



Philanthropy Manager Job Pack

Introduction from CUF CEO, Rob Wickham

Thank you for your interest in the role of Philanthropy Manager at Church Urban Fund (CUF).

Our mission is to become a national social action mobiliser – working on behalf of the Church of England through the parish network – to empower people to speak, serve and lead. Our vision is to see communities of hope, acting together, to serve and strengthen society, equipping people and churches to make a difference where they live.

A fundraising audit identified philanthropy as a major potential growth area. We know we have very loyal supporters, and while we communicate regularly with them, there is a strong opportunity to deepen connections with the most affluent and influential segments. Trusts and foundations would also benefit from an account-management approach, to maximise their sense of involvement in, and engagement with, our important work.

To help us achieve this ambition, we want a Philanthropy Manager who can help us develop and lead a philanthropy strategy, cultivate warm relationships with major donors and charitable trusts and foundations, and create a network of high net-worth individuals. Through this, we can show how CUF delivers lasting change and value in society by supporting our work of equipping churches and community groups, and give philanthropists a stake in the outcomes.

If you feel that this role could be for you, we would love to hear from you.

A handwritten signature in black ink that reads "Rob".

Bishop Rob Wickham
Chief Executive Officer



About Us

At CUF, our mission is to tackle complex challenges like poverty and exclusion across England by mobilising people, churches, and whole communities to make a positive difference.

Through programmes like Growing Good, Places of Welcome and Positive Pathways, we aim to transform the lives of those in poverty and strengthen communities by reducing loneliness, increasing self-confidence and building stronger communities.

The CUF family currently consists of:

**TOGETHER
NETWORK**+

A network of charities, founded and convened by CUF, that promotes collaborative, local social action through network building, strengthening of relationships and the development and delivery of programmes to tackle social issues including food poverty, loneliness and homelessness. The Together Network currently has 15 core partners, and we are seeking to grow the network.

**NEAR
NEIGHBOURS**

The focus of Near Neighbours is on building bridges between people of different faith groups, cultures and backgrounds. By encouraging people to get to know each other and work together, relationships of trust – which transcend difference – are built and neighbours are empowered to improve their communities together.

**JUST
FINANCE
FOUNDATION**

The work of the Just Finance Foundation is to promote a fairer financial system that equips people to manage their money better.

A key focus is on helping primary-aged children develop a positive relationship with money and embed habits, learning and behaviours that build financial resilience into adulthood.

(Near Neighbours and Just Finance Foundation are subsidiaries of CUF)

Our vision

A future where everyone in England can access a community of support when they need it most.

Our mission

To tackle complex challenges like poverty and exclusion across England by mobilising people, churches, and whole communities to make a positive difference.

Our local approach

We understand that local people know their communities best, so we make sure local skills and knowledge are amplified and valued in everything we do. We work with and invest in local people, churches and community groups to tackle urgent issues, provide life-changing support and raise money.

Our Christian values

As a Christian organisation, we are motivated by a vision of the world as God intends it to be. We are passionate about building communities where material needs are met and everyone feels connected, valued, and loved.

Our work is guided by the following theological principles:

- We are drawn by the vision of a world as God intends it to be.
- We are driven by the biblical cry for righteousness, justice and peace.
- We are directed by Christ's example to prioritise those experiencing injustice, poverty and inequality.

Culture and values

CUF is an inclusive organisation with a diverse workforce. Our aspiration is to build a workforce that is truly representative of the communities we serve, and diversity is an asset in helping us create an inclusive, welcoming environment for all.



Philanthropy Manager

About the role

The Philanthropy Manager is a position developed to create and lead a philanthropy strategy, as part of the wider income growth strategy.

We are establishing a sustainable income strategy to provide a stable source of core and project funding for CUF as it grows. Whilst the building blocks for a successful philanthropy programme are in place, with a number of charitable trusts giving multi-year funding at significant levels, we believe there is much more we can do, with the appointment of a Philanthropy Manager to lead this work.

Job Description

Location: Hybrid: Office base is in London with expectation for a minimum of one day per week in the office (The Foundry, 17 Oval Way, Vauxhall, London, SE11 5RR).

Contract: Permanent

Hours: 35 hours per week

Salary: £40,000

Annual Leave: 22 days + 3 discretionary days

Job Summary

The Philanthropy Manager will develop a philanthropy strategy, building on the partnerships and resources already in place. You will develop a pipeline backed up by robust prospect research (some administrative assistance will be provided), and instigate a cultivation and stewardship programme, typically adopting a staged approach to major asks.

