



Swan Rescue Headquarters and Treatment Centre  
Cuckoo Weir Island, Meadow Lane, Eton, Berkshire SL4 6SS  
**Telephone:** 01753 859 397  
**Email:** office@swanlifeline.uk

## Fundraising Manager (Volunteer)

Do you have a background in fundraising and a flair for persuasive writing? Are you looking for a purpose-driven role? Are you passionate about wildlife and nature?

Swan Lifeline is the oldest registered charity devoted entirely to the care of sick and injured swans in the Thames Valley and surrounding areas and has cared for over 30,000 sick and injured swans. We are based on the magical Island setting of Cuckoo Weir Island in Eton, Berkshire, SL4 6SS.

Our aims are to RESCUE, REHABILITATE and RELEASE injured swans, and we are able to provide shelter and treatment for up to 180 at a time, returning them to the wild as soon as possible. We need ongoing funding for general rescue, treatment and running costs as well as to fund future development.

This position has been initially positioned as a Volunteer role, but if successful, there could be an opportunity to transition to Trustee.

### What are we looking for?

We are looking for a candidate with the following experience, qualities and attributes:

- **Passion** for animal welfare, and Swan Lifeline's core mission.
- **Proven experience** in fundraising and grant writing.
- Excellent **communication** and **interpersonal** skills.
- Strong **organisational** and **time-management** abilities.
- Ability to **juggle multiple work streams at any one time**.
- **Balance of strategic and creative approach**.
- **Proficiency in using digital platforms and social media for campaigns**.
- **Ability to lead** independently but be part of a team.
- **Strong** understanding of **financial management** and budgeting.

### Skills

- Fundraising strategy
- Fundraising research / bid writing
- Fundraising events
- Business development / sales

### Location

This position is mostly remote, and ideally, we would prefer someone with local community connections but this is not essential for the right candidate.

Occasional visits required to our site for trustee meetings.

## Time

We are willing to discuss time commitments that would best suit your own schedule but we are estimating about 8-16 hours of work a month.

## What will you be doing?

Our board is currently facing the challenge of expanding our fundraising efforts to ensure we are able to continue to meet our mission and sustain our activities.

As Fundraising Manager (Volunteer), you will play a crucial role in securing funding that enables us to carry out our mission. You will gain valuable experience in the non-profit sector and contribute to the growth of a unique and valuable wildlife charity.

This is a volunteer position; we understand the importance of work-life balance and value your time. Your commitment can be tailored to fit your schedule. You'll be working with a passionate and friendly group of trustees and while we all work hard, we learn lots and have fun doing it!

This role involves engaging with donors, supporters, and the community to raise funds and increase awareness of our mission.

## Key Responsibilities

1. **Fundraising Strategy:** Develop and implement comprehensive fundraising strategies aligned with SLL's goals and values.
2. **Donor Engagement:** Cultivate and maintain relationships with existing and potential donors, supporters, and partners.
3. **Grant Research and Proposal Writing:** Identify opportunities, conduct research, and prepare compelling grant proposals to secure funding from relevant sources.
4. **Fundraising Events:** Assist in planning and organizing fundraising events, campaigns, and initiatives to generate support and donations for SLL's programs.
5. **Digital Fundraising:** Use digital platforms and social media (working closely with SM Manager) to implement fundraising campaigns and engage with supporters.
6. **Data Management:** Maintain accurate and up-to-date donor and fundraising data.
7. **Collaboration and communication:** Collaborate with the team to ensure consistent messaging and branding across fundraising and advocacy efforts.
8. **Impact Reporting:** Assist in preparing impact reports for donors and stakeholders, demonstrating the outcomes and successes of SLL's programs.
9. **Research and Trends:** Stay informed about fundraising best practices, industry trends, and emerging opportunities.

## Deadline

Please apply by close of business on Tuesday 30<sup>th</sup> April 2024.

## How to Apply

Please apply to: [julian@swanlifeline.uk](mailto:julian@swanlifeline.uk)

Please send us:

- A) a short cover letter detailing why you are interested in this role and additionally
- B) a CV detailing your relevant experience.

Interviews are informal and in person or on Zoom. Do contact us before if you have any questions or would like to discuss the opportunity with a Trustee.

### **What difference will you make?**

Without fundraising we cannot support swans who desperately need our help and face an uncertain future because of the Nature emergency and Avian flu. The strategy you drive, the bids you apply for and the funds you attract will be the driving force behind continuing to sustain Swan Lifeline for the future.