



Good Law Project



HEAD OF PHILANTHROPY

RECRUITMENT PACK

DECEMBER 2021

LAURA MACNAMARA

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INTRODUCTION FROM JO MAUGHAM

I founded Good Law Project back in 2017 without a single big backer and no employees. I held the simple belief that the law could be used to create a better world; a world where democratic norms are upheld, the environment is protected and the most marginalised groups in our society are no longer ignored.

Since then, Good Law Project's growth has been nothing short of meteoric. We have won a series of landmark victories, from preventing the Prime Minister proroguing Parliament to securing declarations from the High Court that the Government had acted unlawfully by handing lucrative contracts to their associates. Our work has filled newspaper columns, TV screens, and social media feeds. It has been the focus of PMQs and Select Committee hearings.

Our success to date has only been possible thanks to the support of thousands of people across the UK who share our values and value our work. We are funded primarily by individual donations, with 25,000 people supporting us by direct debit and thousands more making one-off donations every month. We also receive a small number of high-value grants and donations to fund specific areas of work.

Looking ahead

Good Law Project has ambitious plans for the future. We will continue to build on our early track record of bringing successful strategic litigation, whilst exploring bold new initiatives for how the law can be used to build a better society. We want to use the law to empower individuals to create change in their own communities and work with partners to extend our impact and reach in civil society.

We know that individuals support our work because they see the impact that we have. As we embark on a series of new initiatives, we want to diversify our income streams and develop a high-value donation programme to support the execution of our vision.

The right candidate to design and deliver this programme will thrive in a fast-paced, dynamic environment. As the first position of its kind within Good Law Project, they will be able to craft strategy, skilfully manage relationships and be comfortable with hands-on delivery.

If this sounds like you and the prospect of what Good Law Project wants to achieve excites you, then we would very much like to hear from you.

Jo Maugham
Director of Good Law Project

ABOUT GOOD LAW PROJECT



We are a not-for-profit campaign organisation that uses the law for a better world. We fight cases that defend, define or change the law and use litigation to engage and educate. We challenge abuses of power, exploitation, inequality, and injustice.

A bold, young organisation with a ground-breaking track record, we speak the truth and act with integrity. You can learn more about our organisation and our achievements in our [annual report](#).

Our friendly, close-knit [team](#) of twenty staff work across four core areas: fundraising & communications, legal, operations, and partnerships. Being a nimble, political organisation that responds quickly to external events, Good Law Project suits entrepreneurial people who thrive in a fast-paced environment and share our passion for upholding democracy, protecting the environment and ensuring no one is left behind. Our culture is one of openness and innovation that encourages all staff to pitch ideas and influence our direction.

Established during the pandemic, we worked remotely from the outset and are moving to a hybrid working model underscored by pragmatism rather than presenteeism. Our Southwark office is available as needed, while our overall weighting toward home working requires self-motivation and autonomy of us all.

FUNDRAISING TO DATE

Good Law Project is primarily funded by over 25,000 members of the public through regular and one-off donations, as well as crowd-funded donations to cover the costs of specific litigation. We are incredibly grateful to all our supporters, without whom we could not continue our work.

Regular and one-off donations fund the core costs of our strategic litigation programme, including costs of legal staff who identify and develop our cases. They also cover our general running costs, including our financial management and administration, donor support and fundraising activities.

We are hugely grateful to have received support from Avaaz, Joseph Rowntree Reform Trust, Lund Trust, a charitable fund of Lisbet Rausing and Peter Baldwin, Necessity, 38 Degrees, and Dale Vince, CEO of Ecotricity.

Our accounts for the year to 31 January 2021 can be found [here](#).

THE POTENTIAL OF PHILANTHROPY

While we have ambitious plans to grow our regular supporter income in the short-to-medium-term, we also see great potential for the long-term development of major philanthropic relationships. Our Executive Director, Jo Maugham, is approached by HNWIs with the capacity to donate significant funds and our board is well connected and keen to support fundraising in a variety of ways. We are also aware that our work connects with extremely diverse audiences and that the simultaneously cerebral and emotive nature of our work positions us to make asks across a wide range of activity via multiple channels and from varied demographics.

We are at the beginning of our formal philanthropy journey and confident that, with the right leadership and drive, we can establish infrastructure that supports an outstanding major donor proposition, relationship management, stewardship processes and, ultimately, a new stream of long-term income that will support our vital work. Organisational will is fully behind this plan and the incoming Head of Philanthropy will be given the support and freedom to put something special together over a realistic time period.

ROLE OVERVIEW

Reporting to the Director of Fundraising, the Head of Philanthropy is a new, senior position responsible for developing Good Law Project's philanthropic fundraising strategy and leading on the development of relationships with individuals with the capacity to give at a significant level.

