



***Trust & Foundations Manager***

*March 2025*



**Join the family ... be part of the end game**

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## Letter from Global Director, Fundraising and Communications

I'm delighted to introduce you to Animals Asia, a progressive, dynamic and global organisation making great advances in animal welfare predominantly in China and Vietnam, but with reach across Asia. If you are looking for a career move that will enable you to play a key role in creating significant, lasting change you will be excited about working here.

I'm particularly proud that our donors refer to us as 'the charity that gets things done'. In 1998, we set out with a primary goal of ending bear bile farming – a horrific trade that is arguably the world's cruellest form of animal abuse. In 2017, Animals Asia signed a Memorandum of Understanding (MOU) with the Vietnamese Government to end bear bile farming in the country once and for all. In November 2023, we opened our third bear sanctuary which will enable us to bring home every last bear and achieve our founding goal in Vietnam by the end of 2026. By then, we will have over 400 bears directly in our care. We are in the rare and joyous position of being able to plan what we do next - and there is certainly much to do.

Our fundraising and communications team is equally progressive and exciting. You will be joining an exceptionally talented, passionate and dedicated group of people and we have the ambition to match our potential. Our income has been steadily rising since 2017 and have the people, plans and investment to maintain this growth. In fact, ask most people across the team and they'll tell you we haven't even started! We know we can do so much more and investing in the right people to join our team is critical.

You will work closely with international colleagues bringing together exceptional talent from Australia, Europe, Asia and the UK. Your extensive experience and inherent drive and ambition, will set you up to exploit our global fundraising potential and achieve amazing results for the Foundation, the donors, and most importantly, the animals. This role offers an opportunity to be instrumental in aligning donor motivations with ground-breaking programs.

You will love Trust and Foundation fundraising as much as you love animals – and your track record of great results will demonstrate that.

If you are keen to join the Animals Asia family and be part of this inspirational journey, I look forward to hearing from you.

Warmly,

Gill

**Gill Maltby**

Global Director of Partnerships

## About us

### Our Vision

To end cruelty and restore respect for all animals throughout Asia.

### Our Mission

To end the farming of bears for bile in Vietnam and China, provide sanctuary for bears, end the suffering of wild animals in captivity, and ensure humane treatment of dogs and cats.

### Our Values

#### OUR VALUES

The welfare of all animals is our first priority.



We are responsible guardians of the animals under our care



We are committed to responsible stewardship of donor funds.



We strive to find compassionate solutions that benefit people as well as animals.



We act ethically, responsibly and fairly in all our dealings.

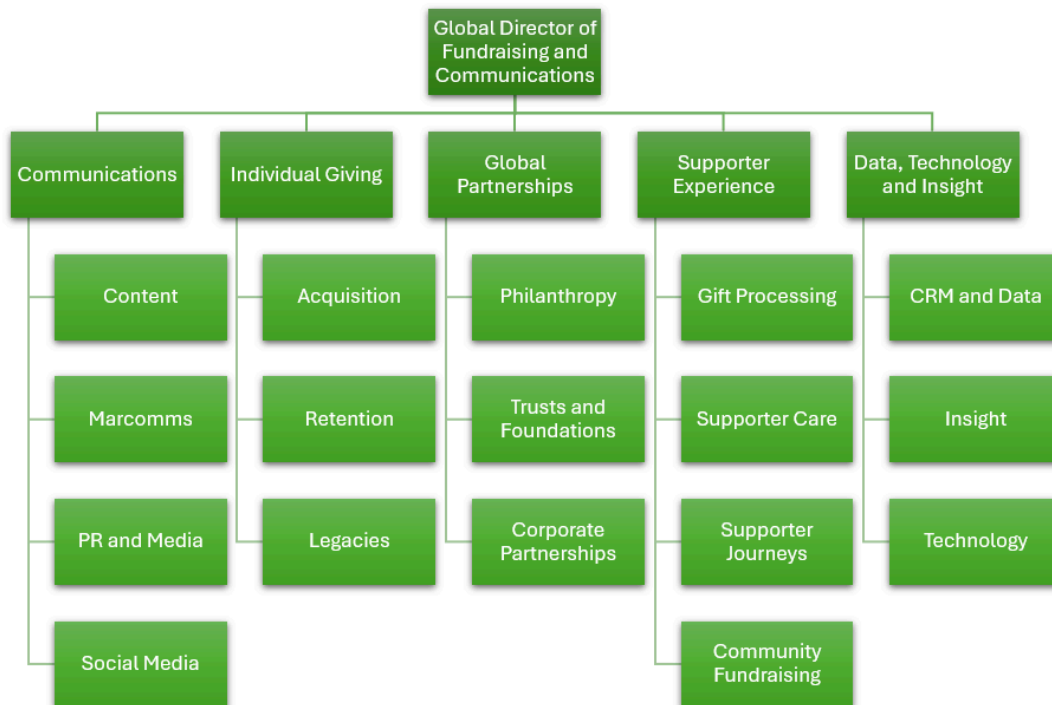


## Our guiding principles

Everything we do, 'The Animals Asia Way', is underpinned by our four pillars:



## Supporter Engagement Structure



## Job Description

### About the role

At Animals Asia, donors are an integral part of the organisation. We know they are every bit as passionate about our goals as we are and, without them, our work would not be possible.

