



# AGENDA

## alliance

**Fundraising Manager**  
Job Pack

# Who we are

## **We are the Agenda Alliance.**

We are bold, ambitious feminists, living in a world where women and girls at the sharpest edge of adversity are consistently overlooked and harmed.

Too many women and girls are hurt; too many lives are damaged; too much potential is lost.

We are a social movement, campaigning with courage and in solidarity with our Alliance members and women and girls, so that they can thrive.

**“I would like to see more women’s voices listened to, more women-only spaces, women being supported and involved through all stages, more training, more opportunities for people with lived experience.” – *EBE***





# Our mission

We advocate and campaign for systems and services to respond appropriately to women and girls with multiple unmet needs.

# Our purpose

We want public services to respond better to the distinct and multiple unmet needs of women and girls, including appropriately responding to gender, age, race and trauma.

For the whole system to respond better, we stand in solidarity with the voluntary sector and advocate for them to be empowered.

# Our values

Our values are our guiding principles for our work to deliver our mission. It is who we are and how we behave.

We promise to be:



## Intersectional

We understand that the most disadvantaged women and girls experience multiple types of intersecting trauma and disadvantage. So, we approach our work in a way that cuts across services, sectors and systems that are there to support the full breadth of issues and disadvantages that women and girls face.



## Courageous

We are courageous in speaking out and taking action for and with all women and girls. We stand in solidarity with all women and girls and provide platforms for their views and voices. We campaign confidently, with pride, strength and grit.



## Credible

We design campaigns that are grounded in robust evidence, proven good practice and the experiences of women and girls. We are committed to constant learning from the wider sector and our Alliance members – including small, specialist, front-line organisations – and learning from women and girls.



## Clear

We communicate with clarity and try to be as clear as possible, so that everybody can understand, contribute and join our social movement. We speak in plain English and are committed to translating into different languages when required, including BSL. We do not waffle and are impactful when we present.



## Collaborative

We collaborate with others in a meaningful way and stay true to our history of convening the sector. We will continue to listen to different perspectives and draw strength from diversity. We seek to develop shared understanding, to find new ways of talking, thinking and working across divides and boundaries.



# Background

Agenda Alliance was brought together in 2015 to advocate for women and girls at risk, following Baroness Corston's report into women in the criminal justice system.

Since our foundation, Agenda has become established as the go-to organisation on gender and multiple disadvantage. We have built an alliance of over 100 members across England and Wales who span a range of specialisms, bringing together large national charities and small local organisations to campaign for women and girls with unmet needs.

As we approach our 10 year anniversary, we are searching for a fundraiser who can generate income and develop new income streams so that we can be sustainable as a charity and continue to make a difference to the lives of the most disadvantaged women and girls.

*"As a mum to daughters, I want them to see that women can achieve and have got a voice and when women come together magical things happen And you feel like you're making a difference for future generations." — EBE*



Job Pack Fundraising Manager

# The role

## Job title

Fundraising Manager

## Reporting to

Chief Executive Officer

## Salary

£40,000 per annum

## Contract

Full-time, but we are open to 3-4 days a week for the right candidate. Fixed term for a year, with a view to be made permanent.

## Benefits

Access to a defined contribution pension and 25 days annual leave per year (pro rata) + three working days between Christmas and New Year.

## Location

Hybrid working, with 2-3 days in the office

Shoreditch Exchange  
Gorsuch Place  
Shoreditch, London  
E2 8JF

## Job purpose

To design and implement Agenda Alliance's fundraising approach that will generate income and develop diverse income streams. Manage funder relationships and lead our work with trusts and foundations and our philanthropy programme, as well as potential corporate partnerships and events.

# Who are we looking for?

We are looking for somebody who can bring with them:

- Experience of research and prospecting – ideally with the knowledge of which individuals, Trusts and corporates to approach and the best ways to engage them.
- A solid understanding of how to pitch, make a case for support and package-up our existing reports and content.
- Knowledge of which events to attend and opportunities to exploit, in order to build a supporter base, raise awareness and engage prospects.
- A collaborative approach to fundraising, with experience of working with team members to gather the information and assets needed to fundraise, as well as to bring the team and trustees on a journey with them.
- A positivity and warmth that will help to nurture and build key relationships.
- We are less interested in your qualifications, and more interested in your values, background and both lived and learned experience.
- We are actively trying to diversify our team, so if you are from the Black, Asian and minoritised communities, identify as LGBTQ+, have a disability, and/or bring lived experience relevant to the areas we work in, we would love to hear from you.

