

Fundraising Manager

Recruitment Pack

February 2025



Protecting human rights in childbirth

Message from the Chief Executives

Firstly, thank you for your interest in working for Birthrights.

If you are interested in centering anti-oppression in your fundraising work, in embodying an abundance mindset and working in ways that resist fundraising cultures that too often result in burn out, please read on.

The maternity system in the UK is in crisis and the experiences and outcomes for many women and birthing people are alarming; our work has never been more urgent.

Birthrights was founded in 2013 with the understanding that at the heart of the poor experiences and outcomes of maternity care for so many, is a consistent failure to listen to the voices of women and birthing people and a complete disregard for their fundamental human rights.

Over 10 years Birthrights has grown from a tiny volunteer-led organisation to the UK's leading authority on the human rights of women and birthing people during their pregnancy and birth.



Birthrights champions the fundamental human rights of women and birthing people during pregnancy and birth across the UK.



“When we set out, human rights weren’t part of the conversation in maternity care, but our work has changed that and made a real difference to the lives of women and birthing people.”

– Elizabeth Prochaska, Birthrights Co-founder

In 2023, we published a new strategic framework for the next 10 years, which is supported by a three-year organisational delivery plan.

We are determined to work collaboratively towards long term, systemic change, addressing the entrenched inequalities in maternal healthcare, whilst carving out the time we need to be strategic and bounded in our work so we can really care for ourselves and each other.

We are looking for a talented fundraising professional with a track record in securing funding from Trusts and Foundations to help us develop and deliver a fundraising strategy that aligns to our new strategic framework and builds our long-term organisational sustainability.

This is a fantastic opportunity to utilise your strategic planning skills alongside your ability to build strong relationships to cultivate and steward funders and donors, to ensure we have the financial stability to focus on the generational work of creating systemic change in maternity care.

We hope you will consider applying, even if you feel you do not meet all the criteria of the job description.

*Shanthi Gunesekera and Janaki Mahadevan
Co-CEOs, Birthrights*

About Birthrights

In the UK and around the world, women and birthing people are standing up and fighting for reproductive justice and against the erosion of their reproductive rights. Birth justice is a core part of that reproductive justice movement.

Birth justice exists when women and birthing people have the right to give birth with whom, where, when and however they choose and when laws, policies and practice enables all women and birthing people to access those rights. These rights exist in international human rights law and UK laws, but access to exercising these rights is under threat in the UK for all women and birthing people and is particularly restricted for the most marginalised women and birthing people.

Our vision is of a world where women and birthing people can access safe maternity care that fully respects their right to bodily autonomy and self-agency, free from discrimination, coercion and violence.

Our mission is to champion the fundamental rights of women and birthing people during pregnancy and birth across the UK.

Birthrights is the leading authority on the fundamental human rights of women and birthing people during pregnancy and birth and our work has never been more urgent. Our work is critical to not only transforming the experiences and outcomes for individuals, but also in shifting wider policy, practice and systems.

We do this by empowering and supporting women and birthing people, training healthcare professionals, holding systems and institutions to account and making visible the diverse experiences of maternity care.

We believe pregnancy and birth should above all be about **your body, your birth, your rights.**

