

magic breakfast

fuel for learning

Philanthropy Manager

Job Description and Person Specification

Reporting to: Head of Philanthropy in the Fundraising Team

Location of Work: Home based. The post holder will be expected to travel to meet donors, travel to away days and team meetings in London. The role may involve some irregular travel throughout England and Scotland. Expenses will be paid in line with our Travel and Expenses policy. Candidate will need to live commutable distance to London.

Contract Type: Ideally full-time, 35 hours per week, although part time / flexible hours may be considered. The role may require occasional evening and weekend work

Contract Length: Permanent

Salary: £37,500

BACKGROUND

The latest research suggesting that the number of children and young people at risk of hunger has rocketed to 2.7 million* means that one in five children don't have enough to eat. When a child is too hungry to learn, when they're aching for something to eat, they can't concentrate. They can't absorb information. Big feelings and worries can be impossible to control. They fall behind in their studies.

Magic Breakfast provide a nutritious and filling breakfast to over 200,000 children and young people every school day. We work with schools in areas of high disadvantage, helping staff target the children most in need without barrier or stigma. Magic Breakfast are ambitious to grow our impact to remove hunger as a barrier to learning for all children and young people in the UK.

The new UK government's Children's Wellbeing Bill outlined in the King's Speech, includes a requirement for free school breakfast clubs in every English primary school. This is a fantastic start towards ending child morning hunger. Magic Breakfast's influence will be instrumental to ensuring school breakfasts are introduced in a way that is hunger-focused and barrier free. In 2021, the Scottish Government, pledged a not yet enacted promise to provide breakfast to primary children.

Thousands of secondary school children are at risk of losing their free school breakfasts from September next year. For many of these students, this is their only opportunity to have a nutritious meal before facing a demanding school day, including taking exams. Solutions across all UK nations are currently either not yet actioned or are severely underserving the current need. Being part of the work of Magic Breakfast is your chance, together with parents, teachers and people across the UK, to demonstrate the power of school breakfasts and to shape the way forward to end morning hunger for good.

*Food Foundation Insecurity Tracker Jan 2024

JOB PURPOSE

Magic Breakfast's mission is to end child morning hunger in the UK now and for good the Philanthropy team's role is to develop and deliver the charity's high net worth individual giving programme in line with Magic Breakfast's strategic priorities to enable our organisational growth against our mission.

We are seeking to grow income through further cultivation and stewardship of our potential and existing donors. Our High Value Giving teams are forecast to collectively raise £5.1m in 2021/22, up from £4.6m two years ago in 2019/20. The team includes partnerships with charitable trusts and foundations, corporate organisations, and high-net-worth individuals.

Reporting into the Head of Philanthropy, this role will have a particular focus on ensuring that Magic Breakfast is offering the highest quality of donor care from start to finish, and building and developing our prospect pipeline.

We're looking for a proactive person with excellent relationship building, cultivation, solicitation and stewardship skills as we seek to build our prospect pool, enhance or supporter journey and achieve our ambitious fundraising targets.

The Philanthropy Manager will have the opportunity to be innovative and creative, to create and test impactful donor journeys and engagement opportunities so Magic Breakfast's supporters feel valued and can understand the transformational difference they are making to hungry children and their learning in the UK.

KEY RESPONSIBILITIES:

Income generation and donor stewardship and prospect development

- Manage your own portfolio of donors, providing excellent stewardship and strategies to uplift and secure multi year donations
- Work with Corporate, Trusts and Individual Giving teams to identify potential major donors and high value regular givers within Magic Breakfast's donor portfolio and implement plans to develop these relationships;
- Work with the Head of Philanthropy and Prospect Researcher to build a Philanthropy prospect pipeline
- Write accurate, inspiring and compelling fundraising propositions and reports for potential and existing major donors
- Review and make recommendations for improvement of our existing donor journey, building a calendar of engaging content and touchpoints throughout the year.
- Lead on devising, developing and organising bespoke events for donors and prospects
- Complete timely event reviews to improve and inform future decision making and planning.
- Work in partnership with the wider fundraising teams to provide excellent supporter care to all event attendees and stakeholders.

