

## Career Profile

With over 8 years' experience in High Value fundraising, I am particularly skilled in collating and condensing complex information into digestible proposals and reports, and in developing internal and external relationships. I am exceptionally hard working, motivated by making positive impact for the organisations I work for and those who rely on them. I pride myself on my solution-focused ability, carrying out work in a considered, effective, and efficient manner.

In May 2024 I left full time employment to study a MASc at the London Interdisciplinary School. After a summer break away from my desk, I started my studies and began working as a freelance Trust Fundraising Specialist. My significant success at two major charities has enabled me to provide valuable insights, advice, and hands on support to third sector organisations looking for extra resource and to upskill their teams.

## Self employed

### Children with Voices

Consultant and bid writer (Pro Bono), February 2025 – present

### Philanthropy Company

Consultant, January 2025 – present

### Abuelita's Wellbeing CIC

Freelance prospect researcher and bid writer, October 2024 – present

## Employment history

### Marie Curie

#### Senior Projects and Partnerships Lead, February 2023 – May 2024

- Bringing together information and insights from across the organisation and sector, to develop projects for compelling 6 and 7 figure fundraising propositions that drive growth in organisational reach, impact and income.
  - Contributing to a winning £3.5million bid through synthesising and translating project information for a two-stage highly competitive and esteemed funder.
  - Working with key stakeholders to develop better processes for developing and signing off new projects.
  - Working with colleagues across the organisation to design projects with meaningful outcomes and to deliver impact for people at the end of life.
- Driving service innovation as part of the Innovation Pipeline Team
  - Utilising a double diamond approach to develop new service models and concept papers in collaboration with key stakeholders both internal and external.
- Additional responsibilities:
  - Chair of the staff and volunteer disability network – October 2021-May 2024

#### Senior Philanthropy Manager, September 2022 – February 2023

- Working closely with stakeholders across the organisation to submit proposals and report on projects to 6 and 7 figure funders
  - Working with key senior stakeholder to develop better processes for sharing information on key high value funders (funder motivations, reporting requirements etc) with delivery teams.
  - Collaborating with the Business Development team on ways to maximise income opportunities from across the charity, enabling the launch of new strategic work and financially supporting projects in a co-ordinated and sustainable manner.
  - Successfully reporting on the changing timetable and outcomes of two major strategic programmes to release a £300,000 instalment of a major grant.
  - Communicating the impact of the Cost-of-Living Crisis on Marie Curie's place-based services and teams, and highlighting impactful new ways of working, to receive a 25% uplift on a previous 6 figure gift.
- Exploring projects and programmes to fundraise against for 6 and 7 figure opportunities

- Working with senior Fundraising, Strategy, and Caring Services team members to explore potential work for fundraising opportunities in the pipeline
- Identifying potential for a national programme in discussion with the Head of Impact and Evaluation, following a meeting about a smaller local project.
- Working closely with the Head of New Partnerships to identify opportunities to work across Corporate Partnerships and Philanthropy to maximise the strategic alignment of a partner/funder.
- Leading an action-focused review of the Trusts programme
  - Bringing key stakeholders together for a SWOT of Trust Fundraising at Marie Curie
  - Identifying and implementing opportunities to improve ways of working, including a monthly meeting between senior members of Insight and Partnership Development and senior Philanthropy team members to forward plan for proposals and reporting by reviewing themes of Marie Curie's work and activity happening across the organisation.
- Lending critical contributions to Performance Review meetings
  - Collaborating with senior members of Philanthropy and Partnerships to interrogate opportunities within each income generating team in the department in line with Marie Curie's strategic priorities.
- Additional responsibilities:
  - Directorate representative for organisation-wide inductions for 2022
  - Recruiting to staff the team, filling two manager and two executive positions

