



**ALL  
WE  
CAN**

**Every person's  
potential fulfilled.**

**Philanthropy Manager  
Job Information Pack**

## Our Vision

### **Every person's potential fulfilled.**

All We Can is an international development and emergency relief organisation. Focusing on those in greatest need, it is inspired by Christian principles, with its roots in the British Methodist Church.

## Our purpose

**All We Can helps find solutions to poverty by engaging with local people and organisations in some of the world's poorest communities to end the suffering caused by inequality and injustice.**

## What do we do?

### **Change happens when we all work together.**

All We Can helps find solutions to poverty by engaging with local people and organisations in some of the world's poorest communities to end the suffering caused by inequality and injustice. To do this we:

- Support and strengthen local partners – organisations, churches, emerging initiatives and inspiring individuals that share our vision and values – to implement effective and sustainable solutions with some of the world's poorest and least served communities
- Respond to humanitarian crises with emergency relief and help communities to be better prepared for disasters
- Engage in global education to inform, challenge and motivate people to take a stance against poverty and injustice.

All We Can is a charity rooted in the Methodist Church in Britain. The consistent, faithful and passionate support of Methodists across Britain has sustained the charity throughout its history.

All We Can's priority is to support communities with high levels of poverty and deprivation, which are under-served by others, and where local partner organisations, including Methodist Churches, are well placed to make a difference.

All We Can seeks to work together in a spirit of partnership with – individuals, organisations, churches, and people of all faiths and none – to make a meaningful difference.

## Organisational goals 2015-2020

1. To enable local partners to fulfil *their* mission to sustainably improve the quality of life of poor, disadvantaged and marginalised people, creating lasting change
2. To respond effectively to humanitarian emergencies and help local partners to prepare for disasters
3. To challenge the causes of poverty, inequality and injustice and promote solutions through global education
4. To have a prominent and instrumental role across the global Methodist community in international development and emergency relief
5. To inspire and value supporters and donors, and ensure sustainable funding to fulfil our purpose
6. To be efficient in the management of All We Can's resources.

## Our Values

All We Can has always been inspired by Christian principles with its roots in the British Methodist Church.

### Respect

We respect the inherent worth, dignity and equality of every human being. We want everyone to be able to develop their potential, live with respect and have the opportunity to flourish. We value different cultures, beliefs and perspectives, and seek to listen and learn from others.

### Inclusion

We give priority to those who are the poorest, most marginalised and disadvantaged. We want to help people to become all that they can and participate meaningfully in shaping their own lives and futures. We work with people in need without discrimination.

### Justice

We want everyone to be treated fairly and with equity, and for there to be a just sharing of the world's resources and opportunities. We seek to be prophetic and courageous in challenging injustice and inequality, and sustainable in how we operate.

### Service

We seek to serve others. We want to give practical expression to the love, care and responsibility we have to each other as human beings, and strive to be humble and accountable in the way we work.

### Solidarity

We stand and suffer alongside people living in poor communities around the world and all those striving to tackle poverty, inequality and injustice. We seek to be alongside rather than in control, and relational rather than contractual in our approach.

### Collaboration

We recognise that we do not have all the answers, the resources or the skills necessary to achieve our purpose. We seek to work together in a spirit of collaboration and community with others – individuals, organisations, churches, and people of all faiths and none – to make a meaningful difference.

## Christian Principles



All We Can is a Christian faith-based international NGO and has always been inspired by Christian principles.

The mandate to look after the orphan, the widow and the stranger was given first to the Church and believers.

As an organisation motivated by Christian values, we care about the poor because God commands it. **We care about the poor because Jesus cares about the poor and because we were**

**commissioned by him to love others as we would love ourselves.**

The values and principles we are founded on exist in our relational way of working and also dictate that we work without discrimination and in an inclusive way. Our Christian principles are outlined here:

**1. The value, dignity and equality of every human being as created and intended by God.**

In response, All We Can seeks to help people – of all faiths and none – to fulfil their potential, live with respect, and have the opportunity to flourish.

*“I came that they may have life, and have it abundantly.”*  
John, 10:10b

**2. God’s longing for a world in which justice and peace are established and creation is cared for.**

All We Can seeks to be prophetic and courageous in challenging injustice and inequality, and sustainable in how we operate.

*“Speak up for those who cannot speak for themselves, for the rights of all who are destitute. Speak up and judge fairly: defend the rights of the poor and needy.”*  
Proverbs, 31:8-9

**3. Jesus’ commandment to “love your neighbour”.**

All We Can seeks to help individuals, groups and churches to respond effectively to the needs of their neighbours in poor communities around the world through supporting practical relief and development initiatives, as well as praying and speaking out.



