



Fundraising Manager

Location: Home based, with some travel in London. Please only apply if you have the right to work in the UK, we will be prioritising applicants who are based in London.

Hours: 22-30 hours per week.

Salary: £40,000 - £45,000 pro rata (0.6-0.8 FTE) depending on experience.

About WeSwim

We are a growing charity supporting adults with disabilities to swim across London. We believe that everyone, regardless of ability, should have access to the mental and physical benefits of the water. Being in water provides freedom for people with disabilities. The water takes your weight, eases pain, and opens up new ways to move. Through our volunteer-led swimming clubs we support adults with disabilities to get active, connect with others, and build confidence.

WeSwim is committed to creating an inclusive and diverse team. We encourage applications from disabled people, and from backgrounds underrepresented in the charity sector, who share our passion for making swimming accessible to everyone. If you require any reasonable adjustments during the application process, please let us know.

Role Overview

We are looking for an experienced, creative fundraiser to lead the next stage of WeSwim's fundraising growth.

Working closely with our CEO and Volunteering Manager you'll develop and deliver a fundraising strategy focused on growing unrestricted income through community fundraising, individual giving and corporate partnerships.

This is a role with ownership and scope to experiment. You'll develop the strategy, spot opportunities and build new income streams, and as part of a small and collaborative team, you'll also be happy getting stuck into delivery.

We are starting from a good place. We already have an engaged community of swimmers and volunteers, successful community fundraising and some fantastic corporate supporters. We now want to build on those foundations: creating more ways for people to fundraise for WeSwim, developing individual and regular giving, building longer-term corporate partnerships and growing a wider community of supporters around our work.

Trusts and foundations fundraising sits outside this role and is supported by another team member.

Key Responsibilities:

Grow our Community Fundraising

- Develop an annual community fundraising strategy and calendar, creating challenges, campaigns and other opportunities that inspire people to fundraise.
- Work with our Volunteering Manager to engage and support swimmers, volunteers and other fundraisers, providing the ideas, resources, encouragement and incentives.
- Monitor performance, learn from what works, and get hands on with fundraising delivery when needed.

Build our Supporter Community and Individual Giving

- Grow the community around WeSwim, helping volunteers, swimmers, alumni, friends, families and other supporters feel valued, celebrated and connected, and creating opportunities for them to contribute to WeSwim.
- Develop and grow individual and regular giving, creating supporter journeys, appeals and stewardship that make it easy and rewarding for people to support WeSwim in different ways.
- Shape the fundraising elements of WeSwim's communications, celebrating the joy, community and value of being involved with WeSwim as well as the impact of our work, and using this to deepen engagement, participation and support.

Grow corporate partnerships

- Work with the CEO to develop WeSwim's corporate partnership offer, map our existing networks and build a strong pipeline of prospective partners and warm leads.
- Develop relationships that move towards longer-term partnerships, including sponsorship, Charity of the Year, employee fundraising and other forms of corporate support.

- Create relationships with businesses and brands, including opportunities for partners to connect and provide prizes, incentives, expertise or gifts in kind to support our community.

Develop new income opportunities

- Proactively identify, assess and test new opportunities to generate sustainable unrestricted income for WeSwim.
- Develop creative fundraising partnerships and collaborations, including opportunities to work alongside other disability, sport and community organisations.
- Use insight, data and learning to evaluate new ideas, invest in those with potential and stop or adapt activities that aren't delivering.

What success looks like:

After your first year, we'd hope to see:

- At least £40,000 of unrestricted income generated across community fundraising, individual giving and corporate partnerships, with a growing pipeline towards £50–75k annually.
- An annual calendar of fundraising opportunities and challenges, with swimmers, volunteers and supporters getting involved and equipped to fundraise successfully.
- A growing community of supporters around WeSwim, including current and former volunteers, swimmers, friends, families, individual donors and other people who want to stay connected with our work.
- A clear and growing individual and regular giving programme, with effective supporter journeys and stewardship in place.
- A healthy pipeline of corporate prospects and established partners, with businesses supporting WeSwim through fundraising, sponsorship, donations and other partnerships.
- New relationships with brands and organisations providing prizes, incentives, gifts in kind and other opportunities for our community.
- New fundraising collaborations and income opportunities identified, tested and evaluated.
- A clear fundraising communications plan integrated into WeSwim's wider communications, so that compelling stories, fundraising opportunities and asks reach the right audiences at the right time.

Skills & Experience:

Essential

- Experience of fundraising, with a strong track record in one or more of: community fundraising, individual giving or corporate partnerships

- Experience of developing and delivering fundraising strategies and plans.
- Strong relationship-building and communication skills across a variety of stakeholders.
- A good understanding of supporter engagement and fundraising communications.
- Comfortable setting targets, developing pipelines, using data to understand performance and being accountable for income growth.
- Strong organisational skills and the ability to prioritise effectively and work independently.

Desirable

- Experience of developing or growing a regular giving programme.
- Experience securing and stewarding corporate partnerships, sponsorship or Charity of the Year relationships.
- Experience of fundraising within a small or growing charity, where you've needed to create systems and approaches rather than inherit established ones.
- Understanding of fundraising regulation, Gift Aid and good practice.
- Experience working with volunteers or community-led organisations.
- An understanding of disability and/or the sport and physical activity sector.
- Understanding of fundraising compliance and best practice.

About you

- You can see both the big picture and the next practical step, and are comfortable moving between strategy and hands-on delivery.
- You're curious and creative, with an appetite for developing and testing new ideas to see what works.
- You're flexible and adaptable, and comfortable changing direction when something isn't working.
- You're a natural relationship-builder who enjoys bringing people with you and building strong communities and partnerships.
- You're commercially minded and motivated by results, including the challenge of growing income.
- You enjoy working as part of a small, collaborative team, where roles can be flexible and everyone gets stuck in.
- You're excited by the opportunity to build something and shape what fundraising and supporter engagement at WeSwim could become.

Application Process

How to Apply: Please answer the questions and submit your CV on [Charity Jobs here](#).

If you require any reasonable adjustments at any stage of the recruitment process please let us know. We're very happy to discuss what would help.

Interviews: We plan to hold interviews online on 5th & 12th November 2026 between 10.00-15.00. Please do not apply if you are not able to make these times.

Diversity and Inclusion: We are passionate about creating a diverse and inclusive organisation that reflects the communities we serve. We actively encourage applications from individuals of all backgrounds, ethnicities, ages, sexual orientations, gender identities, and abilities. We particularly welcome applications from disabled people, people from ethnic minority backgrounds, LGBTQIA+ individuals, and those from underrepresented groups in charity employees. If you consider yourself to have a disability under the Equality Act 2010 and you meet the minimum criteria for the role, we will guarantee you an interview. We believe diverse perspectives strengthen our decision-making and help us better serve our community.

Join us in making a difference to increase opportunities for disabled people to swim in London.