Raystede Centre for Animal Welfare

Job Description

Job Title: **Corporate Fundraiser**

Responsible to: **Head of Fundraising**

Location: **Based at Raystede Animal Welfare Centre near Lewes.**

Background Information

Raystede Centre for Animal Welfare, founded in 1952, is a charity dedicated to giving animals a better life through prevention, support, on-site care, and sanctuary. We also empower people with the knowledge and guidance they need to treat animals with compassion and respect. Every day, we care for a wide range of animals, including cats, dogs, horses, rabbits, and small animals. While most of these animals find loving new homes, we also provide lifelong sanctuary for those that cannot be rehomed, where appropriate.

Our beautiful 43-acre site is open to visitors, offering a unique glimpse into a working animal welfare centre. Animals are at the heart of everything we do—but we couldn't achieve this without our expert and dedicated team of staff and volunteers. Surrounded by lakes, trees, and fields, and with a café, shops, parking, and other amenities, Raystede is an uplifting and rewarding place to work.

The Fundraising team generates income for Raystede through donations, legacies, events and many other sources and activities. The Corporate Fundraiser works with companies to develop corporate partnerships and donations.

Main purpose of the role:

- Secure and grow sustainable corporate income through developing and managing successful business partnerships that support Raystede's animal welfare work.
- Generate unrestricted income for Raystede's ongoing work and restricted income for capital projects, including the Ray of Hope capital appeal.
- Identify, research and cultivate businesses with the interest, affinity and capacity to support Raystede, building relationships with key decision-makers.
- Develop compelling partnership proposals, make clear financial asks and convert opportunities into financial commitments.
- Manage and develop existing corporate partnerships, demonstrating impact, encouraging continued support and identifying opportunities for increased giving.
- Deliver agreed income targets, maintaining a strong prospect pipeline and ensuring that corporate fundraising activity provides a positive financial return.

Key Tasks

1. **Corporate income and business development**

- Proactively manage prospects though the fundraising pipeline, from initial identification and cultivations to securing financial commitment and long-term partnerships.
- Develop and deliver a corporate fundraising plan with agreed income targets, priorities, costs and timescales for ongoing fundraising and the capital appeal.

- Research and qualify business prospects according to their connection to Raystede, interests, ability to give and likelihood of supporting the charity.
- Build relationships with business owners, senior leaders and other decision makers, using introductions from trustees, ambassadors and existing supporters where appropriate.
- Prepare tailored partnership proposals and make clear financial asks for corporate donations, sponsorship, charity-of-the-year partnerships, employee fundraising and matched giving.
- Negotiate partnership arrangements and prepare corporate fundraising agreements and contracts where appropriate.
- Liaise with colleagues and develop corporate grant applications.

2. Capital projects and appeals

- Take responsibility for securing the agreed corporate fundraising income target for appeals including the Ray of Hope appeal, working alongside the Head of Fundraising, Major Donor Fundraiser and Trusts Fundraiser.
- Identify and cultivate businesses able to make significant gifts towards improvements to Raystede's kennels, cattery and other related facilities.
- Develop project-specific proposals and gift opportunities using approved project information, budgets and recognition arrangements.
- Arrange purposeful meetings, site visits and cultivation events that help business decision makers understand the appeal and progress towards a funding decision.
- Secure and record gifts and pledges, agree payment schedules and restrictions, and coordinate acknowledgements, recognition and progress updates.
- Explore gifts in kind where they meet an agreed project need, confirming suitability with the project team and recording them separately from cash income.
- Coordinate approaches with colleagues where a business owner may also be a personal major donor, agreeing relationship ownership and avoiding duplicate asks.

3. Partnership stewardship and employee engagement

- Manage a portfolio of corporate partners, agreeing objectives, maintaining contact and demonstrating the difference their funding makes through personal impact reporting.
- Develop renewal and growth plans for existing partners, including opportunities to support both ongoing work and the capital appeal.
- Use corporate volunteering and employee engagement to build relationships and encourage financial support, with clear expectations about donations, costs and capacity.
- Work with colleagues to develop and deliver corporate volunteering and employee engagement opportunities that strengthen business relationships, encourage financial support and provide a positive experience for corporate partners.
- Collaborate with Marketing and animal welfare colleagues to provide accurate impact stories, updates and recognition while respecting animal welfare and site access requirements.

4. Planning, reporting and collaboration

- Maintain accurate CRM records of contacts, meetings, proposals, asks, commitments, restrictions and next actions.
- Regularly review and prioritise corporate fundraising activity according to income potential, likelihood of success, resources required and expected return on investment.
- Maintain a prioritised pipeline with proposed ask values, stages, expected decision dates and realistic forecasts.
- Report regularly on income, expenditure, net contribution, pipeline progress, partner retention and risks; recommend action where performance is behind plan.

- Work with Finance to distinguish cash received, pledges and gifts in kind, and to ensure restricted gifts are recorded and used appropriately.
- Represent Raystede professionally at relevant business meetings and events, assessing networking activity by the opportunities and income it generates.