The Foundations team sits within the Global Partnerships team, made up of Foundations and Philanthropy partnerships. Our aim is to find and build relationships with new partners who can make a significant difference to Animals Asia, while also managing relationships with existing partners. Working closely with the Trust or Foundation to align motivations and help them see how their money is being spent and reporting back on the impact of their donation. There is significant scope for growth with the Global Partnerships Team as Animals Asia enjoys increasing brand awareness.

The main purpose of this role is to support the work of Animals Asia by developing strong relationships, cultivating and stewarding a portfolio of charitable trusts, foundations and grant giving bodies in order to meet and exceed agreed income targets. Your portfolio will be global, consisting of donors from around the world, therefore knowledge of international fundraising from foundations is an advantage.

You will build and maintain existing relationships, providing exceptional donor experience, while focusing on new business research and growing your portfolio of 5 and 6 figure donors.

## Key Responsibilities

### Overall Objectives

- To deliver the Foundation strategy
- To research and acquire new trust and foundation partners.
- To build relationships - engaging, cultivating, and stewarding a portfolio of existing and new trust and foundation partners, providing effective and timely relationship management, including comprehensive grant reporting.
- To meet and exceed agreed income targets so that we can meet our growing program needs

## **Relationship Management and Donor Stewardship**

- Build trusting relationships and implement the highest standards of donor stewardship to manage a portfolio of qualified prospective and existing partners
- Cultivating and soliciting a portfolio of high-value prospective trusts and foundations capable of making 5-figure+ donations
- Work closely with colleagues in the Global Partnership team to find engaging, exciting funding propositions including solutions to generate unrestricted income and multi-year gifts
- Find innovative and ‘surprise and delight’ opportunities to engage supporters
- Create engaging and meaningful communications to keep donors well informed on the progress and impact of projects
- Implement personalised relationship building and stewardship plans that include regular phone calls, and in-person and virtual meetings
- Ensure donors and internal stakeholders fully understand and agree with any commitments
- Ensure CRM is updated with all donor interactions and communications
- Ensure proper follow-up on all funding applications, whether successful or not, to fully understand donors and prospects motivations

## **Prospecting and Research**

- Significantly grow your portfolio by identifying, researching, and qualifying new 5-figure+ prospects:
  - Carry out prospect research
  - Qualify new potential prospects
  - Develop and lead on detailed cultivation and solicitation plans for high value prospects to achieve targets, and update plans on CRM
- Identify appropriate funding opportunities that align with donor motivations
- Create the appropriate stewardship plan for donors in your portfolio based on their motivations and needs, proactively developing relationships with them
- Carry out due diligence to ensure partners meet our ethical guidelines

## **Solicitation**

- Work collaboratively with the rest of the Trusts and Foundations team and colleagues across the organisation to develop an excellent knowledge of Animals Asia’s work, capture project information and prepare personalised, high-quality proposals and presentations.
- Represent Animals Asia at networking events, knowledgeably and passionately articulating our need for support

### **Fundraising strategy and planning**

- Work collaboratively to build the Trust and Foundations team's strategic growth and provide the best possible partnership opportunities
- Work collaboratively with the wider Global Partnerships team to maximise networks and uplift income
- Deliver against agreed income targets.
- Acquire, retain and grow the value of partners for Animal Asia

### **Reporting and Budgets**

- Work to ensure that income opportunities are maximised.
- Accurately track and report income on the appropriate pipelines and CRM,
- Ensure that proposals include operational support, unless clearly stipulated otherwise by the donor
- Ensure effective work plans are in place to deliver the projected income and achieve all financial and non-financial KPIs
- Prepare regular reports and evaluations for your line manager as required

### **Program knowledge and team development**

- Be proactive in ensuring you develop an excellent knowledge of Animals Asia's work, liaising with colleagues as required
- Work collaboratively with the Trust and Foundations team to develop high quality application and reporting materials for all partners
- Build strong working relationships with colleagues from across the organisation to gather information for updates, reports, and proposals
- Support the Animals Asia's 'one-team' philosophy, making sure the greater global needs are put ahead of any team or market goals

