

## **Raystede Fundraising: Past & Future Summary**

### **Our Fundraising Story So Far**

Raystede has a long and proud history of fundraising that has enabled us to rescue, rehabilitate, and rehome thousands of animals every year. Over the years, we've grown a broad and resilient income portfolio, including individual giving, community fundraising, events, legacies, corporate partnerships, and trust fundraising.

Supporters are at the heart of our work: from long-standing monthly donors and Friends of Raystede, to marathon runners, school fundraisers, and local community groups. Initiatives such as #TeamRaystede have helped bring supporters together under a shared identity, strengthening engagement and loyalty.

Our fundraising success has been built on committed supporters, carefully stewarded relationships, strong local awareness, and a reputation for high-quality animal welfare and transparency in how donations are used.

Over the last five years fundraising income has doubled and we are in an excellent place to build on this success. Raystede is now entering an exciting period with bold plans to increase our impact and secure long-term sustainability. With a robust theory of change and ambitious strategy we plan to make even more impact over the next five years.

### **Looking Ahead: Ambitious Fundraising Growth for 2025–2031**

#### **Diversify Income:**

Build a balanced and sustainable fundraising portfolio by developing multiple income streams — including Regular Giving, Lottery, Sponsorship, Appeals, and Community Fundraising — to reduce reliance on any single source.

#### **Grow the Supporter Base:**

Attract and retain new supporters through data-led acquisition, digital innovation, and engaging, accessible fundraising products.

#### **Increase Supporter Value:**

Deepen relationships and lifetime value through improved stewardship, retention, and cross-promotion between fundraising products.

#### **Create Compelling Communications:**

Deliver inspiring, impact-driven storytelling and campaigns that connect supporters emotionally to Raystede's mission and outcomes.

#### **Set the Team Up for Success:**

Build a skilled, confident, and data-informed fundraising team with clear processes, insight-led decision-making, and a culture of collaboration and continuous improvement.

### **A Pivotal Time for Individual and Community Giving**

As we enter this ambitious new strategic period (2025–2031), Raystede is investing in the growth of our individual and community giving programmes. The Individual & Community Giving Manager will

play a central leadership role, guiding and motivating the team as we scale up both income and impact.

- Expanding individual giving, with improved donor journeys, stronger retention, and growth in regular giving, appeals, and digital engagement.
- Strengthening community fundraising, building clearer structures for groups, schools, event participants, volunteers and local supporters, all under a unified Raystede identity.
- Developing supporter insight and data capability, including better CRM usage, dashboards, and segmentation to drive more personalised experiences.
- Growing #TeamRaystede into a thriving movement that brings together fundraisers, challenge event participants, ambassadors, and local champions.
- Enhancing cross-team collaboration, ensuring fundraising and communications work together to tell powerful stories and demonstrate meaningful impact.

With a committed supporter base, strong brand foundations, and a new long-term strategy, Raystede is poised for significant fundraising growth—and the successful candidate will play a key role in shaping this next chapter.

### **Your Leadership Role**

The Individual & Community Giving Manager will:

**Lead**, motivate, and develop a dedicated team working across individual giving, community fundraising, and supporter care.

**Provide** clear direction and coaching, supporting team members to grow their skills in donor stewardship, campaign delivery, event management, and data-led fundraising.

**Foster** a positive, collaborative culture, encouraging creativity, accountability, and continuous improvement.

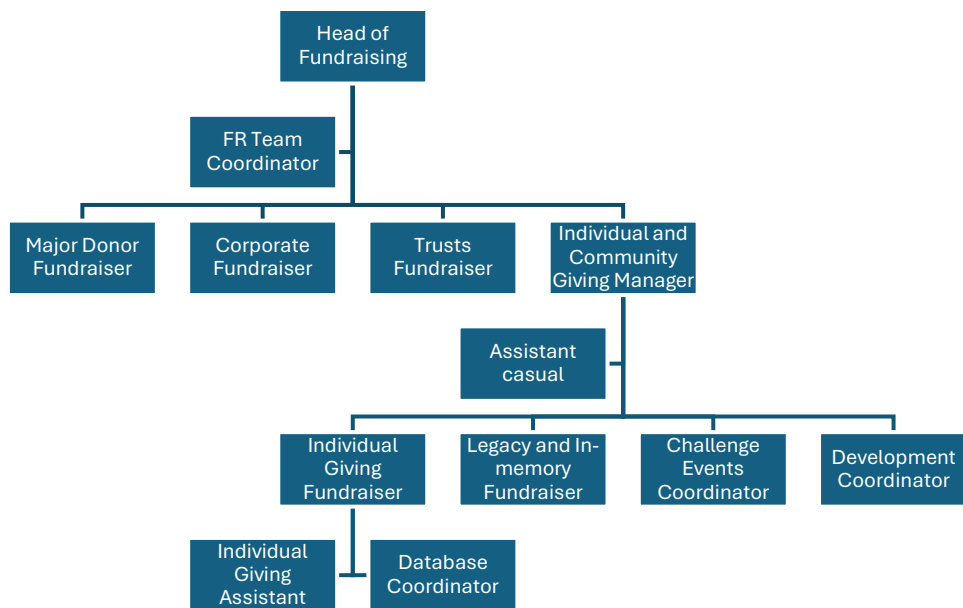
**Build** strong working relationships across marketing, communications, animal welfare teams, and visitor services to ensure cohesive supporter experiences.

**Champion team wellbeing**, creating an environment where staff feel supported, listened to, and able to thrive. This includes promoting healthy workloads, encouraging open communication, and prioritising a positive, inclusive team culture.

**Promote** high standards of supporter care, ensuring every donor and fundraiser feels valued, recognised, and inspired to deepen their relationship with Raystede.

You will be part of a passionate team and loyal supporters who are poised to make an even bigger difference to the lives of thousands of animals across Sussex.

## Team Structure



**Thank you for your interest in this role and for considering being part of #TeamRaystede**