A dynamic, senior philanthropy specialist, you will work closely with our non-executive Board Directors, Fundraising Director, Executive Director and current donors to expand our fundraising base among philanthropists and family foundations. You will develop comprehensive stewardship plans for these relationships and effectively manage internal stakeholders to support these plans.

This is a rare, exciting opportunity to shape philanthropy from the ground up at a high profile organisation with multiple relationships that show the promise of the income stream. Initially focused on developing our understanding of the potential of philanthropy at Good Law Project, you will undertake scoping work without the pressure of a target. Our target for 2021/22 will be based on previous income from this stream without a Head of Philanthropy, which we would adjust once you had developed your strategy.

A tenacious and emotionally intelligent leader, you will be a driving force in the philanthropy sector, have a passion for Good Law Project's mission and an eagerness to become an expert on our work and case for support. Flexible, driven and able to influence senior individuals with confidence and tact, you will thrive in a fast-paced environment that gives you the opportunity to be creative and take personal responsibility for driving a new income stream with the full support of key peers in Good Law Project.

YOU'LL TAKE OWNERSHIP OF

- Leading on delivering a robust and ambitious philanthropy strategy
- Working strategically with the Executive Director, Fundraising Director, non-executive Board Directors and current supporters to identify and engage prospective major donors
- Managing a donor and prospect portfolio to develop and lead high level, long-term giving
- Acting as a leader in the wider organisation, championing collaboration to maximise income and helping to deliver the wider departmental strategy
- Driving a culture of planned engagement, ensuring donors are taken on a thoughtful, bespoke journey that underpins strong retention

KEY RESPONSIBILITIES

- Assess the potential of our current relationships and broader networks
- Lead, develop and implement an effective philanthropy fundraising strategy
- Set initial KPIs after the first six months, then monitor and analyse success of the activity
- Manage a developing portfolio of major donors and prospects
- Plan and deliver outstanding stewardship and drive significant new gifts
- Financial reporting, donor cycle analysis and prospect/donor management
- Develop a case for support tailored to a major donor audience
- Consider what future resources may be needed, making business cases for expanding the team

ABOUT YOU - THE ESSENTIALS

- Demonstrable experience in a major donor or high-value fundraising role
- Confidence in negotiating and successfully making the ask at high-5/6-figure level
- Experience and confidence in working with high-level stakeholders such as CEO, senior managers, trustees and/or senior volunteers
- Experience of meeting/exceeding income targets from philanthropic donors
- Confidence in establishing the infrastructure underpinning a solid philanthropy programme
- Able to be a proactive leader in a fast-paced and ambitious fundraising department
- A tenacious self-starter, with the enthusiasm and energy to spot new opportunities and implement and drive execution of new strategies to maximise them and meet targets
- Passion for Good Law Project's mission and enthusiasm for the wider fundraising and political campaigning environment
- Exacting standards, attention to detail and outstanding written and verbal communication skills

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ABOUT YOU - THE NICE-TO-HAVES

- Fundraising in a political or campaigning context
- Combined expertise in HNWI and trusts and foundations
- Able to deal confidently with ambiguity and change (Good Law Project feels more like a political party/newsroom rather than a charity - it's a fast-paced and agile environment, adapting to the external environment as needed, therefore you'll be responsible for BAU activity but will need the flexibility to adapt your approach as required)
- Someone who has previously operated at head-level and established a programme from a low base

OUR VALUES

Brave:

- We are brave and bold
- We are fearless of those we take on and the issues we confront
- We challenge injustice where we see it, even if the odds are stacked against us
- We take strategic risks and are open to the possibility of failure
- We challenge each other when it's in the best interests of Good Law Project, even if it's uncomfortable
- As employees we step into more responsibility outside of our comfort zone

Honest:

- We are honest, open and trustworthy
- We default to transparency both internally and externally
- We proactively share information
- We hold our hands up if we get something wrong
- We are candid about our successes and about our failures.