### **Continuous Improvement**

- Contribute to the on-going review, development, and implementation of changes to improve the productivity and efficiency of Animals Asia
- Identify best practice fundraising models and make recommendations and implement as part of continuous improvement
- Participate in staff training and performance and development appraisal process to assist in the achievement of Animals Asia's objectives and mission

### **Other**

- Promote and advocate Animals Asia to the public
- Follow established Animals Asia procedures and policies
- Proactive attendance at team meetings, relevant seminars, and staff meetings
- Proactive in keeping abreast of new fundraising initiatives and trends in the sector
- Represent Animals Asia at internal and external functions and events as required



- Develop an in-depth knowledge of best practice in the charity sectors that Animals Asia operates to establish Animals Asia as a leader in Trust fundraising globally

The above job description is intended to be an outline of the duties and responsibilities for this role. This is not an exhaustive list, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role and grade.



## Person Specification

<b>Experience &amp; Knowledge</b>
Excellent written and oral communication skills, with experience communicating to a broad range of people
At least 5 years of fundraising and relationship management experience, including the ability to initiate and develop strong, mutual, results focused, relationships to maximise revenue
Proven experience of soliciting 5 figure + grants
Demonstrable experience in establishing new networks and leading new business generation
Proven experience of working constructively and collaboratively with colleagues from different teams
A flexible approach to managing and prioritising workload
Understanding of confidentiality privacy regulations
Compassion for animals and an understanding of animal welfare issues and conservation
The ability to develop strategic plans and to analyse performance
<b>Skills/Attributes</b>
Able to work effectively and on your own initiative in a small diverse and busy cross-functional team environment with minimal supervision
Excellent organisational and time management skills, including ability to manage workflows and balance competing priorities
Encourages continuous improvement, learning from mistakes and failures
Can write professionally and persuasively using a variety of communication styles
Excellent interpersonal skills, ability to network and build relationships assessing reactions to own approach and adapting language and style to achieve a positive conclusion
Competent in the use of MS word, Excel, and ability to use databases for recording and reporting
Financially aware and numerate
Solution focused with a creative approach to issues and a 'can do' attitude
Focuses resources on delivering results in line with Animals Asia's Mission & values
Thoughtful, kind, and considerate
Manages own stress levels well and remains resilient, seeking support as appropriate
<b>Circumstances</b>
Be prepared for some international travel on occasion
Able to work occasional extended hours as required
Able to work flexibly to accommodate global meetings early morning / late evening
Able to work from home

## Conditions and Benefits

<b>Place of work</b>	Work from home (with a preference to UK based)
<b>Dept/Team</b>	Global Partnerships
<b>Salary</b>	£40,000 or equivalent based on experience
<b>Working hours</b>	<p>Full time – standard hours are 37.5 hours per week. Would consider part-time.</p> <p>Flexible working to accommodate working for a global organisation and individual circumstances.</p> <p>You may also be required to work additional hours as and when requested to do so by Animals Asia or when the proper performance of your work so requires.</p>
<b>Reports to</b>	Global Director of Partnerships
<b>Manages</b>	N/A
<b>Budget responsibility</b>	Yes
<b>Probation</b>	The appointment will be subject to the satisfactory completion of a three-month probationary period.
<b>Annual leave</b>	<p>If based in UK : 24 days per year and 8 bank holidays</p> <p>The holiday year runs from 1 January to 31 December</p>
<b>Other benefits</b>	<p>Flexible working</p> <p>Pension Scheme</p> <p>Access to Life Works, health and wellbeing platform</p> <p>Training, as required</p>

## Animals Asia Culture – a few words from the team

"I love working for Animals Asia because we all share the same vision and we want to make a real difference for the suffering animals. This dedication and this genuine spirit of cooperation create a family environment where I really sense that people care about me as a person and about my professional growth".

Mara Finazzi, Senior Philanthropy Manager, Europe

"Animals Asia does a really good job in changing people for the better and I'm a very lucky example of this. I've learned so much since I've been here and my points of view about animal welfare, environment and donor communication have been changed positively and for the better. Working here, I feel that I'm surrounded by kindness and passion. Lucky me!"

Ngoc Chu Bich, Social Media Officer, Vietnam

"I've worked for many different organisations over the years and Animals Asia really stands out for its caring and supportive culture, both among staff and the communities we work with. Jill Robinson, our amazing founder and CEO, has a lot to do with this. And I think it's because of this culture and Jill's strong, kind leadership, that we're able to achieve so much for the animals."

Angela Leary, Senior Writer, Hong Kong

"We are a small team of exceptional talent. Almost everyone in the team has been upskilled to enable promotions. I believe in working hard to find great people, then working even harder to keep them."

Jo Dunsford, Global Director of Fundraising and Communications

