



Community Fundraiser (Freelance)

- Organisation: Hackney Playbus
- Contract: Freelance
- Time Commitment: Approximately 1–2 days per week (flexible)
- Fee: To be agreed
- Location: Flexible, with an East London presence for key meetings and events.

About Hackney Playbus

Hackney Playbus is an early years charity providing play, learning and family support to children under five and their families across East London. Through our mobile Playbus and community-based sessions, we improve children's development, strengthen families and build connected communities.

As part of our fundraising strategy, we are investing in unrestricted income to reduce reliance on grants and build a sustainable community of supporters.

Purpose of the Role

To develop and test new unrestricted income streams by growing community fundraising, corporate partnerships and individual giving.

Working collaboratively across Hackney Playbus, the Community Fundraiser will strengthen connections between fundraising, volunteering and service delivery. By building relationships with local communities, businesses and supporters, the role will help create a joined-up approach to community engagement and income generation, ensuring fundraising reflects the needs, strengths and aspirations of the families we serve.

Key Responsibilities

1. Community Fundraising

- Deliver Hackney Playbus's community fundraising programme.
- Lead at least one fundraising campaign during the pilot period (e.g. Big Give - Christmas, events, seasonal appeals or community campaigns).
- Support community-led fundraising initiatives.
- Identify opportunities for local fundraising events and activities.



2. Individual Giving & Supporter Engagement

- Support the launch and promotion of Friends of Hackney Playbus, our monthly giving programme.
- Develop simple supporter journeys that encourage repeat giving.
- Support donor stewardship through thank you communications and impact updates.
- Encourage supporter retention and engagement.

3. Corporate Partnerships

Support the development of unrestricted income through:

- Charity of the Year partnerships
- Corporate sponsorship
- Employee fundraising
- Payroll Giving
- Match funding
- Corporate volunteering
- Pro bono support

Build relationships with local businesses and corporate partners to develop long-term partnerships.

4. Prospect Development

Develop and maintain a pipeline of prospective supporters including:

- local businesses
- community organisations
- schools and nurseries
- faith organisations
- local networks
- corporate contacts
- individual supporters

Maintain regular contact and move prospects through the supporter journey.

5. CRM & Reporting

Develop and maintain accurate records within Beacon CRM, including:



- supporters
- fundraising campaigns
- partnership activity
- income secured
- prospect pipeline
- next actions

Provide a concise monthly report summarising:

- activities delivered
- meetings held
- partnerships developed
- income generated
- pipeline value
- lessons learned
- priorities for the following month

6. Collaboration & Community Engagement

- Work collaboratively with the Volunteer Coordinator, Fundraising Officer and wider staff team to maximise fundraising and partnership opportunities.
- Build strong relationships with local families, community organisations, schools, businesses and networks across Hackney and neighbouring boroughs.
- Identify opportunities to connect community engagement with fundraising, volunteering and partnership development.
- Ensure fundraising activities reflect Hackney Playbus's values, community relationships and commitment to inclusion.

Deliverables

The successful freelancer will:

- Deliver a minimum of two community fundraising campaigns, including support for the Big Give Christmas Challenge.
- Build and maintain a pipeline of at least 10 qualified corporate b corp, community and individual prospects within Beacon CRM.
- Secure 10–15 with prospective corporate, community or individual supporters.
- Establish at least three new corporate or community partnerships with agreed next steps for ongoing engagement.



- Plan and support the launch of Friends of Hackney Playbus, including developing promotional materials, creating a simple supporter journey and recruiting the first cohort of monthly supporters.
- Coordinate Hackney Playbus's contribution to the Big Give Christmas Challenge, including managing administration, supporting the pledge campaign, coordinating communications and helping secure pledge commitments.
- Generate a minimum of £25,000 in unrestricted income during the pilot (or an agreed target that exceeds the cost of the contract) and develop a sustainable pipeline of future unrestricted income opportunities.
- Produce a final evaluation report with recommendations for scaling community fundraising and corporate partnerships beyond the pilot.
- Work collaboratively with internal colleagues to embed community fundraising across the organisation.

Person Specification

Essential

- Understanding of community-based fundraising and supporter engagement.
- Knowledge of Hackney or experience working in diverse urban communities.
- Experience delivering successful community fundraising campaigns.
- Experience building relationships with supporters, businesses or community organisations.
- Excellent communication and networking skills.
- Highly organised with the ability to manage multiple priorities.
- Self-motivated and able to work independently.
- Experience using CRM systems (or willingness to learn Beacon CRM).
- Passion for improving outcomes for children and families.
- Strong relationship-building and networking skills.
- Experience working collaboratively across teams and with community stakeholders.

Desirable

- Experience of corporate fundraising or corporate partnerships.
- Knowledge of individual giving and donor stewardship.
- Experience delivering challenge events or community fundraising campaigns.
- Understanding of the charity sector, particularly early years or family support.
- Existing networks within East London



- Existing relationships with businesses, networks or voluntary organisations in Hackney or East London.
- Experience of place-based or community-led fundraising.

What Success Looks Like

By the end of the six-month pilot, Hackney Playbus will have:

- A tested and scalable community fundraising model.
- A stronger pipeline of unrestricted income opportunities.
- New corporate and community partnerships.
- Increased supporter engagement and repeat giving.
- Stronger collaboration between fundraising, volunteering and programme delivery.
- Clear recommendations for future investment in community fundraising.

This role is ideal for someone who enjoys building relationships, spotting opportunities and turning community connections into lasting support for children and families.

How to Apply

Please send:

- A CV
- A covering letter (maximum two pages) explaining:
 - why you're interested in Hackney Playbus;
 - your relevant experience;
 - an example of a successful fundraising campaign, partnership or community initiative you've led or supported.

Email: finance@hackneyplaybus.org **Closing date:** 4th September 2026