

Fundraising Manager

ELEPHANT FAMILY
Protecting Asian wildlife and its habitat



Job Pack
March 2024

Introduction

Thank you so much for your interest in Elephant Family and the position of Fundraising Manager.

Elephant Family is one of the most exciting charities in the country! We organise the most amazing events and have an incredible supporter base, the combination of which enables us to raise funds for the conservation programmes we deliver in Asia.

Elephant Family was established by the conservationist Mark Shand (the late brother of Her Majesty The Queen). In 2021 it merged with the British Asian Trust, which in turn had been set up by His Majesty The King when he was The Prince of Wales. Their Majesties continue to be our Joint Presidents and have an active interest in the organisation and our conservation programmes.

Recent years have seen some remarkable successes – in 2021 our “CoExistence Campaign” brought London to a standstill as over 100 lifesize elephants made of lantana closed the Mall for a day and then occupied the Royal Parks for six weeks, raising over £3m in the process!

Last year our Animal Ball made global headlines and raised over £2m. We have also secured substantial funding from the UK Government for our work in India.

We now want to build on these successes and substantially increase our income so that we can increase our programmes and impact. We are looking for a brilliant fundraiser who will support across our amazing events, High Net Worth individuals and corporate partnerships. You should be creative and innovative and relish the prospect of working in a fast-moving and dynamic environment.

If you believe you have the skills and qualities we are seeking, we would be delighted to hear from you.

Richard Hawkes
Chief Executive





About Elephant Family

We work to conserve Asia's wildlife and enable successful coexistence between all living things.

Conservation

The biggest challenge facing the world's wildlife is lack of space. Asia is uniquely placed to demonstrate how the overlap between the human and wild world is possible. Here, species such as tigers, leopards and elephants share lands with people living in the highest density populations in the world – up to 450 people per km² compared to just 90 in conservation hubs such as Kenya.

In South Asia, we are in a unique position to develop innovative and sustainable solutions that will ensure that both humans and wildlife can thrive alongside each other.

**19 priority
species
protected
so far**

Our aim

There is an urgent need to find ways to halt biodiversity loss and take action to combat climate change. One million species have been threatened with extinction within decades, and the rate of destruction of the natural world poses catastrophic and imminent threats not just to wildlife, but to human health and survival.

We aim to leave behind a legacy for wildlife, preserve biodiversity, and foster coexistence between people and the wildlife they share spaces with. In partnership with leading indigenous conservationists, we champion pioneering and innovative landscape-level initiatives revolving around the key pillars of community, connectivity, and collaboration in our key focus areas.



Focus areas

Our work focuses on both the **coexistence** and **landscape connectivity** of space between people and wildlife. This includes:

- Landscape-level interventions in target regions, including habitat restoration and connecting fragmented corridors
- Local community engagement to raise awareness around conservation and human-wildlife coexistence
- Driving sustainable livelihood opportunities for local communities to meet their development needs while reducing their dependence on resources from wildlife habitats
- Government engagement and sector building for improved policies, learning and knowledge generation and dissemination

Our projects have the added benefit of providing livelihoods to the rural poor, increasing carbon sinks and reducing air pollution across South Asia.

Impact

Currently our work is spread across Karnataka, Kerala, Assam, Meghalaya, Maharashtra, Gujarat, Haryana, Ladakh, and Tamil Nadu. In addition to ongoing research, we have achieved the following:

- 19 priority species protected
- 839 households supported with alternate livelihoods or fuel to facilitate biodiversity-friendly development
- 3485 stakeholders trained in conservation and human-wildlife conflict mitigation
- 15284 people reached through conservation related outreach efforts

Total funds raised to date exceed £20 million, the majority of which were achieved via our high profile public art campaigns such as CoExistence, Elephant Parade, Travels to my Elephant and The Big Egg Hunt, alongside headline-grabbing events such as The Animal Ball.