# What might your week look like?

- You will start the week reviewing any actions in your funding pipeline, such as following up with funders and key relationships.
- You will set aside an afternoon for prospecting and researching potential individuals and funders to reach out to, as well as events to attend or suggest the CEO should attend.
- You will head into our office in Shoreditch and grab your free coffee from the onsite barista before a check in with the CEO, letting her know what you need from her to move funder relationships forward.
- You'll update the team on your week's priorities in our weekly team catch-up, letting them know what they can provide to you to get funding applications over the line and reports drafted.
- You might attend an event you've been invited to by a funder.
- You might reach out to some of our trustees to follow-up on connections they have, particularly for our new philanthropy programme, 'Calling all Visionaries'.
- You might accompany the CEO to lunch with a major donor and prepare the 'pitch' or case for support.
- You'll work with the Admin Officer to arrange logistics for our fundraising event, working together on budgeting.
- You'll sign a grant agreement and work with the CEO on reviewing the impact on organisational budget and the funding target.
- You'll begin drafting an update for the upcoming Finance, Fundraising and Risk meeting.



# What is it like to work here?

Wellbeing is a priority,  
with a flexible working  
and 'duvet days'

Team brunches!

Highly-supportive work  
environment,  
encouraging learning and  
respect of lives outside of  
work

Working with dedicated,  
talented women on the  
team, on our Board and  
with our Alliance  
members

Supportive and engaged  
board of Trustees

We care deeply about the  
work and better outcomes  
for women and girls

We work on the  
understanding that  
women and girls are the  
experts

We know how to  
have fun too!



# Job Description

## Key responsibility areas

- 1. Income generation and diversification**
- 2. Funder relationship management**
- 3. Strategic and financial planning**
- 4. Managing systems and reporting**

### Income generation and diversification

- Research, identify and act on opportunities for Trusts and Foundations income streams.
- Manage our new philanthropy programme, working closely with the CEO.
- Identify key opportunities to engage individual supporters through the year, e.g. 10<sup>th</sup> anniversary in 2025, and other notable dates.
- Manage our Big Give match-funding campaign
- Create and manage fundraising events to engage new and existing supporters and stakeholders, specifically with major donors.
- Across income streams, make timely and compelling applications for funding in line within the strategic plan.

### Funder relationship management

- Identify key corporate prospects and develop sustainable, profitable funder partnerships by preparing and delivering pitches and proposals as required.
- Work with the CEO to ensure that funder relationships are maintained and supported, designing innovative ways to engage and retain funders.
- Working closely with our communications lead to develop our digital fundraising approach, using digital media to connect, communicate and reach supporters and develop fundraising initiatives.
- Work with the team to maintain an up-to-date bank of stories, quotes case studies and photos for use in fundraising applications and supporter updates.

# Job Description, cont.

## Strategic and financial planning

- Design a fundraising strategy that creates opportunities to diversify and maximise diverse funding streams; that delivers sufficient unrestricted income to boost our reserves and contributes to core organisational costs.
- Implement the strategy following a clear work plan and building a robust, multi-year pipeline.
- Working collaboratively with the wider team to put in place and operate a system of impact measurement.
- Work with the CEO on financial process and planning, including alignment of restricted and unrestricted budgets.
- Identify and package fundraising opportunities with a preference towards multi-year support and unrestricted income.

## Manage systems and reporting

- Maintain a calendar of when reports are due and ensure timely production of reports and funder check-ins.
- Maintain and grow our funder pipeline .
- Develop and maintain a fundraising database, maintaining accurate information of all supporters and volunteers on the database.
- Ensure all data is managed in a way that is compliant with current best practice.
- Ensure any involvement of women and girls is risk assessed and compliant with our safeguarding policies.
- Compile quarterly reports on fundraising activities and monitor against agreed targets and budget. Report on these to the Board.
- Liaise with the wider team to keep track of restricted donations and regularly inform funders and donors of Agenda Alliance's progress and achievements.
- Develop Gift Aid systems in line with best practice.



# Person Specification

- Skilled at identifying new funding opportunities from trusts, individuals and corporates etc.
- A natural relationship manager, who can build relationships with internal and external stakeholders to secure funds, buy in, and gather key information.
- Excellent written communication skills - able to translate complicated policy into accessible content, to write compelling funding proposals, write engaging communications for newsletter as well as writing reports for the board.
- Excellent verbal communication skills, including presenting and engaging with internal and external stakeholders.
- Knowledge of the fundraising landscape in the UK.
- Database management skills, including data insight led fundraising, knowledge of GDPR and charity law as applied to fundraising.
- Strong events management and administration skills, time management and problem-solving skills.
- A collaborative, adaptable and detail-oriented approach.
- Effective working as part of a team and with managing the on-time delivery of tasks from various colleagues.
- Commitment to Agenda Alliance's vision, and values.



