



**Philanthropy Manager
Candidate Information Pack**

Reports to: Director of Fundraising

Salary: £45,000-50,000

Location: Hybrid working, two - three days a week in office in London, SW10 9HS

Contract: Permanent, full time

About CW+

Chelsea and Westminster Hospital NHS Foundation Trust is one of the top ranked and top performing healthcare Trusts in the UK, providing care to a community of over one million people across two hospital sites and twelve community clinics.

The Trust is the fourth largest A&E provider in the UK, treating over 300,000 patients each year. We are one of the largest maternity providers in the country, delivering over 10,000 babies per annum. In addition to these core services, we also house many specialisms including a world-leading Burns Service providing care support for London and the South East; a globally renowned HIV and sexual health programme which has been at the forefront of the global fight against HIV/AIDS for over 30 years; and a nationally accredited Digital Innovation programme that drives the adoption and spread of new technologies across the NHS.

CW+ is the official charity of Chelsea and Westminster Hospital NHS Foundation Trust. Our generous supporters and partners enable us to:

- Build and enhance clinical facilities to create an outstanding healing environment for patients and staff.
- Deliver a unique art and design programme to transform the experience and wellbeing of our patients.
- Invest in health innovation to deliver exceptional patient care.

In recent years, we have helped to fund new state-of-the-art intensive care and neonatal intensive care units at Chelsea and Westminster Hospital, which have also benefited from our industry-leading work on design and the patient environment.

We have woven the visual and performing arts into the fabric of our hospitals, bringing daily music, performance and creative activities into the wards and transforming the experience of patients, visitors and staff at the new ICU unit at Chelsea and Westminster Hospital.

We have one of the most mature and active health innovation programmes in the NHS, supporting the development of products and services that improve patient care. And working with our NHS partners, we have launched Best For You, a new approach to mental health care and support for young people.

While our priority focus remains local, CW+ has an established track record in building partnerships that support healthcare innovation beyond our immediate community. Over the coming years we plan to support neighbouring trusts and work with NHS partners on regional and national programmes, adding value, expertise and leadership wherever it is most needed and spreading our impact much further afield.

Background to the Role



Over the last six years CW+ has grown its fundraising programme extensively. We have completed a £12.5 million fundraising campaign to fund a complete redevelopment of critical care services at Chelsea and Westminster Hospital; we designed and deployed a COVID Rapid Response Fund that raised over £3 million in a matter of weeks to support our front-line clinical teams; and we have secured £6.5 million over the last 18 months to build and deliver a pioneering young people's mental health programme – Best For You.

2023 marked the 30th anniversary of the opening of the Chelsea and Westminster Hospital. This milestone was central to the launch of a new fundraising campaign over a period of three-five years from May 2023, designed to raise £30 million to fund state-of-the-art clinical units for surgery and young people, new digital innovation initiatives and clinical research facilities, and an extension of our pioneering patient and staff wellbeing and experience programmes. The campaign will not only further establish Chelsea and Westminster as one of the leading trusts in the country but also deliver the development of a new generation of treatments, technologies and models of care that will allow us to help more people than ever before. This will be the largest fundraising drive in the charity's history and a successful, effective team will be central to its success.

The Philanthropy Manager joins the team at a crucial stage. Almost £13m of the Appeal's £30m target has been secured since launch in gifts and pledges. The charity has enjoyed a long history of support from some of the country's leading philanthropists and the Thirty at Thirty campaign is garnering interest from a range of high net worth individuals and family trusts who have been cultivated over the last 6-12 months. An engaged and motivated Development Board who are also opening their networks to the charity, is supporting the campaign and we recently hosted an exclusive Gala event at Mansion House in May 2024 which opened us up to new avenues of support. Our sector leading Arts in Health programme provides rich and diverse funding opportunities for donors as does our leadership in digital healthcare innovations.

For more details about the Thirty to Thirty campaign, please visit [here](#).

To read our latest Impact Report, visit [here](#).

Job Summary and Responsibilities

We are looking for an experienced and ambitious individual to shape and develop a portfolio of circa 80 donors and prospects and who will enthusiastically pursue new identified potential donors. The portfolio is mixed in its development and it is important that this post holder can work with tenacity and resilience in an ever evolving landscape of relationships and opportunities, in close collaboration with the Chief Executive and the Director of Fundraising who both have their own active donor portfolios. Forming a core part of a newly expanded team, the post holder will support the embedding of best in class processes and structures to donor management and stewardship, bringing a positive approach to collaborative working. Critical to your success will be your pro-active, donor-centric approach to relationship fundraising. You will relish the opportunity to turn conversations into opportunities to propose support, being comfortable with producing written applications and giving reports to an exceptionally high standard.

You will build cultivation plans for successfully soliciting and stewarding major gifts and will provide exemplary stewardship for unsolicited givers to the Charity. The post holder will be responsible for achieving their own income targets and objectives, providing ongoing evaluation reports against agreed milestones and KPIs, as well as

ensuring compliance with fundraising best practice at all times in accordance with the Fundraising Regulator. You will line manage the Philanthropy Officer, a new role that will oversee prospect research, due diligence and pipeline management. You will work alongside a Partnerships & Philanthropy Manager working with corporates and mid level givers and our Development Lead who focuses on income generation from charitable trusts, statutory sources and the pharmaceutical industry.