In 2021, Elephant Family merged with British Asian Trust, an alliance that marked a really exciting step in the evolution of both the British Asian Trust and Elephant Family. It brought together the best minds in conservation, management and philanthropy, to respond urgently to the staggering loss of habitat threatening Asia's wildlife species and the communities who live alongside them. By combining our expertise, we will accelerate our response and scale our impact on both.

Our Events

For the past 20 years, we have been shining a multi-coloured spotlight on the plight of Asia's wildlife through high profile public art campaigns such as CoExistence, Elephant Parade, Travels to my Elephant and The Big Egg Hunt, alongside headline-grabbing events such as The Animal Ball.



In 2021, we led London's biggest environmental art campaign with 125 life-sized elephant sculptures migrating from their home in the Nilgiri Hills, India, to the Royal Parks in London, attracting over 4 million visitors.

The CoExistence exhibition raised over £3million for our human-wildlife coexistence projects and the CoEx message reached over 20 million through various media channels.

In 2022, we launched a new CoExistence Fund to support initiatives led by pioneering, local conservationists in India. A CoExistence Fellowship has also been launched, enabling young people from around India to study, understand, implement, and facilitate coexistence in conservation.

Over
20million
people
reached



The Animal Ball

2023 was the year of our flagship fundraising gala, the Animal Ball. The Ball sees the greatest minds in the worlds of fashion and philanthropy come together to raise millions and celebrate our natural world.



In 2025 The Big Egg Hunt will be taking over London where 200 giant eggs will take the city by storm. For six weeks over Easter next year, we will install these exquisite creations in several high-traffic areas of London.

Each egg will be designed and decorated by leading artists, designers, jewellers and architects. Every single egg masterpiece is auctioned at the end of the hunt, raising vital funds for wildlife protection and conservation.

Role description

Role title: Fundraising Manager

Salary: £35,000 - £45,000

Contract: Permanent

Hours: Full-time

Employee benefits: Benefits include 25 days annual leave (pro rata) plus bank holidays, 5% employer contribution pension

Location: Hybrid, 2 days per week in White City office

Reporting to: Head of Fundraising

A key part of the British Asian Trust Conservation work, Elephant Family works to protect Asia's magnificent wildlife in the most joyful and engaging way possible. This job contributes to its success by supporting the Head of Fundraising and working with the Head of Relationships to steward, initiate and build relationships with globally based high net worth individuals and corporate partners to secure their financial support of our work in South Asia.

The role is focused on accelerating the growth of income from high-net-worth individuals, corporate supporters and event sponsors. Managing relationships with both current and prospective donors. The role works closely with the Head of Relationships for the Elephant Family in reporting, documenting and maintaining all data relating to donors and relevant events.

Main Responsibilities

- Manage invaluable relationships with a small pool of existing major donors and corporate supporters.
- Proactively identify major donor and corporate prospects and expand Elephant Family's networks and opportunities.
- Research prospective philanthropic and corporate supporters to develop individual cultivation strategies for each donor/prospect to move them along the 'relationship journey'
- Establish innovative and effective cultivation and stewardship opportunities, including working with the communications and marketing team on delivering a high value communications plan and high-profile events.
- Manage event sponsor relationships.
- Ensure that key deliverables for sponsors are met.
- Support the delivery of a long-term philanthropy strategy and annual operational plan to maximise income from major donors and corporate partners.
- Develop compelling Cases for Support and pitches for transformational projects and events, working closely and in alignment with our conservation programmes.