- Support the Head of Philanthropy to build relationships with senior volunteers to garner their support and help encourage introductions to their networks
- Use our CRM database (Salesforce) to log KPIs, project and reconcile finances and manage supporter relationships
- Use KPIs to adapt strategies and drive activity
- Be responsible for ensuring an up-to-date bank of engaging content and materials for existing partners, including but not limited to, commissioning video content, compiling reports and building case studies.
- Scan the external environment for trends, insights, ideas and best practice that could benefit the High Value Giving teams and Magic Breakfast's work, making recommendations for improvements and leading on opportunities as they arise.

Internal

- Work with wider Fundraising team to help create and deliver cross departmental events, and identify referral opportunities (to Trusts and Corporates)
- Develop strong relationships with Service Delivery and Policy and Engagement colleagues, involving them in meetings with donors where appropriate to strengthen those relationships and engage them further
- Work with Service Delivery to identify, plan and co-ordinate school visits for donors and prospects

Financial processes, reporting and due diligence:

- Ensure all donations are thanked and recorded in a timely way, and logged accurately on salesforce
- Support Head of Philanthropy in accurately forecasting philanthropy income for each financial year, and ensure forecast income is updated monthly.
- Contribute to the philanthropy budget and goal with wider awareness of org and F&D goals
- Work with Prospect Researcher to ensure all due diligence checks on donors are completed, and that they meet our criteria in our ethical fundraising policy, flagging any risks upwards for resolution.

General

- Contribute to team meetings, sharing best practice and supporting team members where necessary
- Help to maintain a positive working environment; keeping the vision of Magic Breakfast at the heart of everything we do
- Uphold a culture that keeps children and young people at the heart and encourages openness, collaboration, bravery, compassion and a solutions-focussed approach

- Work collaboratively across the organisation more widely to build good working relations across the organisation and provide ad-hoc support to other teams and members of staff
- Adhere to all Magic Breakfast policies and procedures
- Ensure that all activity is compliant with current legislation, GDPR and child safeguarding requirements (training provided)
- Participate in occasional work-related events at external venues and perform support related activities, as required. Be willing to undertake occasional work outside of regular office hours and UK travel
- Undertake any other duties commensurate with the role

PERSON SPECIFICATION

Knowledge and Experience

- Experience planning and managing meaningful donor cultivation and stewardship events to achieve strategic objectives
- Knowledge of high value fundraising techniques covering corporates, trusts and major donors, including a clear understanding of the needs of the supporter journey
- Experience of using a fundraising database (ideally Salesforce)
- Up to date knowledge on Code of Practice and Data Protection Act and commitment to keeping up to date

Skills and Abilities

- Highly organised with attention to detail, and an ability to work autonomously and be a confident decision maker in a fast-paced environment
- Effective and thoughtful verbal and written communication skills
- Experience of managing a varied workload and balancing conflicting priorities to meet deadlines
- Excellent interpersonal skills and the ability to deal sensitively and diplomatically to collaborate with multiple stakeholders, both internal and external
- Ease with using IT packages such as Word, Excel, Outlook, and PowerPoint, and presenting in a format that meets the needs of colleagues
- Ability to keep accurate and up to date records, sharing information as and when appropriate
- Ability to adapt existing processes to meet the needs of the organisation
- Skilful management of risk and opportunities with ability to escalate appropriately
- An understanding of Health and Safety regulations and other regulations as they apply to events

Other

- Passion and commitment to Magic Breakfast's aim of alleviating morning hunger as a barrier to learning for children in the UK.

- Share Magic Breakfast's commitment to Diversity, Equality and Inclusion within the workplace.
- Experience of working for a charity, especially in the area of children and young people, desirable but not essential.