# How to apply

Please send a CV along with a cover letter that answers three questions (max. 2 A4 pages) to [adminsupport@agendaalliance.org](mailto:adminsupport@agendaalliance.org). We can offer alternative ways to apply, such as a video application, rather than a cover letter, so please do email to let us know.

1. Why does this role appeal to you, and what makes you feel it is a good fit for you?
2. Thinking about Agenda Alliance's work and the funding landscape for the women and girls' sector, what experience do you have that would help you lead on our fundraising work?
3. Tell us about a fundraising programme you have led which you feel particularly proud of. What went well, what did you learn and how would you take what you learnt forward in future projects?

**Closing date: 9am, 10<sup>th</sup> February 2025**

First round interviews will be held between 4<sup>th</sup> and 6<sup>th</sup> March 2025; If we need to have a final/second round interviews, they will be held on 12<sup>th</sup> March 2025. Please keep those dates clear if you apply or let us know in your application if there are any dates you cannot do.

We will be holding Q&A sessions about the role in early February, please check our website and social media for details. We will also be providing the interview questions in advance to candidates invited to interview.

Agenda Alliance selects all candidates for interview based on their skills, qualifications, experience and ability to do the role advertised. We welcome and encourage applicants from all backgrounds and do not discriminate on the basis of age, disability (physical or learning), gender reassignment, marriage or civil partnership, pregnancy/maternity, race, religion or belief, sex or sexual orientation. We will provide reasonable support to disabled applicants throughout the recruitment process.

Please contact [adminsupport@agendaalliance.org](mailto:adminsupport@agendaalliance.org) to identify any additional support that you may require to enable you to make an application.

# Find out more

For further information, please visit us online:

Website: [www.agendaalliance.org](http://www.agendaalliance.org)

Read our strategy here: [www.agendaalliance.org/our-work/five-year-strategy](http://www.agendaalliance.org/our-work/five-year-strategy)

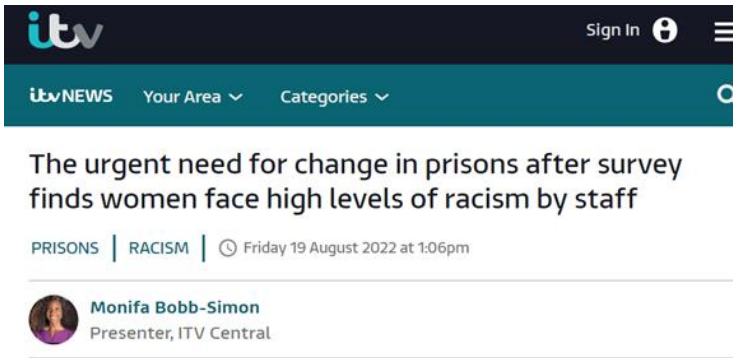
Twitter/X and Instagram: @agenda\_alliance

Bluesky: @agenda-alliance.bsky.social

LinkedIn: [www.linkedin.com/company/agenda-alliance](http://www.linkedin.com/company/agenda-alliance)



# Agenda Alliance in the media



itv NEWS Your Area Categories

## The urgent need for change in prisons after survey finds women face high levels of racism by staff

PRISONS | RACISM | Friday 19 August 2022 at 1:06pm

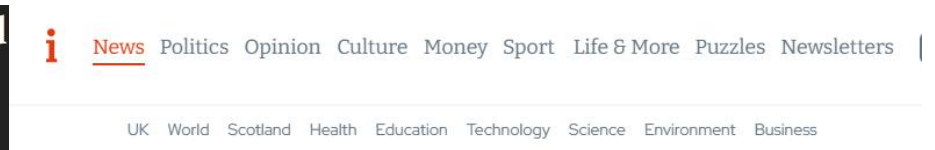
Monifa Bobb-Simon  
Presenter, ITV Central



## Surge in number of women being jailed as overcrowding crisis grips prisons

'Banging a mum up for theft from shops, such as stealing nappies or Calpol for a child, is not the answer,' campaigner says

Maya Oppenheim Women's Correspondent • 4 days ago



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## Cost of living crisis trapping domestic abuse victims under the control of their abusers

BIG READ

"The cost of living crisis is rapidly becoming a national emergency for domestic abuse victims which will only get worse"



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### Poverty

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Charity identifies 'triple shock' of Covid, austerity and cost of living as premature deaths increase

Mark Brown North of England correspondent  
@markbrown14  
Mon 10 Jul 2023 06:00 BST



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Exclusions

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## Domestic abuse victims are three times more likely to try kill themselves, new study finds

One in four women will suffer domestic abuse at some point during their lives

Maya Oppenheim Women's Correspondent • Wednesday 22 February 2023 16:50 GMT

