

US Fundraising (Short term assignment)

Title:	Trusts and Foundations Fundraising Manager
Duty Station:	Home-based
Duration:	3 months with possible extension
Reporting to:	Director of Fundraising and Strategic Partnerships
Start Date:	September 2026

Terms of Reference

About HelpAge

HelpAge International works with a diverse global network of around 200 organisations across 99 countries to promote the rights of older people to lead dignified, healthy and secure lives.

Through partnership and collaborations, we work to ensure the inclusion of older people across society and strive to deliver a just and fair world for everyone as they get older. Our work is driven by our desire to achieve real impact for older people, to be inclusive, to work in partnership and to learn from our shared experience.

Background

HelpAge International is seeking to diversify and grow philanthropic income from trusts and foundations from the US philanthropic markets.

An initial prospect mapping exercise is currently being undertaken by an external consultant, identifying a broad range of potential trusts, foundations, and philanthropic opportunities. HelpAge aims to build on this work through a short-term assignment that combines prospect qualification with active donor outreach and engagement to assess the level of market interest and develop a robust pipeline for future cultivation.

The assignment will also support the organisation in assessing the value of different funding intelligence platforms through the use of free trial subscriptions.

Purpose of the assignment

- Build on the initial prospect research undertaken.
- Qualify and prioritise prospective trusts and foundations.
- Actively engage with prospective donors to test interest and build relationships.
- Identify funding opportunities aligned with HelpAge International's priorities.

- Develop a realistic cultivation pipeline and recommended engagement strategy.
- Assess the value of fundraising databases to support future investment decisions.

Scope of work

Prospect qualification and research

- Review and refine the existing prospect list.
- Undertake further research to assess:
 - strategic fit
 - thematic priorities
 - geographic focus
 - average grant size
 - openness to unsolicited approaches
 - existing grantees and partnership opportunities.

Prospects should be categorised according to priority and likelihood of success.

Active donor outreach and engagement

Proactively engage with selected prospects to assess donor interest and identify potential opportunities.

This includes:

- drafting and sending introductory emails
- seeking warm introductions through existing contacts and networks
- arranging exploratory meetings
- preparing briefing notes and meeting materials
- following up with prospects following meetings or discussions
- identifying opportunities for further cultivation and relationship development

Records will be maintained of:

- contacts established
- meetings held
- donor feedback
- potential next steps
- indications of interest

Pipeline development

Develop and maintain a prospect pipeline comprising:

- **Tier 1 – High Priority Prospects**
 - Strong strategic alignment and realistic funding potential.
- **Tier 2 – Medium Priority Prospects**
 - Promising opportunities requiring further cultivation.
- **Tier 3 – Long-Term Prospects**
 - Strategic opportunities requiring longer-term relationship building.

For each prospect, provide:

- rationale for prioritisation
- indicative grant size
- likely programme interests
- recommended engagement strategy
- suggested next steps

Opportunity identification

Identify and circulate relevant funding opportunities including:

- trusts and foundations
- challenge funds
- philanthropic collaboratives
- donor-advised funds and intermediary mechanisms
- companies

Funding database assessment

Undertake monthly free trials of fundraising databases and assess their suitability for HelpAge International.

- Instrumentl
- Fundraiser
- Cause IQ
- FundsforNGOs Premium

For each platform assess:

- quality of information
- international coverage
- coverage of US foundations
- ease of use
- value for money
- overall suitability for HelpAge's fundraising strategy

Deliverables

By the end of the assignment:

- **Prioritised prospect pipeline**

Including:

- high-priority prospects

- medium-priority prospects
- longer-term opportunities

Including recommended engagement strategies and indicative funding potential.

- **Donor engagement tracker**

Recording:

- outreach undertaken
- meetings secured
- contacts established
- feedback received
- recommended next steps

- **Opportunity tracker**

Including:

- open calls
- deadlines
- funding priorities
- recommended actions

- **Database assessment paper**

Comparing the fundraising databases and recommending whether HelpAge should invest in any of them.

- **Final Report**

Providing:

- key findings
- priority prospects
- donor intelligence and feedback
- recommended cultivation approaches
- suggested next steps for the fundraising team
- recommendations for future investment in trusts and foundations fundraising

Profile and requirements

Essential

- Proven experience securing funding from trusts and foundations
- Experience of cultivating and managing donor relationships
- Knowledge of US and international philanthropy
- Strong prospect research and pipeline management skills
- Excellent written and verbal communication skills

Desirable

- Experience within international development or humanitarian organisations
- Existing networks within US and international philanthropy
- Knowledge of ageing, health systems, social protection or humanitarian sectors

Safeguarding, Ethics and Compliance

HelpAge International is committed to safeguarding the communities with which we work, our partners, staff, and any others who come into contact with our work.

The Consultant is required to:

- Prevent harm and abuse arising from their work, conduct, or engagement with HelpAge activities;
- Report any safeguarding concerns, incidents, or suspicions promptly through HelpAge's reporting mechanisms;
- Comply with HelpAge's Safeguarding Policy and associated frameworks, including the Prevention of Sexual Exploitation and Abuse (PSEA);
- Complete any mandatory safeguarding training or briefings as required for the assignment.

In addition, the Consultant is required to adhere to HelpAge International's key policies and standards, including but not limited to:

- Code of Conduct
- Safeguarding Policy
- Prevention of Sexual Exploitation and Abuse (PSEA) Policy
- Anti-Fraud and Bribery Policy
- Anti-Bullying, Harassment and Sexual Harassment Policy
- Diversity, Equity and Inclusion Policy
- Raising a Concern (Whistleblowing) Policy
- Social Media Policy

The Consultant is expected to conduct themselves in a manner consistent with these policies at all times while engaged with HelpAge.

Failure to comply with these requirements may result in termination of the contract and, where appropriate, further action.

How to apply

Interested and qualified candidates are encouraged to submit a cover letter outlining their suitability for the consultancy, together with an up-to-date CV and financial proposal (daily rate), to Jobs@helpage.org no later than **1 September 2026**.

Please note that EOIs will be reviewed on a rolling basis therefore early applications are encouraged.