Continued overleaf

- Work with the Programmes team to identify matches between potential donors' interests and current funding requirements, ensuring that funders' priorities are carefully balanced with overall organisational funding needs.
- Focus on the delivery of an agreed set of objectives, aligned to operational plans including fair, but ambitious, financial targets.
- Take responsibility for your continuous personal and professional development, aspiring for best-in-class major donor fundraising.
- Collaborate with colleagues in all parts of the organisation to ensure philanthropy audiences are represented and understood, and Elephant Family's funding needs are communicated effectively.
- Ensure approaches to major donor and corporate partner fundraising follows our internal processes, and policies and abide to all relevant legislation, regulations, and industry standards.
- Maintain up-to-date records of all communications with donors/prospects in Salesforce.
- Oversee systematic 'thanking and banking' system, ensuring thanking of donors is timely and genuine.
- Ensure timely processing of invoices and systematic payment monitoring.
- Provide reports on pipeline activity and budgets as required.
- Produce and update budgets.
- Support with key event stakeholder communications.
- Supporting Head of Relationships with logistical and administrative support.

In addition to your normal duties, you may occasionally be required to undertake other reasonable duties as necessary to meet the needs of the organisation.

Key relationships

Internal:

- Fundraising teams
- Events Team
- Programmes Team
- Country offices
- Communications and Marketing

External:

- Current and prospective high net-worth individuals
- Corporates
- Supporters, and their advisors



Person specification

Essential

- A proven ability to build philanthropic programmes, with a track record of soliciting and securing significant five-figure+ gifts from high-net worth individuals, or equivalent experience from the commercial sector
- Experience building long term, philanthropic partnerships with both current and prospective high net worth individuals and corporates
- Experience working with senior stakeholders to grow networks, income and identify opportunities
- Experience proactively developing new major donor and corporate fundraising initiatives
- Experience managing a high value and diverse portfolio of donors including complex relationships and working towards and achieving ambitious targets
- Strong skills in database management and problem solving
- Strong organisational skills, and a proven ability to prioritise and manage a varied workload, take initiative, and meet deadlines
- The ability to work co-operatively and flexibly with others, both within and outside the organisation, demonstrating an understanding of effective team working and partnerships
- Exceptional relationship management skills (incl. (written, spoken and listening), able to communicate complex information at the highest level
- Expertise in presenting in a persuasive manner and negotiating with people, with good PowerPoint skills for presentations
- An in-depth understanding of the expectations of high-net-worth individuals, including time management, meticulous attention to detail and the production of high quality, creative and compelling materials
- Team player, highly motivated, tenacious and results driven with personal gravitas

Desirable

- Experience of international development, the not-for-profit and / or the impact investing sectors
- An understanding and passion for conservation



Apply

Elephant Family are partnering with **Cristy Gresswell-Nunn** at **QuarterFive Fundraising Recruitment** for this appointment. For a confidential discussion of this role and to make an application, please contact Cristy via:

 cristy@quarterfive.co.uk

 **07377 937540**

The deadline for applications is **Sunday 7th April**.

Accessibility

If you require access to this document in alternate formats, or any other adjustments, please contact Cristy by email cristy@quarterfive.co.uk or call 07377 937540.

Equality, Diversity and Inclusion

The British Asian Trust is committed to encouraging an equal, diverse, and inclusive working environment, where all individuals are treated fairly, with dignity and respect and we benefit from a variety of perspectives that better reflect the communities we wish to serve. We are committed to providing a safe, supportive, and welcoming environment for our staff and our partners. This is regardless of age, disability, gender, sexual identity, marital or partnership status, race or ethnicity, faith or religion, health, maternal status, financial or economic background.

British Asian Trust's Equity Diversity and Inclusion Policy can be found [here](#).

QuarterFive and our clients know fundraising could better reflect the diverse backgrounds and experiences of the people the charity sector supports. If you think you meet some of the criteria for a role and would like to discuss how your other experience might transfer, please ask us for a chat. We're here to support you. Appointments will be made on merit alone and we will gladly make reasonable adjustments to always ensure a fair process.

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This job pack has been created by QuarterFive, in collaboration with Elephant Family.

QuarterFive Fundraising Recruitment is a specialist agency for charities and fundraisers. We provide clients with access to the best fundraising talent in the sector, and offer candidates expert support in securing their next fundraising role.