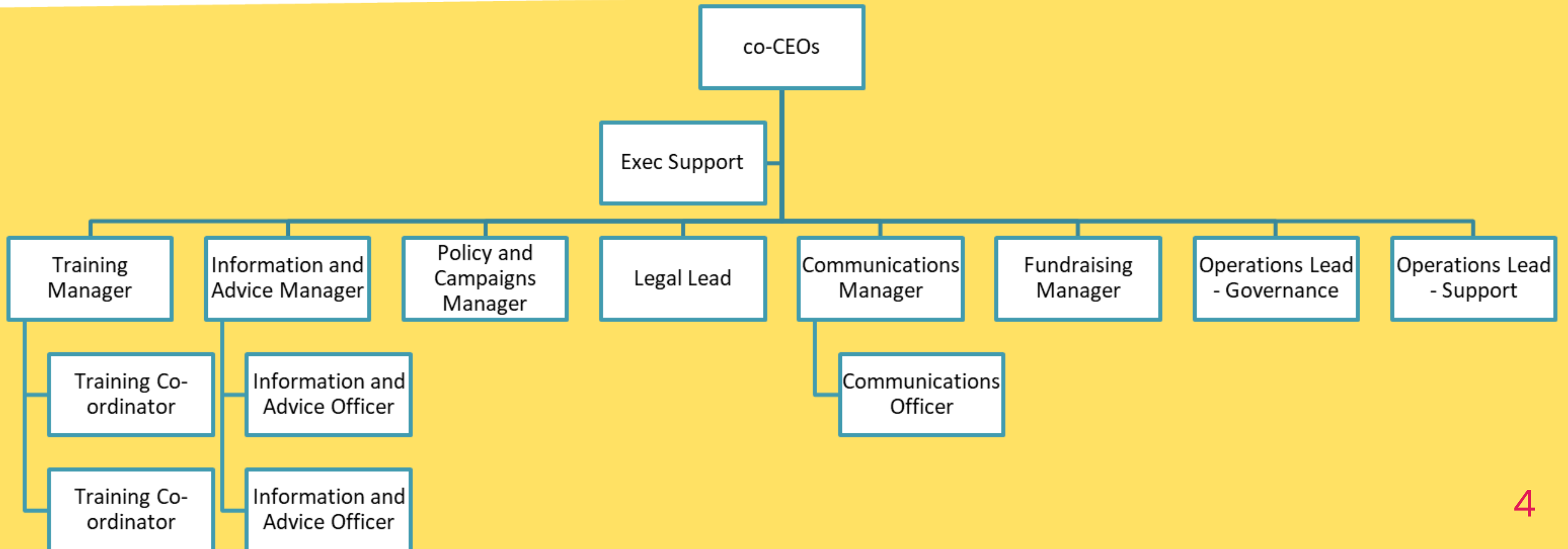


About our team

Birthrights has a small, dedicated and passionate team committed to improving the outcomes and experiences of women and birthing people throughout their pregnancy and birth.

We are recruiting to enable us to increase our reach and impact, particularly in the communities with significantly worse maternal outcomes than the wider population.

As well as our staff team we are supported by Associate Trainers with legal and frontline health experience.



Working with Birthrights

Birthrights has a committed and supportive team of part time staff who all work remotely and are spread across the country. While this role is fully remote, we do organise team meetings and away days in different locations, but most regularly in London and Birmingham.

As a charity we are committed to promoting a positive working environment and recognise that balancing work and home life requires flexibility.

- We believe a focus on team and individual wellbeing is central to our ability to deliver the best results for women and birthing people.
- We are committed to building a diverse and inclusive team where we all feel comfortable to bring our full selves to work.
- We believe this is core to our ability to be an organisation that is an accessible, inclusive and safe space for everyone who needs us.

All Birthrights staff members receive:

- 30 days annual leave (pro rata), excluding bank holidays and Christmas closure.
- Investment in your health and wellbeing through our Employee Wellness Strategy, including a £500 personal wellbeing allowance
- A monthly £26 work from home allowance
- Enhanced maternity/paternity/adoption/shared leave provision.
- Investment in your continuous professional learning.

About the role

Role Purpose

- To manage and co-ordinate Birthrights' fundraising work
- To work in collaboration with the co-CEOs to successfully prospect, engage, cultivate and steward trusts and foundations, major and corporate donors
- To develop, deliver and report on a fundraising strategy to support organisational growth and diversify the income streams of Birthrights

Reports to

Chief Executive(s)

Management responsibilities

Programme budget subject to funding

Salary

£37,000 - £42,000 pro rata

Hours

3 – 4 days per week / 22.5 - 30 hours per week based on a 37.5 hour working week. Employee-led working schedule but hours will need to overlap with the whole team at least one day per week.

Location

Home-based (UK and able to travel to some meetings and events).

Benefits

30 days annual leave pro rata, highly flexible working, staff wellbeing allowance, enhanced sick pay and parental leave policies.

Contract

12-month fixed term contract, with possibility of extension subject to funding



“I cried reading your email (happy tears) in thoughts that there might be some hope for what I would like my birth to look like for me and my baby.”