You will be accountable for the acquisition, development, and stewardship of high value supporters for CUF, both individual philanthropists and non-statutory grant-making bodies. You will develop and strengthen relationships with existing donors, as well as identifying warm prospects currently not supporting CUF financially. A key part of your role will be meeting and engaging major donor prospects to grow the pool.

You will engage with Trustees and senior leaders, to identify and nurture Christian philanthropists and grant body decision-makers within their spheres of influence.

You will lead on developing cases for support and writing grant applications, helped by the wider staff team.

The successful candidate will be a self-starter with high levels of motivation, and the ability to both develop and operationalise strategy as a member of a small team. You will have a track record of successfully initiating, managing and developing relationships with High-Net-Worth individuals and grantmaking bodies, and securing donations and grants, via proposals or through face-to-face meetings, as required.

Key Responsibilities

Strategy Development

- Working with the Head of Fundraising and Communications to develop a philanthropy strategy, to grow income from major donors and trusts and foundations over the next three years, to primarily support the core costs of CUF and its projects such as Near Neighbours .
- Set and lead annual operational plans to deliver the philanthropy strategy, demonstrating growth through financial and non-financial KPIs.

Fundraising

- Build and develop relationships with a portfolio of existing and new major donor prospects, leading on relevant meetings and negotiations, and engaging them with CUF's work.
- Work both independently and with colleagues to develop funding proposals and cases for support, ensuring information is accurate, costed, and compelling.

Relationship management

- Define and implement a stewardship programme, for all of CUF's high-value donors, trusts, foundations and prospects to position CUF as a credible, reliable, and partnership-oriented organisation.
- Work with the Head of Fundraising to maintain a high value relationship management framework, ensuring that the right people are involved at the right stage in the donor cultivation process, and are equipped to manage their relationships effectively.
- Work with the fundraising and communications team to plan and deliver a range of cultivation events/ activities, to engage existing high value donors, and to offer prospects the opportunity to hear more about CUF's work.
- Work with the Fundraising Relations Officer (FRO) to research prospects, and to update and maintain relevant supporter records on Salesforce. Brief FRO on publicly available research sources including directories, annual reports, and sector press.
- Manage prospects through a 'stages' approach, including research, plan, cultivate, ask, thank, and retain.
- Create and maintain good database records, and work with the database officer to create Salesforce dashboards to report on all KPIs including pipeline, prospects, and income from major donors and trusts.
- Be responsible for ensuring that all research and fundraising activities are GDPR and Fundraising Regulator compliant.

Other

- Brief senior staff, including the Deputy and Chief Executive Officer, for meetings with potential funders.
- Work collaboratively with Head of Fundraising and Communications on overall fundraising strategies and planning for the organisation.
- Work with our Fundraising team (focused on appeals and small to mid-value donors) to ensure that there is joined up working and messaging across the fundraising function.
- Ensure there is a seamless transition from mid-value to major donors as we seek to grow donor commitments.

Person Specification

The person appointed would be expected to demonstrate the following essential skills and characteristics and some of the desirable qualities:

Essential skills and qualifications

- Experience in a senior-level philanthropy role (major donor and trusts & foundations), generating income, and achieving targets, from philanthropic relationships.
- A proven, creative approach to devising and implementing strategic income generation plans, supported by a robust knowledge of major donor and trust fundraising.
- Exceptional interpersonal and influencing skills, and the ability to support, motivate and inspire confidence with philanthropists, trust representatives, colleagues and a range of external and internal stakeholders.
- Excellent written and verbal communication skills and the ability to create and clearly convey complex ideas and information in a compelling fashion.
- Ability to record, analyse and present financial data in a clear and accurate format.
- Ability to manage multiple projects, identifying conflicting demands and establishing clear priorities in order to meet agreed objectives and income.

Desirable skills and qualifications

- Degree in relevant subject, or equivalent fundraising qualification
- Well developed IT skills, including knowledge of Salesforce
- Experience in a faith-based fundraisign environment

This job description is a statement of requirements at the time of writing, and it should not be seen as precluding future changes after appointment to this role.

How to apply

For an informal conversation about this role and for more information, please contact our Deputy CEO, Adam Edwards adam.edwards@cuf.org.uk

To apply, please email an up-to-date CV and covering letter outlining your relevant skills and experience, relating to the listed responsibilities and person specification to:

HR Officer, Email: hr@cuf.org.uk

Closing date: *17:00 Tuesday 24th March*, with interviews to be held on *2nd April* online.

Church Urban Fund is an equal opportunity employer and values diversity.

We believe in the power of relationships and community to change lives.

Church Urban Fund is a registered charity in England and Wales (297483). A company limited by guarantee (02138994)
Registered address: The Foundry, 17 Oval Way, London SE11 5RR.