



PEGCITY STEPPERS

Job Description



Sponsorship & Fundraising Director

Position Title: Sponsorship & Fundraising Director

Location: Remote

Commitment: 20 hrs. per Month

Term: 2 Years

Reports To: Executive Director

Compensation: Voluntary with Benefits (Refer to the Benefits Section)

Business need

The **Sponsorship & Fundraising Director** is responsible for securing financial support for the club by developing sponsorships, fundraising initiatives, and partnerships with local businesses and organizations. This role is crucial in ensuring the financial sustainability of the club, allowing it to continue offering races, training programs, and community events. The ideal candidate has a passion for running, networking, and building strong relationships that align with the club's mission and values.

What you need to know about the team

Pegcity Steppers is a community-focused, non-profit organization dedicated to promoting physical wellness, mental well-being, and community engagement through running, walking and fitness. We offer programs and events designed to bring people together, build healthy habits, and support a welcoming and inclusive environment. Pegcity Steppers is in its 5th year of operation and seeking to expand our reach and services offered.

About the job

Essence of the role:

- This position plays a vital role in ensuring the financial health and sustainability of the club. This position is about building strong relationships, securing funding opportunities, and developing strategic partnerships that allow the club to grow and provide valuable programs to its members and the broader community.

Examples of projects candidate will be working on:

- This role is perfect for someone who thrives on connecting with people, crafting compelling proposals, and thinking creatively about fundraising strategies. The Sponsorship & Fundraising Director is not just about raising money—it's about creating meaningful collaborations that align with the club's mission and ensuring that sponsors and donors see the value of investing in the club's success.

Impact of the role to the organization's collective success

- Ultimately, this position is about **turning passion into action**—fueling the club's vision, expanding its reach, and making running and community engagement more accessible to all

Roles and responsibilities	Skills and experience
<p>Sponsorship Development:</p> <ul style="list-style-type: none"> ● Identify, approach, and secure sponsorship deals with businesses, corporations, and community partners. ● Develop sponsorship packages that offer value to potential sponsors while supporting club activities. ● Maintain relationships with sponsors by providing recognition, engagement opportunities, and progress updates. ● Ensure sponsor commitments are fulfilled, including logo placements, social media mentions, and event recognition. <p>Fundraising & Grants:</p> <ul style="list-style-type: none"> ● Develop and execute fundraising strategies, including donation campaigns, merchandise sales, and crowdfunding initiatives. ● Identify and apply for grants or funding opportunities that align with the club's mission. ● Plan and oversee fundraising events such as charity runs, auctions, and community engagement activities. ● Track fundraising progress and report results to the board. <p>Community Engagement & Partnerships:</p> <ul style="list-style-type: none"> ● Build relationships with community organizations, running stores, and fitness brands to enhance club resources. ● Develop partnerships that offer benefits to members (discounts, sponsorships, product support). ● Collaborate with the Marketing & Communications Director to promote sponsorship and fundraising efforts. <p>Financial & Compliance Oversight:</p>	<ul style="list-style-type: none"> ● Experience in sponsorship acquisition, sales, marketing, or fundraising (a plus). ● Excellent verbal and written communication skills for engaging potential sponsors and donors. ● Ability to create compelling sponsorship proposals and grant applications (a plus). Strong organizational skills to manage multiple partnerships and fundraising initiatives.

- Work with the **Executive Director** to ensure all funds raised are accounted for and used appropriately.
- Ensure compliance with non-profit financial regulations and ethical fundraising practices.
- Keep records of sponsorship agreements, grant applications, and fundraising efforts.

Benefits

- 1 Pegcity Steppers branded Board Member T-Shirt
- Entry to 1 race of your choice within the term of service under or up to a \$70 value.
- The opportunity to make a tangible impact on the health and wellness of the community in Winnipeg.
- Opportunity to give back to the community and inspire others.
- Work in a flexible, supportive environment, with the ability to make a meaningful contribution to an active, vibrant community.
- Networking opportunities with other community leaders, local businesses.

Expression of Interest

If you are interested in serving in this role for a 2-year term, please apply using the following link [Volunteer Opportunities | Pegcity Steppers](#).