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Vice President, Foundation

Hockey Canada

Summer 2026

The Organization

Hockey Canada is the national governing body for hockey in Canada, working with provincial and regional members and partners to support the game from grassroots participation through to national teams and international competition. Its mandate includes growing participation, strengthening the hockey system and promoting excellence, inclusion and positive experiences in the sport.

The Hockey Canada Foundation is the organization's philanthropic arm, raising and investing funds to remove barriers, expand access and strengthen hockey's impact in communities across the country. As Hockey Canada enters a period of renewal and growth, the Foundation has an important opportunity to build a stronger culture of philanthropy, deepen donor and partner relationships, increase fundraising, and connect the power of the Hockey Canada brand with meaningful community impact.

For more information about the Hockey Canada Foundation, please visit their [website](#).

The Opportunity

Reports to:	Hockey Canada CEO, Hockey Canada Foundation Board of Directors; dotted line to SVP, Strategic Partnerships and Community Impact
Direct Reports:	1: Manager, Hockey Canada Foundation
Location:	Flexible within Canada

Mandate

The Vice-President, Foundation provides strategic, financial and operational leadership to advance the Foundation's mission and position it for sustainable growth, overseeing a current annual operating budget of approximately \$1.5 million and leading the significant year-over-year expansion and diversification of philanthropic revenue.

Reporting to the CEO and Board of Directors, the Vice-President Foundation is accountable for advancing the Foundation's mission, ensuring long-term sustainability, and achieving all fund development targets. For practical purposes, the position will have an operating and reporting relationship to the Senior Vice President of Partnerships, Events, and Community Impact.

A core focus of this role is advancing sport-related philanthropy as a powerful vehicle for social impact, community development, and national engagement. The Vice-President Foundation serves as the Foundation's chief fundraiser, relationship builder, and ambassador, leveraging the unique emotional connection, visibility, and unifying power of sport to inspire transformational giving. This role requires a leader with demonstrated success in both event-based and major-gift fundraising and a deep appreciation for how sport can drive philanthropic investment at scale.

Key Accountabilities

Strategic Leadership & Organizational Alignment

- Champion and embed a culture of philanthropy and giving across Hockey Canada, engaging Board members, executives, employees, member associations, players and coaches as active ambassadors, advocates and contributors to the Foundation's mission.
- Lead the execution of the Foundation's Strategic Roadmap, guiding the Foundation through a multi-year transformation from foundational alignment to national impact.
- Clarify and articulate the Foundation's purpose, value proposition, and role within Hockey Canada and the broader philanthropic ecosystem.
- Align Board, Hockey Canada leadership, staff, and key volunteers around clear priorities, performance metrics, and shared accountability.
- Serve as a trusted advisor to the Foundation Board, providing clear reporting, insight, and recommendations to support effective governance and decision-making.

Culture of Philanthropy & Leadership Advocacy

- Embed a culture of philanthropy across Hockey Canada, working closely with national, regional, and internal stakeholders to position fundraising as a shared organizational responsibility.
- Activate senior leadership, Board members, and key influencers as champions, ambassadors, and fundraisers for the Foundation.
- Establish clear goals, expectations, and performance management practices that reinforce philanthropic outcomes.

Fundraising & Revenue Growth

- Design and implement a modern, diversified fundraising strategy that includes major gifts, microfundraising, corporate partnerships, donor stewardship, standalone and partner events, grants, and emerging giving trends.
- Strengthen donor acquisition, retention, and stewardship through data-driven engagement and clear impact reporting.
- Position the Hockey Canada Foundation as a core asset within corporate partnerships and national collaborations.
- Lead and execute a comprehensive fundraising strategy to significantly increase fundraising dollars.
- Deliver sustained revenue growth aligned with the Foundation's mission and national ambitions.
- Position sport as a compelling philanthropic platform to engage individual donors, corporate partners, sponsors, foundations, and national stakeholders.
- Personally cultivate, solicit, and steward a portfolio of major and principal gift donors, with demonstrated success in closing six-figure and larger gifts.
- Leverage high-profile sport initiatives, events, and partnerships to strengthen donor engagement, brand visibility, and long-term philanthropic commitment.
- Ensure that donor communications and stewardship clearly articulate the impact of sport-related investments on individuals, communities, and national outcomes.
- Collaborate with sport organizations, athletes, alumni, and influencers, where appropriate, to inspire giving and broaden the Foundation's reach.

Marketing, Storytelling & Brand

- Elevate the Foundation's marketing, storytelling, and digital presence to translate Hockey Canada's brand strength into donor support.
- Lead the development and delivery of a major philanthropic initiative recognizing the 25th anniversary of Canada's double-gold performance at the 2002 Salt Lake City Olympic Winter Games, engaging alumni, athletes and partners to celebrate the legacy of the achievement and inspire support for the future of the game.
- Ensure consistent, compelling narratives that clearly demonstrate impact, community outcomes, and the role of philanthropy in growing the game.
- Oversee communications strategies that support fundraising, stakeholder engagement, and reputation management.

People, Systems & Infrastructure

- Build, lead, and develop a high-performing Foundation team with the skills, tools, and resources required for scalable growth.
- Invest in and optimize data, CRM, and technology systems to enable performance measurement, donor insights, and integrated decision-making.
- Establish clear operational processes, financial stewardship, and reporting mechanisms aligned with best-in-class foundation practices.

