



# Manager, Advancement

Reports to: Executive Director

Employment Type: Full-time [37.5 hours/week]

## About ReForest London

ReForest London is a leading environmental charitable organization dedicated to growing, planting, and sustaining the urban forests of Southwestern Ontario. Guided by the belief that healthy communities and healthy ecosystems are deeply interconnected, we work to enhance environmental stewardship, community wellbeing, and climate resilience through education, engagement, and action.

Since our founding in 2005, ReForest London has become one of the region's most impactful environmental organizations, mobilizing thousands of volunteers, residents, businesses, and community partners to protect and expand urban forest cover. Through tree planting, stewardship programs, environmental education, and community outreach, we empower people to take an active role in creating greener, healthier, and more vibrant places to live.

A cornerstone of our work is the Westminster Ponds Centre, a growing hub for environmental learning, community connection, and sustainability leadership. Through the Centre, we are creating opportunities for people of all ages to engage with nature, deepen their understanding of local ecosystems, and contribute to a more sustainable future.

Powered by a passionate team of staff and volunteers, ReForest London combines innovation, collaboration, and measurable impact to strengthen both ecological health and community wellbeing. Our mission is rooted in the understanding that thriving urban forests support cleaner air and water, improved mental and physical health, greater biodiversity, and stronger, more resilient communities across Southwestern Ontario.

Location: Westminster Ponds Centre  
944 Western Counties Rd.  
London, Ontario

Website: [Reforestlondon.ca](http://Reforestlondon.ca)

## About the Role

ReForest London is seeking a dynamic and relationship-focused Manager, Advancement to lead fundraising, donor stewardship, and revenue development initiatives. This role is responsible for strengthening financial sustainability, growing donor and partner relationships, and building scalable systems that support long-term organizational growth.

Working closely with the Executive Director, the Manager, Advancement will lead fundraising strategies, oversee donor engagement, collaboratively support grant development, and enhance donor management and reporting.

This position supervises the Coordinator, Engagement, and is ideal for a fundraiser who enjoys building systems, cultivating meaningful relationships, and contributing to a mission-driven organization.

## Key Responsibilities

Area	Key Responsibilities
Advancement Leadership (50%)	<p>Lead and grow fundraising and development efforts to support long-term sustainability.</p> <ul style="list-style-type: none"><li>• Lead annual giving, mid-level donor cultivation, and donor retention strategies.</li><li>• Manage corporate partnerships, sponsorships, and community fundraising initiatives.</li><li>• Support major gift cultivation and stewardship in collaboration with the Executive Director.</li><li>• Develop and implement annual and multi-year fundraising strategies.</li><li>• Develop and implement scalable donor stewardship practices that strengthen long-term relationships.</li><li>• Maintain donor pipelines, management systems, and stewardship calendars.</li><li>• Ensure consistent donor recognition, personalized engagement, and high-quality donor experience.</li></ul>
Customer Relationship Management (CRM) Development & Data Systems (15%)	<p>Build and maintain a modern, scalable CRM system to support organizational growth.</p> <ul style="list-style-type: none"><li>• Lead CRM selection, configuration, and rollout.</li><li>• Establish data governance standards, workflows, segmentation models, and reporting dashboards.</li><li>• Integrate CRM with communications, fundraising, and program reporting tools in collaboration with the Executive Director.</li></ul>

	<ul style="list-style-type: none"> <li>• Train staff on CRM use and ensure consistent data quality across the organization.</li> <li>• Develop automated stewardship and donor engagement workflows.</li> </ul>
Grant Writing & Reporting (15%)	<ul style="list-style-type: none"> <li>• Prepare grant applications, impact narratives, budgets, and supporting documentation in collaboration with the Executive Director.</li> <li>• Coordinate program data collection with staff to ensure accurate reporting.</li> <li>• Track grant deliverables, deadlines, and reporting requirements.</li> <li>• Support multi-year funding strategies and renewal applications.</li> </ul>
Communications & Donor Engagement (10%)	<ul style="list-style-type: none"> <li>• Oversee donor-facing communications including newsletters, impact reports, stewardship updates, and campaign materials.</li> <li>• Support digital engagement systems and marketing tools related to fundraising.</li> <li>• Ensure alignment between fundraising messaging, program impact, and organizational brand</li> </ul>
Supervision & Team Leadership (5%)	<ul style="list-style-type: none"> <li>• Supervise one direct report (Engagement Coordinator).</li> <li>• Provide coaching, clear expectations, and support for engagement and stewardship activities.</li> <li>• Foster a collaborative, inclusive, and mission-driven team culture.</li> </ul>
Partnership & Community Relations (5%)	<ul style="list-style-type: none"> <li>• Build and maintain relationships with corporate partners, funders, and community organizations.</li> <li>• Represent the organization at events, meetings, and community engagement opportunities.</li> <li>• Identify new partnership opportunities that advance organizational goals.</li> <li>• Ensure partnership commitments are fulfilled and effectively communicated.</li> </ul>

## Ideal Qualifications

- Experience in fundraising, advancement, donor relations, or nonprofit development.
- Strong relationship-building and communication skills.
- Experience managing CRM systems and donor databases.
- Grant writing and stewardship experience.
- Demonstrated ability to manage multiple priorities and meet deadlines.

- Commitment to environmental sustainability and community impact.
- CFRE (Certified Fund Raising Executive) designation is not required but would be considered an asset.

## Perks of Working at ReForest London

- Flexible work schedule and hours
- Hybrid work environment
- 3 weeks of paid vacation
- Office closure between Christmas and New Year's.
- Healthcare Benefits Plan
- An ongoing commitment to create an inclusive and equitable environment for employees, volunteers, and supporters, and our community through our work
- Working in the middle of a forest: Westminster Ponds is surrounded by beautiful trees and nature

## How to Apply

Applications will be accepted until **August 5 at 5:00 PM**.

Apply with resume and cover letter address to Shaquille Sealy, Executive Director using the [Airtable link](#).

ReForest London is committed to the diversity of its board, staff and volunteers. Like a forest that thrives best when it is comprised of many different kinds of trees, ReForest London thrives and gains strength from the differing perspectives, insights and experiences a diverse group provides.

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