## **Philanthropy Manager, June 2020 – September 2022**

- Managing a portfolio of philanthropy supporters with 6 and 7 figure gift potential.
  - Securing a strategic 7 figure multi-year gift from a widely respected international foundation, focusing on key strategic initiatives.
  - Raising over £2m from my portfolio across core unrestricted and non-core project funding in 8 months from a combination of existing funders uplifting their support, and new strategic philanthropic partnerships.
- Developing and maintaining key internal relationships including with Business Development, Service, Strategy, and Executive Leadership teams.
  - Staying up to date on organisational priorities, seeking opportunities for partners to provide expertise alongside their funding, and ensuring programmes are progressing in line with supporter expectations.
  - Working closely with the Chief Executive, senior leadership, and relevant subject matter experts to secure and steward top supporters, ensuring our closest philanthropic partners are embedded in our work and the projects they support.
- Driving improvements in internal processes to enhance efficiency and supporter experience and enabling innovation within our high value fundraising.
  - Recording transformational prospects and preferences on the fundraising database, consulting on the development of sign off for transformational project development and major fundraising proposals.
- Attending workshops to co-design projects for transformational funders, working closely with Programme Managers, and sitting on Programme Boards.
  - Representing the philanthropic partners interests and ensuring project alignment with funding agreements.
  - Contributing to and monitoring programme budgeting to ensure grants are being used effectively and mitigate risk of supporter dissatisfaction due to over or under spend.
  - Developing strategic projects and proposals for large scale multi-year opportunities
- Line managing two Philanthropy Executives, supporting them to meet their targets and raising over £2.5million as a team.
  - Supporting their development in philanthropy fundraising skills and confidence, including championing their successes, promoting their work and expertise at appropriate opportunities so their skills can be called on and celebrated by the wider team.
  - Setting and monitoring objectives and KPIs in line with organisational and wider team objectives, working with them to track progress against these and updating them as needed, and feeding these into the wider team performance reviews and budgeting/forecasting.

- Additional responsibilities:
  - Attending monthly departmental performance review meetings
  - Departmental Employee Forum representative for 2021

## **Philanthropy Executive, January 2018 – June 2020**

- Maximising income from a portfolio of trusts and HNWI's with gift potential of between £10k-£500k, towards restricted projects and core work.
  - Increasing giving to £628k/year from a portfolio with an initial target of £300k/year.
  - Raising £700k in 8 weeks from my portfolio during the Marie Curie coronavirus emergency appeal, including working with Senior Projects and Partnerships Lead and key project stakeholders to secure a multi-year £300k gift from a new prospect to kick start an innovative project for the organisation.
- Increasing the contribution from Small Trusts towards Marie Curie's core work by 30% in a year, to £820k.
  - I recruited and managed a volunteer to research and provide insight on the trusts in the Small Trust Mailing programme, in order to strategically design new areas of the programme which reflect the interests of this group of supporters - encouraging repeat giving, uplifts and conversion of cold, lapsed, and new prospects.
  - I developed a strategy for the programme, to increase efficiency within the operation of the programme, and to better align the programme to the work of the organisation, maximising fundraising opportunities within this group of supporters, towards key areas of work.
- Pro-actively seeking new projects to broaden our fundraising opportunities
  - Developing and maintaining strong internal relationships with colleagues of all levels across the project and service delivery teams
  - Promoting the Philanthropy team within the wider charity.
- Producing high-quality reports in line with grant agreements, re-enforcing supporters trust in Marie Curie and releasing further instalments of multi-year grants.
- Working with the Senior Management Team, Executive Leadership Team, and Business Development Team to develop and fundraise for high-value strategic projects.

## **Mind**

### **Partnerships Fundraising Assistant (Major Giving), August 2016 – December 2017**

- Managing a pool of donors to engage, steward, and uplift their support, including drafting proposals and reports. This contributed to raising 26% more from philanthropic individuals in 2016/17 than the previous year.
- Tracking departmental income and expenditure against budgets to support forecasting.
- Building strong internal relationships to promote the work of Major Giving and create a culture of cross-working and knowledge sharing.
- Drafting a high value case for support to be used across the department.
- Researching and approaching new trusts.
- Identifying prospects through their personal trusts and working with the team to solicit larger gifts through a Major Donor approach.

## **Education**

### **University of East Anglia 2012 - 2015**

BA(Hons) Literature and Philosophy (2:1)

### **Brighton College 2006 - 2011**

A Levels, Fine Art (A), English Literature (A), Biology (B)

9 GCSE's, (4 A\* grade, 5 A grade)

### **Training and recognition of note**

Fundraising Magazine's 25 Under 35 - July 2020

Solid Management's Major Donor training - November 2021