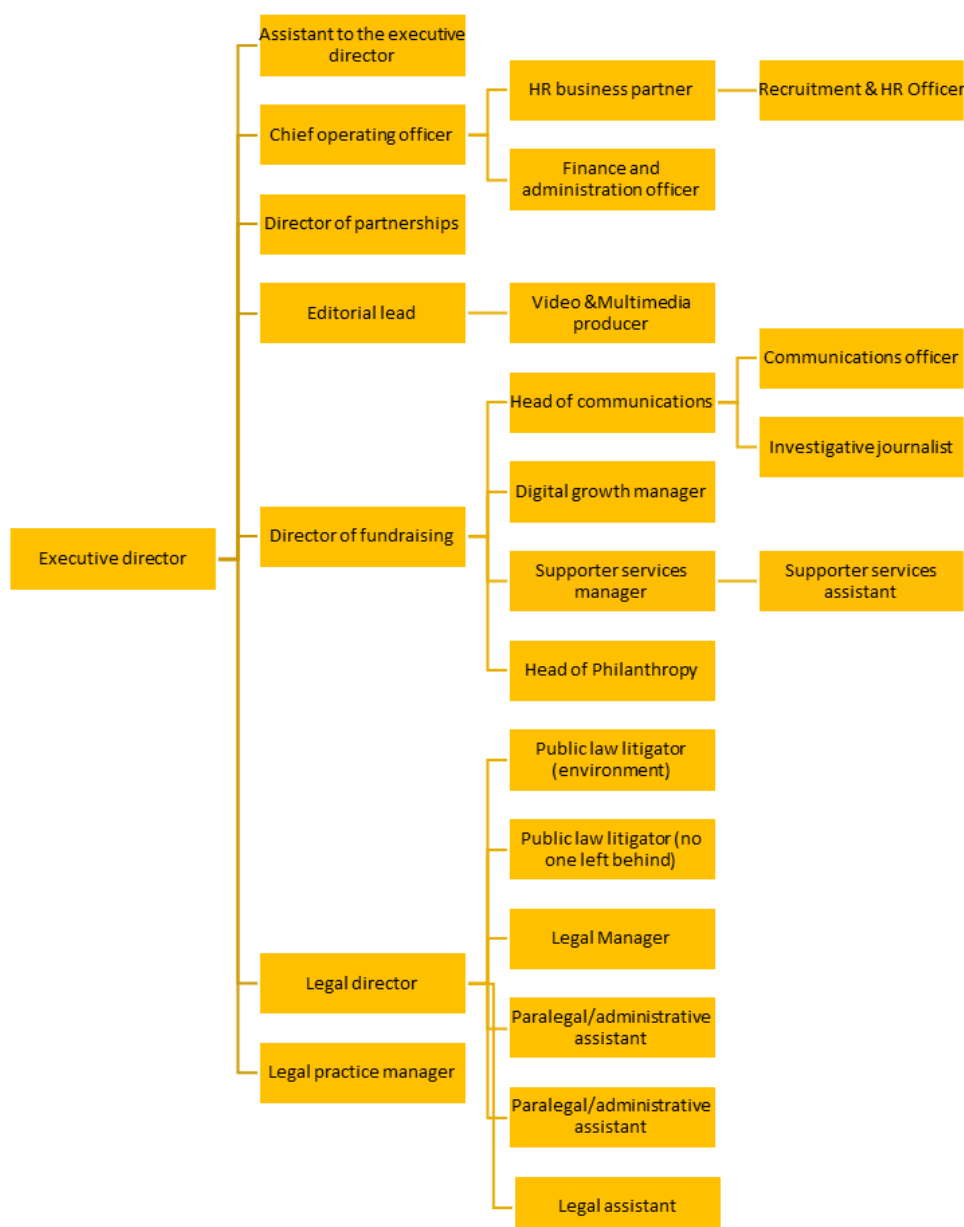
Decisive:

- We are decisive, nimble and responsive
- We are responsive to the changing world
- We take decisive action to turn ideas into reality
- As individuals, we are flexible to the needs of the organisation
- We balance processes and outcomes, recognising that good processes are more likely to deliver good outcomes

EMPLOYEE BENEFITS

- 25 days holiday plus public holidays
- Enhanced pension contribution
- Enhanced **family leave** policy
- Private health insurance
- Training and development budget for staff team
- 35 hours per week over 5 days, with some flexibility on distribution of hours. We are open to speaking with candidates who would like to work part-time.

HOW THE ROLE FITS INTO THE WIDER ORGANISATION



NEXT STEPS & PROCESS

In the first instance, please get in touch with Laura Macnamara at QuarterFive to discuss the role and your suitability. It would be helpful if you could include the latest version of your CV:

laura@quarterfive.co.uk

07494 082078 (call/ text/ WhatsApp)

Application by CV and cover letter.

Submission deadline of **Tuesday 11th January**, but initial conversations ASAP - extensive support and insight is available to suitable applicants.

First stage interviews will take place **w/c 24th January**, second stage interviews will take place **w/c 31st January**.

We welcome and encourage applicants from all backgrounds and do not discriminate on the basis of age, disability, LGBT or relationship status, pregnancy and maternity, race, religion and belief, sex or social class. We particularly welcome applications from candidates from ethnic minorities and/or those with lived experience of disadvantage. If there are any reasonable adjustments we could make to help you with the application process please get in touch with laura@quarterfive.co.uk