



Opportunity Profile

EXECUTIVE DIRECTOR
SAFE FAMILIES CANADA

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

Safe Families Canada is seeking an inspired leader and passionate ambassador for the organization to serve as their next Executive Director (ED).

The ED serves as the chief executive of Safe Families Canada, providing visionary leadership, spiritual guidance, and strategic direction. In partnership with the Safe Families Canada Board of Directors, staff, and ministry partners, the ED ensures the organization remains aligned with its Christ-centered mission and values while advancing operational excellence, sustainable growth, and transformational impact.

If you are a motivated and relational executive leader who guides with servant leadership, strategic thinking, and a heart for families in need, we would love to connect with you!





WHO WE ARE

Safe Families Canada is a Christ-centered, nonprofit organization dedicated to serving families and communities across Canada. Rooted in compassion, service, and collaboration, we equip volunteers and partners to provide safe, supportive care for families in crisis—strengthening communities and building hope nationwide.

Our mission is to mobilize the Church and community to surround families in crisis with caring, compassionate relationships, keeping children safe and families intact.



OUR STORY

In the United States, our sister organization, Safe Families for Children (SFFC), was founded in 2003 by Dr. Dave Anderson of the LYDIA Home Association, a Chicago-based Christian social service agency. Since its inception, SFFC has spread to over 30 states and facilitated more than 50,000 placements of children.

In 2010, Jennifer Francis heard about SFFC while on a mission trip in South America. When she returned to Canada, she was compelled to research more about SFFC, connect with its leaders, and plan for the possibility of launching the Safe Families movement in her home country. The Safe Families model was piloted in Canada in 2011. In 2012, Safe Families Canada (SFC) was incorporated as a federal faith-based charity. In the fall of 2014, SFC fully launched in the Greater Toronto Area.

Today, SFC has chapters across Canada: London ON, KW & Cambridge ON, Ottawa ON, Niagara ON, Windsor-Essex ON, Chatham-Kent ON, Hamilton-Halton ON, Brantford ON, Guelph-Wellington ON, Lethbridge AB, Lower Mainland BC, Steinbach MB, Edmonton AB, Battlefords SK, Calgary AB, Barrie-Orillia ON, Sarnia-Lambton ON, and several more chapters are in development with interest still growing to see the work of the Safe Families movement in communities across Canada.

Our long-term vision is to reach more of the 300,000 children and youth across Canada that are in vulnerable families at risk to prevent potential harm. It is our hope that by providing support for both the children and parents, and with the referrals for professional help they may need, we will help to positively change the family situation moving forward. The desire is to establish chapters and SFC churches in many more cities and communities across Canada. If there is a concern of abuse or neglect, SFC will work in partnership with Children's Services.



CORE OBJECTIVES

Family Support & Stabilization

Many parents struggle because of limited informal social supports and unavailable extended family. The Circle of Support becomes the extended family needed to support both parents and children in stabilizing their families.

Child Welfare Prevention

The Circle of Support is intended to be a preventative measure. Our volunteers provide parents with the space and time necessary to work through situations that led to crisis, allowing them to parent well and keep their families together. These relationships help to reduce the number of children entering the child welfare system.

Child Abuse Prevention

SFC provides overwhelmed and resource limited parents with a safe, temporary place for their children with vetted host families. They supply friends and coaches to help each family navigate their crisis while keeping the children safe, and while also keeping in mind their duty to report.

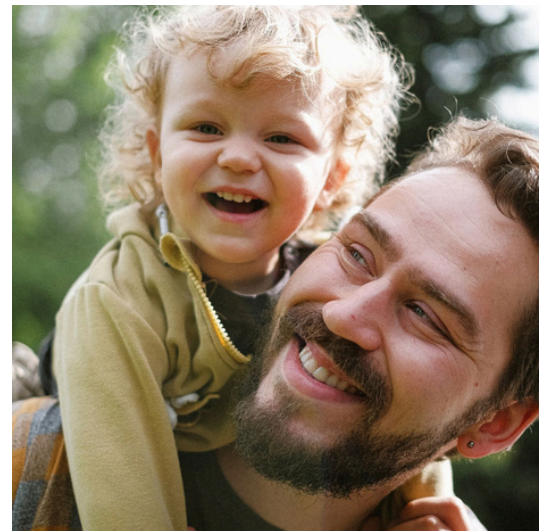
Strengthening Compassion Ministries of the Church

SFC comes alongside the local church to support their community ministries. By engaging members of the faith community, we help to increase their compassion and outreach to families facing crisis.

KEY RESPONSIBILITIES

Strategic Leadership

- Model a vibrant, growing personal relationship with Jesus Christ, leading with humility, wisdom, and grace.
- Foster a Christ-centered culture of prayer, faith, accountability, and service.
- Lead the development and implementation of a national strategic plan that advances the mission and vision.
- Champion innovation and collaboration across all chapters and ministry partners.
- Ensure programs are effective, measurable, and sustainable in serving vulnerable families.



Governance & Board Relations

- Partner closely with the SFC Board of Directors in governance, policy development, and strategic decision-making.
- Provide timely, transparent, and insightful reports on organizational performance, opportunities, and challenges.
- Support board development, recruitment, orientation, and ongoing training.