Performance Management & Impact Measurement

- Define and monitor key performance indicators for fundraising, operations, and community impact.
- Ensure transparent reporting to the Board, Hockey Canada, donors, and partners.
- Use insights and data to continuously refine strategy and demonstrate tangible outcomes.

External Relations & Partnerships

- Represent the Hockey Canada Foundation externally with donors, corporate partners, community leaders, and sector peers.
- Navigate reputational and competitive pressures with credibility, transparency, and strong stakeholder relationships.
- Build national partnerships that extend reach, relevance, and impact.
- Serve as the public face of the Foundation, championing the role of philanthropy in advancing sport-driven social impact nationally.
- Build and sustain strong relationships with national sport organizations, governing bodies, and aligned partners to support shared objectives.
- Represent the Foundation credibly within the philanthropic, not-for-profit, and sport sectors, strengthening its reputation and leadership profile.
- Monitor trends in sport philanthropy, corporate social responsibility, and donor engagement to inform strategy and innovation.
- Build meaningful relationships with Hockey Canada alumni and create opportunities for former athletes and leaders to serve as ambassadors, connectors and champions for the Foundation.

First-Year Deliverables / Measures of Success

Success in the first year will be determined by the candidate's ability to:

- Establish strong working relationships with the Hockey Canada Foundation Board, U.S. Foundation Board, Hockey Canada Board and senior leadership, while clarifying governance, decision-making and fundraising accountabilities.
- Deliver and then translate the four-year strategic roadmap into a clear annual operating plan with priorities, timelines, performance measures and reporting aligned with Hockey Canada's broader strategy.
- Complete a realistic assessment of the Foundation's philanthropic potential, competitive position, priority donor markets and most promising opportunities for growth.
- Develop and begin implementing a diversified fundraising strategy encompassing major gifts, corporate partnerships, grants, events, digital giving and other emerging approaches.
- Demonstrate early fundraising momentum by building a qualified donor and partner pipeline, strengthening key relationships and securing initial major gifts or partnership commitments.
- Strengthen the Foundation's case for support, storytelling and national profile by clearly communicating its role in removing barriers, growing participation and creating community impact through hockey.
- Build the internal culture, team, systems and infrastructure required for sustainable growth, including stronger Board and staff engagement, donor data, CRM practices, impact measurement and performance reporting.

Candidate Profile

The successful candidate will have the following:

Education:

- A post-secondary degree in business, nonprofit management, fundraising, communications, public administration, or a related discipline is preferred. An equivalent combination of education and senior-level experience may also be considered.
- Professional education or certification in fundraising, philanthropy, governance, or organizational leadership would be an asset.
- Fluency in both English and French would be considered a strong asset.

Experience:

- A minimum of 10 years of progressive leadership experience in philanthropy, fundraising, nonprofit leadership, or a related sector, including experience operating at a national or multi-regional level.
- Proven success leading organizational growth, transformation, or scale, including building fundraising capability from a foundational stage to a mature, high-performing function.
- Demonstrated success developing diversified revenue streams, cultivating major gifts, and stewarding relationships with donors, partners, and funders.
- Experience working effectively with a Board and within strong governance frameworks.

- Demonstrated ability to navigate complex, matrixed organizations and build alignment across multiple functions, regions, and interest-holder groups.
- Experience leveraging brand, storytelling, communications, and strategic partnerships to advance philanthropic outcomes.
- A track record of introducing innovative ideas, approaches, or practices that have strengthened organizational performance or impact.
- Experience in sport, a national charity, or a purpose-driven brand would be considered an asset but is not required.

Competencies and Attributes:

- Strategic and systems thinker: Sees the broader organizational and sector context, establishes a clear direction, and translates strategy into practical plans and measurable execution.
- Influential connector: Builds trust, alignment, and momentum across diverse audiences, including Board members, donors, partners, staff, volunteers, and community representatives.
- Change leader: Leads confidently through ambiguity, builds new organizational capabilities, and supports people through transformation and cultural change.
- Results-oriented and accountable: Establishes clear expectations, monitors performance, and maintains a strong focus on measurable outcomes and organizational impact.
- Authentic ambassador: Represents the organization with credibility, passion, and professionalism and demonstrates a genuine commitment to community impact, inclusion, and organizational values.
- Collaborative leader: Promotes cooperation, shared accountability, and commitment within teams while building a positive and high-performing organizational culture.
- Skilled communicator: Communicates clearly, persuasively, and appropriately across a broad range of audiences, settings, and communication channels.
- Highly organized: Manages competing priorities, complex workflows, and multiple initiatives while ensuring essential projects are completed effectively and on time.
- High integrity: Earns trust and respect through consistent honesty, sound judgment, discretion, and professionalism.
- Innovative and entrepreneurial: Challenges conventional approaches, identifies new possibilities, and is prepared to test and advance creative solutions.

Commitment to Equity, Diversity, and Inclusion

Hockey Canada is committed to equity, diversity and inclusion and recognizes that a diverse team benefits and is essential to service excellence. In accordance with provincial legislation, accommodation will be provided by Mullen and Hockey Canada throughout the recruitment, selection and/or assessment process, upon request, to applicants with disabilities. All qualified candidates are encouraged to apply.