Main responsibilities include:

Income Generation and Donor Stewardship

- Cultivate and secure gifts from existing and new high-value donors, with a focus on securing five and six figure donations in line with our ambitious targets.
- Initiate, foster and develop rich, long-term relationships with donors capable of giving transformational support to CW+.
- Provide support to the development of principle gift plans (7 figure plus).
- Develop and grow the current major giving pipeline and portfolio of major gifts from high net worth individuals.
- With support from the Director of Fundraising, put a strategic plan around the charity's current high value recognition programme, The Henry Hoare Circle and How this giving circle fits into our wider supporter journey, structuring an effective stewardship framework for major donors.

Wider team and line management responsibilities

- Support and manage the Philanthropy Officer in their operation of a robust pipeline that reflects the pace and process needed in order to operate an efficient and effective major gifts function.
- Support and manage the Philanthropy Officer to fully utilise the donor database, networks and wider philanthropic landscape open to the charity so as to consistently discover and qualify a significant number of quality prospects through compliant research.
- Support and manage the Philanthropy Officer to undertake due diligence on potential prospects and gifts, in line with our due diligence screening process.
- Work with the Philanthropy and Partnerships Manager to plan, develop and implement a mid-level entry product for new donors, working with colleagues to identify potential leads. Deliver a stewardship programme to provide donors with the highest level of care including individual donor care plans, written proposals, applications and reports, face to face meetings and a programme of events and visits.
- Identify and manage the coordination of acknowledgment and recognition opportunities.

Internal collaboration

- Become a Donorfy SuperUser and lead the charge in ensuring accurate donor information is maintained within the database.
- Create briefings for senior staff or senior volunteers as required.
- Work in partnership with key consultants and departments across the Chelsea & Westminster NHS Foundation Trust to ensure all opportunities are maximised and delivered on.
- Develop strong working relationships with teams across the charity including Grants, Innovation, Communications and Arts to drive new funding opportunities, integrate fundraising activities and enhance the supporter journey.

General

- Prepare monthly reports including budget progress and pipeline updates.
- Work closely with the Finance Team to ensure that all income is processed efficiently and accurately.
- Ensure the impact of major donor fundraising is measured in financial terms as return on investment and lifetime values.

- Keep informed of the changing external environment to identify opportunities and challenges; keep abreast of current trends, circumstances or topical issues that will enhance the role and the work of the charity.
- Represent the charity at external events and meetings, supporting the fundraising team in wider donor engagement opportunities.
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Person Specification

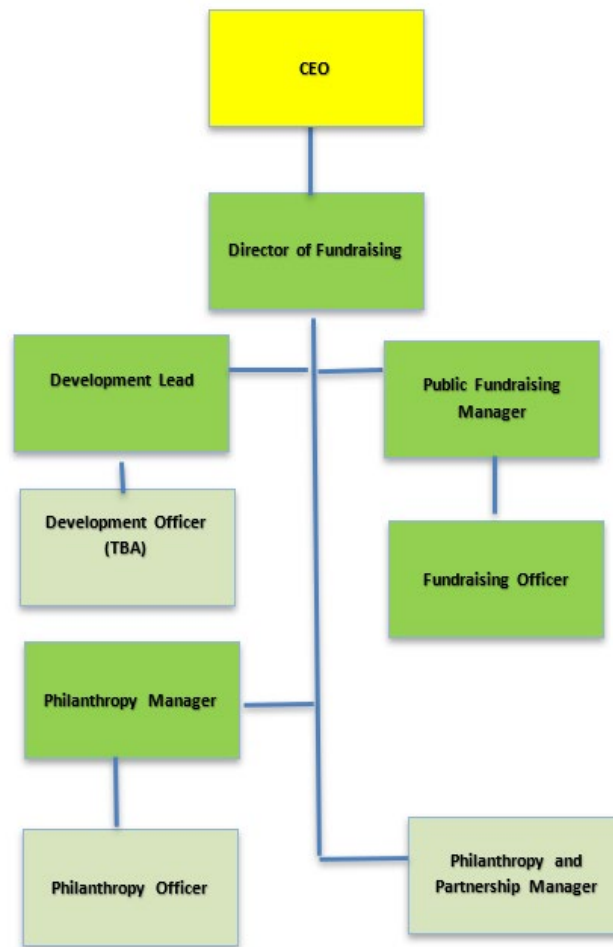
Essential

- Proven success at securing major gift support from individuals and family trusts/foundations.
- Excellent relationship management and rapport-building skills.
- Ability to communicate persuasively with a variety of individuals/audiences (verbally and in writing).
- A combination of personal sensitivity, creativity and tact that is needed when working with prospective major donors.
- Line management experience that reflects an ability to nurture and develop staff while supportively challenging their work outputs.
- Confident, resourceful, and proactive with initiative and a problem-solving disposition.
- Able to collaborate with senior management who play a lead role in fundraising and comfortable managing upwards where needed
- Tenacious and resilient approach to challenges and objections.
- Excellent negotiation and closing skills.
- Strong organisational skills with the ability to prioritise plan and achieve goals.
- Drive, enthusiasm and determination to deliver challenging budget targets.
- Willingness to travel throughout London and work evenings as required (TOIL policy available for out of hours working).
- IT literate with good working knowledge of MS Office and fundraising databases including up to date working knowledge and application of GDPR.

Desirable

- Experience of working with an NHS charity.
- Experience of securing income from corporate entities.
- Experience of working with Donorfy.

Fundraising Team



How to Apply

Please apply by submitting a copy of your Curriculum Vitae (CV) and a covering letter highlighting your suitability for the position and why you are interested, by clicking on this [link](#).

For any queries please contact Suzie Groves at suzie@aawpartnership.com.

Please note there is no closing date for this position – applications will be assessed on a rolling basis and the role closed once the suitable candidate has been identified.