Operations & Management

- Oversee day-to-day operations across all Canadian chapters to ensure alignment with national standards and vision.
- Recruit, develop, and mentor senior staff; build a high-performing, mission-driven team culture.
- Strengthen organizational infrastructure, policies, and systems to ensure operational effectiveness, compliance, and excellence.
- Ensure organizational policies, HR practices, technology systems, and legal compliance frameworks support strategic priorities and ministry impact.
- Lead with a servant heart, fostering unity and shared purpose across the organization.

Financial Stewardship & Fund Development

- Provide leadership in financial planning, budgeting, and stewardship of resources with transparency and integrity.
- Oversee risk management to safeguard the organization's mission and assets.
- Build and sustain strong relationships with donors, churches, foundations, and other partners.
- Lead national fundraising initiatives, including grant development and strategic partnerships.

External Relations & Advocacy

- Serve as the national spokesperson and ambassador for Safe Families Canada.
- Build strategic partnerships with churches, government agencies, community organizations, and other stakeholders.
- Represent the organization at conferences, public forums, and media engagements, advancing its mission and vision.



QUALIFICATIONS

- Full alignment with the organization's statement of faith and core values.
- Bachelor's degree, required; advanced degree in business, social services, theology, or a related field, preferred.
- Minimum of 5 years' leadership experience in the nonprofit, ministry, or social services sector.
- Demonstrated success in strategic planning, organizational growth, and fund development.
- Strong financial acumen with experience overseeing multi-site or multi-chapter operations.
- Exceptional communication, relationship-building, and advocacy skills.
- Deep understanding of the Canadian nonprofit and charitable landscape.
- Ability and willingness to travel nationally, as required.

CORE COMPETENCIES

- Strategic and visionary leadership.
- Servant leadership with humility and authenticity.
- Strong financial and organizational acumen.
- Change management and adaptability.
- Exceptional communication and interpersonal skills.
- Spiritual maturity and faith-driven decision making.
- Relationship building and stakeholder engagement.

PERSONAL ATTRIBUTES

- Spirit-led servant leader with humility, courage, and vision.
- Collaborative and relational, with a heart for service and compassion for families in crisis.
- Strategic and innovative thinker with strong problem-solving abilities.
- Authentic, resilient, and adaptable under pressure.
- Culturally sensitive and committed to fostering unity and diversity in ministry.
- Demonstrated living and active faith, modeling Christ-centered leadership in all interactions with staff, volunteers, churches, and partners.

OUR SEARCH TEAM



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JEFF PITCHFORD LEADING THE SEARCH

Jeff is an accomplished Senior Executive, with over 25 years of leadership experience across the chemical manufacturing and food processing industries. He wears many hats including Business Consultant, Executive Coach, Board Member, Forum Chair and Birkman Certified Professional. Jeff specializes in leadership development and team-based business success. He is passionate about developing leaders and building high performance teams.



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MARK KRAFT SUPPORTING THE SEARCH

Mark is a trusted and sought-after executive search leader, with over 20 years of combined experience in the public and private sectors. Bringing a deep level of care and commitment to his clients, Mark has successfully led over 100 executive talent searches across Canada, for roles ranging from CEO to CFO, to COO. With his breadth and depth of experience, Mark has become a respected advisor and go-to expert for non-profit, charity, and faith-based organizations looking to source top executive talent.



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MATT ROBBERSTAD
SUPPORTING THE SEARCH

Matt is an accomplished Talent Acquisition Manager with a strong background in the non-profit sector. With over a decade of leadership experience in recruitment and retention, he has a proven record of success. Matt has effectively managed end-to-end recruitment processes for a wide range of positions at Christian Horizons, a major faith-based developmental service organization in Canada. His extensive expertise in recruitment and selection enables him to identify the ideal candidates for various organizational roles. Additionally, Matt is well-versed in employee relations, engagement, and human resources, making him a valuable consultant. Through a ministry-minded focus, and commitment to responsiveness, he aims to serve his stakeholders with excellence as an Associate.



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ALEXA KROEKER
SUPPORTING THE SEARCH

With extensive experience in executive and board assistance, Alexa combines her recruitment expertise with a keen understanding of organizational needs to build high-performing teams. She's adept at crafting compelling job descriptions and leveraging targeted advertising strategies to attract the best candidates for your organization. From the initial kickoff meeting, Alexa listens attentively to understand the nuances of your ideal candidate, ensuring a tailored and effective recruitment approach. Committed to excellence, Alexa is your go-to partner for successful talent acquisition, driving your organization towards greater success.

ESTIMATED SEARCH TIMELINE

While every search is dynamic and time frames are hard to predict, the following is an overview of the expected timeline and details for this search:

Location: Flexible within Canada (national travel required)

Application Deadline: December 5, 2025

Short List Interviews: December 2025

Start Date: TBD

Salary Range: \$90,000 - \$110,000

HOW TO APPLY

Apply online at nelsonandkraft.com/jobs with your cover letter and resume. You must be eligible to work in Canada.

Nelson/Kraft & Associates Inc. is an executive consulting firm that specializes in working with not-for-profits and for-profit businesses across Canada, assisting them in the placement of senior executives and directors.

Nelson/Kraft & Associates Inc. welcomes and encourages all interested applicants to apply for this position and is committed to the principles of diversity and inclusion in its hiring practices, and will only make distinctions among interested applicants in accordance with the applicable Human Rights legislation.

Nelson/Kraft & Associates Inc. also welcomes and encourages applications from candidates with disabilities. Accommodations are available on request for candidates taking part in the selection process. If you require disability-related accommodation during the recruitment process, please contact us.