

# Neighbourhood Land Trust

## Request For Proposals Fundraising Campaign

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[The Neighbourhood Land Trust](http://www.pnlt.ca) (NLT) is a non-profit organization dedicated to protecting the affordability, diversity, and equity of Parkdale by bringing land into community ownership and control. NLT works to acquire and manage land, leasing it at affordable rates to eligible charitable partners who provide community benefits including affordable and supportive housing. NLT also undertakes research and public education about these issues. Visit [www.pnlt.ca](http://www.pnlt.ca) for more information.

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**Application Deadline:** May 6th, 2022

**Contract Period:** May 15th, 2022 to Aug 30, 2022

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### Summary

The Neighbourhood Land Trust (NLT) seeks a Fundraising Campaign Specialist to design and deliver a targeted fundraising campaign to provide crucial support to our growing portfolio of affordable housing. The consultant will help us to build an annual campaign to launch and support the Homeowners Fund, a new initiative that is part of NLT's 3-year Capital Campaign. The fundraising specialist will collaborate with NLT staff and supporters to implement a neighbourhood-based campaign that aligns with the organization's goals, values and mission.

### About us

The Neighbourhood Land Trust (NLT) is a not-for-profit charitable organization that owns and manages land in a community ownership model. NLT partners with qualified charitable social housing partners, who then provide high quality affordable housing, supportive housing, and community economic development programs. NLT is dedicated to ensuring the perpetual affordability of all properties which it owns. The NLT is the charitable arm of the Parkdale Neighbourhood Land Trust (PNLT).

## Background

The affordable housing and homeless crisis in Toronto has worsened due to an inflated housing market and policies that favour housing and property development as instruments for speculative profit. Alongside the lack of new affordable housing in development, gentrification is pushing rents higher throughout the city, and residents in affordable pockets of mixed-income neighbourhoods like Parkdale, are increasingly driving working class and fixed-income residents out of stable housing.

The Neighbourhood Land Trust has a practical strategy to address this crisis. We buy buildings and keep them, permanently, out of the speculative real estate market. Our non-profit, community ownership model promotes community participation in guiding how land is used to benefit the community and keep it affordable and diverse. We provide the community an opportunity to take action and address the housing crisis by participating in community acquisition and stewardship of affordable rental housing.

Our vision of 'Land, Held, Together' is gaining momentum delivering an alternative ownership model. In the 2021 we purchased 22 Maynard, a rooming house in Parkdale with 22 units, increasing our portfolio to 3 properties in Parkdale. In an innovative partnership with the City and YWCA Toronto, in April 2022 the Land Trust takes ownership of 81 single-family homes and small buildings currently owned by Toronto Community Housing. These properties are located across the west end of Toronto.

Our growing portfolio requires resources to ensure that tenants have safe, secure and affordable housing for years to come. For the Land Trust, taking over ownership of these buildings is just a start. We are building community equity to help us convert 22 Maynard Avenue into permanently affordable rental housing and to address a significant backlog of urgent repairs to the portfolio of 154 rental units.

The Fundraising Specialist will build a campaign to launch the Homeowners Fund, drawing support from local homeowners, buyers, sellers, and real estate agents. You will create impactful strategies and a comprehensive plan for donor engagement, acknowledgement, recognition and accountability.

## Deliverables

- 1) **Develop a plan for the implementation of a** campaign to raise funds from homeowners and realtors with targeted outreach to individuals, companies/agencies and associations.
- 2) Develop tools and templates to replicate the campaign on an ongoing basis; 3) Implement the campaign in collaboration with staff and the volunteer Resource Development Committee.
- 4) Developing a prospect pipeline with a database of at least 150 contacts of real estate agents, corporate sponsors, and other prospects.

## **Responsibilities**

- Develop a 3-month campaign plan and execute outreach strategies, recognition actions and stewardship activities based on set timelines.
- Consult with key supporters and subject matter experts to prioritize target groups, strategies and tools, gathering input and assistance where needed.
- Develop targeted messages and campaign materials for donor outreach; work with a graphic designer and/or designated staff/volunteer to develop communication materials.
- Develop a prospect pipeline database, and work with staff and volunteers to implement outreach initiatives applying direct mail, social media and other relevant methods.
- Liaise with staff to inform Resource Development on campaign activities.
- Works with staff to develop stewardship reporting for donors.
- Ensure accuracy of all materials and donor listings.
- Develop a continuity plan to replicate the campaign as an annual activity with appropriate documentation and resources

## **The ideal candidate will have:**

- university degree or recognized/equivalent experience in a related field of study
- recent experience developing or coordinating fundraising campaigns working with multiple stakeholders
- excellent oral and written communication skills with experience developing promotional materials for social media, direct mail and email campaigns as well as donor letters and reports
- strong project management skills, and ability to work in a time-sensitive, goal oriented and deadline-driven environment
- exceptional attention to detail, both in terms of data accuracy and creative aesthetics
- Highly effective at working independently, balancing multiple priorities and collaborating with community

Additional experience that will assist our project's success, include:

- demonstrated commitment to social justice, inclusion and equity, with an understanding of challenges to marginalized groups as they relate to the Parkdale neighborhood
- experience with InDesign, Photoshop or other graphic design tools an asset
- knowledge of the the real estate market and/or affordable housing as they relate to Parkdale

Overall, we seek reliable and committed individuals with an interest in housing, and a passion for engaging people in community based investments in inclusion and social equity. Due to the importance of this project, staff and volunteer resources will provide assistance and support where need. We strongly encourage applications from equity seeking groups and identities. We aim to foster a workplace that reflects the diversity of the community.

**TO APPLY:**

Submit an application by email to [info@pnlt.ca](mailto:info@pnlt.ca) with the following information:

- your resume
- a written cover letter explaining why you are interested in this job and what makes you a good fit for this scope of work.
- a fee proposal

Note: For successful candidates, **1 reference (work or personal) is required.**

**SUBMISSION DEADLINE: May 6, 2022 at 5:00 pm EST**