

Villa Charities Next Gen Leaders Committee Role Description

Purpose of the Next Gen Leaders Committee

The primary purpose of the Villa Charities Next Gen Leaders Committee is to **cultivate future Board and Committee members**. The Committee will also raise the awareness of Villa Charities Inc. (VCI) by planning third-party fundraising events in support of Villa Charities Foundation (VCF) and generate much needed revenue for VCF.

Role Description:

As a member of the Next Gen Leaders Committee, you play a vital role in helping to drive the success of the third-party revenue stream for VCF by getting behind an organization that has played an important role in supporting the Italian community within the Greater Toronto and surrounding area. With your help, VCF and Villa Charities can continue to provide cultural and educational programs and support culturally sensitive long-term care and independent living apartments for seniors.

Planning an event provides the perfect platform to share our message of enriching lives through experiences and services that honour Italian culture and heritage. Why not organize a golf event or get your social or community group or company involved and hold a singles night or soccer tournament. Every idea is a good one!

Key duties include:

1. **Leading a Third-Party Event:** Generating funds in support of VCF by leading a third-party event. Promoting the event and generating interest within the community with a focus of appealing to young adults under the age of 35. The event idea/type can take any format but should include the opportunity for young adults to come together. Each Committee member is expected to lead or actively support in the planning, promotion, and organization of the event(s).
2. **Securing Sponsorships:** Generating and securing sponsorships from businesses and individuals in your network or who may have an affinity to Villa Charities or Villa Charities' mission. Soliciting sponsorships and providing an update during Committee meetings. Secure at least 1 sponsorship of \$1,000 or above.
3. **Promotion of Event:** Generating interest within the community and with young adults to attend the event. Promoting the event via different channels including word of mouth, social media and personal and corporate contacts if applicable. Providing updates on (i.e.) number of tickets sold, flagging gaps and challenges. Work in collaboration with Villa Charities on creation of all material to promote the event ensuring adherence to VC & VCF brand guidelines.

Expectations:

- Attendance at quarterly virtual committee meetings
- Work in partnership with VCI Board Chair, VCF Director of Development, VCF Fundraising Specialist
- Work with Next Gen Leaders Committee members to promote/support event within a personal and professional network and surrounding community

About Us

Villa Charities Inc. (VCI) is a registered charity and non-profit organization that enriches lives through experiences and services that honour Italian culture and heritage. For more than 50 years across the GTA, Villa Charities has provided cultural and educational programs and supported culturally sensitive long-term care and independent living apartments for seniors. VCI fulfills their mandate through a broad range of activities, services and facilities, both directly and in conjunction with its affiliates and independent organizations. Affiliates include Columbus Centre and Joseph D. Carrier Art Gallery; Villa Colombo Homes for the Aged Inc. in Toronto; Villa Colombo Seniors Centre (Vaughan) Inc. Di Poce Centre; and Italian Canadian Benevolent Seniors Apartments Corporation/Casa Abruzzo Benevolent Corporation with apartments for independent seniors (Caboto Terrace, Casa Del Zotto and Casa Abruzzo). Each of these organizations is an integral part of the Villa Charities family with separate legal status and its own governance Board. For more information visit villacharities.com.

Villa Charities Foundation supports experiences and services that honour Italian culture and heritage. As the charitable arm of Villa Charities, the Foundation provides crucial funding for areas such as senior care, youth services, education and scholarships, cultural programming, and capital needs.

Additionally, Villa Charities is Great Place to Work® Certified™, an official recognition for employers who create an outstanding employee experience and an amazing workplace culture. Every day, our team works hard to deliver our mission of enriching lives through experiences and services that honour Italian culture and heritage.

We thank all applicants for their interest. Only those selected for an interview will be contacted.

If you are interested in an opportunity to make a difference and a lasting impact; to work with an agile, collaborative, passionate and progressive team, please forward your resume and cover letter to: **Director, Development** by email: volunteering@villacharities.com.

Villa Charities Inc. villacharities.com

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Villa Charities • Villa Charities Foundation • Columbus Centre • Joseph D. Carrier Art Gallery
Villa Colombo Homes for the Aged Inc. • Villa Colombo Seniors Centre (Vaughan) Inc. Di Poce Centre • Caboto Terrace • Casa Del Zotto • Casa Abruzzo