5. General responsibilities

- Follow Raystede's policies and procedures, including those covering ethical fundraising, data protection, equality, safeguarding, health and safety and animal welfare.
- Work collaboratively, manage agreed budgets responsibly and undertake other reasonable duties consistent with the role.
- Maintain a compassionate, professional and efficient public image for the charity.
- Occasional evening and weekend work may be required, with arrangements agreed in advance and time of in lieu.
- Participate in supervision, appraisal, and learning and development and take personal responsibility for maintaining the knowledge and skills required for the role.
- Take responsibility for ensuring own health and safety and that of others who may be affected by your acts and omissions. Report any health and safety risks to your manager.
- Work within the policy framework of Raystede and adhere to the terms laid out in the employee handbook.
- To support the wider aims of the charity and from time-to-time carry out other general duties as may reasonably be required by the Head of Fundraising and/or Chief Executive.

Key working relationships

- **Head of Fundraising**: Agree corporate fundraising priorities, income targets, prospect development and performance reporting.
- **Fundraising Team**: Collaborate with Major Donors, Trusts, Individual Giving and Events colleagues to maximise fundraising opportunities, coordinate approaches and share supporter intelligence.
- **Corporate Partners and Prospects**: Develop and manage relationships with business owners, senior leaders, decision-makers and employees to secure financial support and build sustainable partnerships.
- **Marketing and Communications**: Work together to develop compelling partnership proposals, fundraising materials, impact communications and appropriate corporate recognition.
- **Animal Welfare and Operational Teams**: Work collaboratively to identify appropriate opportunities for corporate engagement, communicate the impact of support and ensure activities align with operational priorities and animal welfare requirements.
- **Finance:** Ensure corporate income, pledges, restricted donations and gifts in kind are accurately recorded and reported.
- **Trustees, Ambassadors and Supporters**: Work with colleagues to identify and develop introductions to potential corporate partners and supporters.

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Person Specification

Post Title: **Corporate Fundraiser**

	Essential	**Desirable**	**Method of Assessment/ Source of Information**
Education and Qualifications	• Excellent written English and numeracy demonstrated through education, training or equivalent experience.	• A degree or equivalent experience.	Application Certificates
Knowledge and Experience	• Experience of converting business relationships into financial support. • Experience of account management. • A proven track record of working towards and achieving income or business development targets. • Experience of preparing persuasive proposals and making clear, tailored asks. • Experience of good record keeping and administration. • Confidence using CRM or equivalent system. • Experience of managing restricted funding, pledges, payment schedules and donor recognition.	• Evidence of successful fundraising or comparable business development. • Can evidence securing significant corporate gifts. • Understanding of managing a pipeline of prospects. • Experience of managing pledges and donor recognition. • Experience of using a fundraising CRM database. • Understanding of charity related legislation and fundraising codes of practice.	Application/ Interview
Key Skills and Abilities	• Experience of identifying and developing relationships with business decision makers and securing commitments. • Forecasting income and assessing the likely financial return from an opportunity. • Excellent networking and research skills. • Good at identifying and pursuing opportunities. • Able to interpret financial information. • Good IT skills including MS Office applications.	• Project management experience. • Experience of working with major donor colleagues where business and personal opportunities overlap.	Application Interview
Personal Attributes	• Personable and approachable with the ability to build positive	• Curious and willing to explore new ideas and	Application Interview

	relationships. • Organised and efficient and able to manage competing priorities and meet deadlines. • Proactive and self-motivated with a positive, practical approach to problem solving. • Resilient, persistent and determined to turn opportunities into positive outcomes. • Empathy for animals and a commitment to their welfare. • A commitment to equal opportunities and anti-discriminatory practice.	approaches. • Adaptable and comfortable working through change. • Receptive to feedback and committed to personal development. • Enthusiastic about inspiring others to support animal welfare. • Commercially aware, with the confidence to recognise opportunities, negotiate effectively and balance the needs of corporate partners with the charity's fundraising objectives.	
Other	• To have a flexible approach to working hours. • Flexibility of circumstances and willingness to visit national and regional venues for meetings. This may involve some overnight stays and occasional work in the evenings and at weekends with time off in lieu. • A full, valid UK driving licence and access to a vehicle for work purposes, with appropriate business-use motor insurance.		Application Interview
You should be aware of the confidential nature of some of the work carried out at Raystede, details of which must not be divulged to any unauthorised person.			

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Health & Safety Functions

This section is to make you aware of any health & safety related functions you may be expected to either perform or to which may be exposed in relation to the post you are applying for. This information will help you if successful in your application identify any health-related condition which may impact on your ability to perform the job role, enabling us to support you in your employment by way of reasonable adjustments or workplace support.

Using display screen equipment	☒
Working with children/vulnerable adults	☐
Moving & handling operations	☐
Work related driving	☒
Lone Working	☒
Shift work	☐
Night work	☐
Climbing/Working at height	☐
Working with hazardous substances, skin irritants, sensitisers, and/or with biological agents or chemical agents in a laboratory	☐
Working with dangerous machinery	☐
Exposure to noise and /or vibration	☐
Handling food	☐
Exposure to blood /body fluids	☐
Providing healthcare	☐