

FUNDRAISING AND RESOURCE DEVELOPMENT

Program: FUND

Credential: Ontario College Graduate Certificate

Delivery: Full-time - Online

Work Integrated Learning: 1 Internship

Length: 3 Semesters

Duration: 1 Year

Effective: Fall 2018

Location: Barrie

Description

Discover a dynamic, challenging career where you can make a difference in the lives of others by raising money for important causes. In this comprehensive program, students learn to design integrated fundraising programs, run special events, research and secure grants, and develop relationships with major donors. Students also examine critical skills that support the fundraising process, including prospect research, volunteer management strategies, budgeting and financial management, marketing, donor engagement, group dynamics and team building, and use of technology for fundraising. During their academic studies, students gain skills through case studies and projects, followed by valuable real life experience participating in an internship in a fundraising environment in areas such as social services, the arts, the environment, health care, education, sports, recreation, and religion.

Career Opportunities

Canada has one of the largest non-profit sectors in the world, and professionally trained fundraisers are in demand. Graduates may become "generalists" within small organizations, or "specialists" in larger organizations or with consulting groups. Employment opportunities may include private, public and government agencies such as hospitals, schools, community service organizations and management consulting firms.

Examples of job titles include special event co-ordinator, major gifts manager, corporate relations officer, and development officer/assistant.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. analyze current trends in philanthropy, technology, communications and volunteer management as they pertain to the charitable sector;
2. work effectively with individuals, groups and organizations to support the total process of resource development;
3. plan and implement leading edge programs to achieve results in corporate, foundation and individual giving;
4. build strategic partnerships and develop relationships with donors, recipients, beneficiaries, and volunteers;
5. integrate the parameters of regulatory legislation, as well as effective business and ethical practices in philanthropy;
6. identify, plan and execute fundraising projects which include goals, outcomes, budgets, and voluntary resources. These projects may include events, major gifts, planned giving, annual giving, capital campaigns, sponsorships and grants applications;

7. employ environmentally sustainable practices within the profession;
8. apply entrepreneurial attitudes, skills and strategies to realize social and financial rewards.

The Program Progression

Fall Intake

- **Sem 1:** Fall 2018
- **Sem 2:** Winter 2019
- **Sem 3:** Summer 2019

Articulation

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at <http://www.georgiancollege.ca/admissions/credit-transfer/>

Admission Requirements

- post-secondary diploma or degree or CFRE designation (Certified Fundraising Executive) or equivalent.

Preference will be given to applicants who hold diplomas or degrees with emphasis in social sciences, humanities, education, business or marketing. Strong communications skills are required. Proficiency in word processing and computer skills are recommended.

Applicants lacking a college diploma, university degree, or equivalent may be considered based on CFRE designation (Certified Fund Raising Executive) OR a combination of post secondary education and related work experience (minimum three years full-time paid experience working in a non-profit environment) and demonstrated achievement of post-secondary level competencies.

Selection Process

Applicants will be asked to submit a current resume and a statement of intent. Academic and experiential learning of all applicants will be assessed.

Graduation Requirements

11 Program Courses
1 Program Option Course
1 Internship

Graduation Eligibility

To graduate from this program, a student must attain a minimum of 60% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

Program Tracking

Semester 1		Hours
Program Courses		
FUND 1003	Annual Giving: Principles and Process	42
FUND 1005	Grant and Proposal Writing	42
FUND 1014	Technology for Fundraising	42

FUND 1015	Philanthropy in Society	42
FUND 1016	Planning for Fundraising	42
FUND 1017	Donor Relations and Stewardship	42
Hours		252

Semester 2

Program Courses

FUND 1006	Professional Practice in Fundraising	42
FUND 1008	Volunteer Management	42
FUND 1009	Marketing and Public Relations in Fundraising	42
FUND 1010	Prospect Research	42
FUND 1018	Major Gifts and Capital Campaigns	42

Program Option Course

Select 1 course from the available list during registration.		42
Hours		252

Semester 3

Internship

FUND 1020	Fundraising Internship	350
Hours		350
Total Hours		854

Code Title

Program options may include:

FUND 1011	Planned Giving
FUND 1019	Special Events Fundraising

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.