our unwavering commitment to building resilient, connected communities.

Our new Head of Development will:

- Diversify operational revenue and expand to support impact and growth of WCC as a leading social prescription combatting isolation and loneliness nationwide
- Work collaboratively with the WCC team (Board of Directors, Advisory Council, Communications and Special Projects) to integrate a fundraising mindset throughout the organization

Roles and Responsibilities

Strategic Planning & Sustainability

- Support both immediate revenue stability and long-term fundraising infrastructure
- Develop and execute a comprehensive annual and multi-year fundraising plan
- Analyze historical donor data to identify trends, gaps, and opportunities for long-term growth.
- Work closely with the Board of Directors and a newly established fundraising committee to build a culture of philanthropy and equip them to be effective ambassadors.

Major Gifts

- Cultivate and manage a portfolio of major donor(s)/prospects
- Develop strategic partnerships with corporations, public & private funders that align with our national mission

Supporting Operations & Stewardship

- Oversee the grant lifecycle: research, writing, submission, and reporting for national and foundation grants
- Support the development of our annual appeal campaigns and monthly giving programs to build a broad base of consistent support
- Ensure the integrity of our donor database (CRM), tracking all interactions and moves management
- Create a best-in-class donor stewardship experience, ensuring every supporter feels valued and connected to the impact of their gift
- Support the WCC team in fundraising and outreach events

Preferred Experience/Skills

5+ years of experience in non-profit fundraising, with a proven track record of success in donor prospecting, stewardship and closing major gifts. The successful candidate will have experience building a cohesive strategy from the ground up, they will demonstrate exceptional communication skills and tenacity in a challenging financial landscape. Our ideal Head of Development is ambitious and committed to growth.

Technical skills: Proficiency with Salesforce and google suite

Attributes & Characteristics

- sensitivity in working with a wide range of individuals from diverse backgrounds
- highly organized and efficient
- self-motivated team player
- additional languages (French in particular) an asset

Submit your resume and cover letter to: shelleyl@wcc-cec.org

Subject: WCC - Head of Development