–Service user

What you will be doing

Long-term Strategy

- to work with the CEO(s) and Senior Leadership Team (SLT) to identify and understand funding needs
- develop and deliver a long-term strategy and associated delivery plans to support organisational sustainability and diversify income streams
- keep abreast of changes to the fundraising landscape and developments in best practice including how racial justice plays out in fundraising and how to raise funds within challenging financial climates

Prospect, Cultivate, Solicit, Steward and Report

- identify and research potential trusts and foundations to ensure a 12 – 18-month pipeline
- identify priorities for cultivation and applications based on organisational values, breadth of work, likelihood of success and likely return on investment
- develop and co-ordinate clear plans for cultivation, application, stewarding and reporting

Prospect, Cultivate, Solicit, Steward and Report

- cultivate and solicit trusts and foundations and major donors to secure five- and six- figure gifts, building and holding direct relationships and providing briefings and guidance to support effective and timely engagement from CEO(s), Trustees and the Senior Leadership Team
- to manage relationships with existing corporate donors and ensure an offer is available for renewed or emerging corporate partnerships
- identify and cultivate 'easy access' potential major donors
- draft and edit funding proposals and pitches, developing template and bespoke Case for Support, Case for Need and Impact Statements to appeal to a variety of funding audiences and working closely with CEO(s) and the Senior Leadership Team to develop budget proposal
- prepare stewardship report templates and bespoke reports for donors and funders, working with the Operations Leads and SLT

Leadership and Management – as an active member of the Senior Leadership Team (SLT):

- contribute to the strategic direction, performance and financial health of the organisation
- actively model anti-racist practice and ensure racial justice is at the heart of all Birthrights work
- hold strong stakeholder connections and act as spokesperson, representing the organisation externally
- manage any associated staff and model inspiring, empathetic and collaborative leadership
- manage and report on budgets and performance, including programmes

Internal infrastructure, processes and reporting

- co-ordinate, track and report on fundraising progress against targets, preparing reports and delivering presentations to the Senior Leadership Team and Board and reflecting on successes and where alternative approaches should be trialled
- introduce and manage due diligence processes to ensure alignment of new funding with organisational values
- manage core infrastructure to enable spontaneous individual giving donations from supporters and work with SLT to ensure appropriate calls for donations included in communications and campaigns work
- keep donor and funder records up to date on our CRM
- ensure all work complies with data protection policies and legal requirements, including the Fundraising Code of Practice and maintain high professional ethical standards.



About you

We are looking for someone who is able to demonstrate:

- **Ability to research, build and manage a funding pipeline** and identify priorities for cultivation and applications
- **Ability to build and maintain relationships** and engage with funders and individuals from a range of backgrounds
- **Excellent organisation and prioritisation skills** to effectively manage your time and others, to deliver both urgent immediate work and long-term priorities
- **A track record of securing funding from Trusts and Foundations**, with experience of working with Trusts and Foundations from prospecting and cultivating to soliciting, stewarding and reporting
- **Ability to tell compelling stories, with strong written and verbal communication and influencing skills**
- **Ability to make strategic decisions**, keeping up to date on trends and priorities in fundraising and philanthropy and situating these in our organisational context to consider how these may affect and influence our fundraising approaches
- **Supportive and willing to work collaboratively towards our commitments to anti-oppressive practices** and to approach fundraising with an abundance mindset, care for self and others and calm presence
- **Able to work both independently and with others in a remote team**, and to move between strategic thinking and hands-on delivery as the sole dedicated fundraiser in the organisation.

Whilst the following criteria are not essential, we would also value candidates with:

- Experience securing funds for or working with **rights-based / feminist / social justice** charities
- Lived or professional experience of **maternity policies and provision** or understanding of some of the key policy issues in maternity provision in the UK and/or an understanding of human rights and how they apply to maternity care
- Experience securing funding from **major donors** or developing and managing **corporate partnerships**

How to apply

Please send the following by **23:59 on 16th March** to careers@birthrights.org.uk with 'Fundraising manager' in the subject line:

- 1) Your CV
- 2) Answers to the following questions in any format that suits you for example in writing, voice note or video – please try and keep your answers succinct and no more than 800 written words in total (for all answers) or seven minutes if verbal.
 - o What has motivated you to apply for this role
 - o Your experience working with / securing funding from Trusts and Foundations

Interviews are planned for the w/c 31st March and will be held virtually via Teams. We will share questions in advance of interview.

Please contact us if you require any assistance or adjustment so that we can help ensure the application process works for you.

We use positive action in our recruitment. This means that we are actively seeking candidates from underrepresented groups (including people from racially minoritised communities, migrant and refugee communities, LGBTQ+ people and disabled people) and if there are two candidates who are equally qualified, we will choose the candidate with this background.