*“What good is it, my brothers and sisters, if you say you have faith but do not have works? Can faith save you? If a brother or sister is naked and lacks daily food, and one of you says to them, ‘Go in peace; keep warm and eat your fill’, and yet you do not supply their bodily needs, what is the good of that? So faith by itself, if it has no works, is dead.”*  
James, 2:14-17

**4. The many exhortations in the Bible to defend the rights of the poor and needy and give unconditionally to the vulnerable, and the example of Jesus who reached out to those on the edges of society.**

All We Can seeks to give priority, hope and inclusion to some of the world’s poorest, neediest and most marginalised people.

*“Go not only to those who need you, but those who need you most.”*  
John Wesley

**5. The calling of the church to serve the world.**

All We Can’s Methodist links mean we have a particular role in supporting and mobilising churches and Christian partner organisations, especially Methodist-related ones, to increase their effectiveness and impact in serving their local communities and tackling poverty and marginalisation.

*“Let each of you look not to your own interests, but to the interests of others.”*  
Philippians, 2:4

## 6. The responsibility of Christians to work humbly with others for the common good.

All We Can seeks to work together with people of all faiths and none who share its values and vision to tackle poverty, inequality and injustice.

*"I ask not about your doctrines; if your heart is right with my heart, then give me your hand."*  
John Wesley

These six Christian principles (among others) inspired and informed All We Can's foundation and its vision, mission, values and priorities, and continue to do so.

All We Can does not ask that its partner organisations or all staff necessarily have a Christian faith or basis, but it does ask that they accept the way in which All We Can responds to these Christian principles, and can commit to the non-sectarian values which derive from them.

## Our Name

Our name and identity reflects our future role and vision, as well as our Methodist roots and heritage – with its echoes of John Wesley. It is an expression of our commitment to doing all we can to help people in the world's poorest communities to become all they can. The name 'All We Can' derives from a quote attributed to John Wesley, a man seen as the founder of Methodism.

**"Do all the good you can.  
By all the means you can.  
In all the ways you can.  
In all the places you can.  
At all the times you can.  
To all the people you can.  
As long as ever you can."**

John Wesley, founder of Methodism

## Our Logo

The 'lively square' shows our energy and willingness to innovate. We refuse to be complacent or stand still.

It is at an angle because, people's lives are precarious, their quality of life 'in the balance' and we're going to do all we can to help them fulfil their potential.



To find out more about All We Can and watch films about our work visit [allwecan.org.uk](http://allwecan.org.uk) or follow us on social media.

# Philanthropy Manager



## Job Description

### Location:

All We Can, Methodist Church House, 25 Marylebone Road, London NW1 5JR.

### Purpose:

To lead on high value, relationship based fundraising for the organisation, raising funds for All We Can's work from major donors, trusts, foundations and corporate partners, through effective relationship management, research, proposal preparation, systems development, and other such associated stewardship activities.

**Responsible to:** Head of Fundraising & Marketing

### Relationships:

#### Internal:

- 1) All We Can staff
- 2) All We Can Trustees
- 3) Office volunteers

#### External:

- 1) Donors, supporters, and potential supporters with a particular emphasis on major donors, trusts and corporate partners, their staff, trustees, and other key decision makers.
- 2) All We Can partners in the UK and world-wide.
- 3) Consultants and external suppliers

### Main tasks and responsibilities

This role requires collaboration with others across the organisation including staff and trustees. In particular, each of the three main functions listed below will be conducted in close collaboration with the Head of Fundraising and Marketing, Deputy CEO, Programmes Director, and Chief Executive.

#### 1. Major Donors

- a) Lead, plan and deliver a strategy for the long term growth and development of major donor (individuals giving £5k+ per annum) fundraising, including short and medium term business targets, planning and implementation
- b) Monitor, evaluate and review the major donor strategy regularly to ensure continuous learning and improvement for this income stream
- c) Oversee and be responsible for maximising income by managing and prioritising an existing portfolio of major donors, working to agreed deadlines and targets
- d) Work with Direct Marketing and Supporter Services colleagues across the Public Engagement Team (PET) to identify prospective major donors, devising and implementing cultivation plans and stewardship activity
- e) Work with the Direct Marketing and Supporter Services Manager to integrate and maximise All We Can's mid-value giving programme with the major donor portfolio and strategy
- f) Develop and deliver products, services, proposals and materials to support the ongoing growth and development of All We Can's major donor portfolio and income

- g) Maximise trust, foundation and corporate income opportunities through a major donors relationship management and cultivation approach with key supporters and prospects

## **2. Trusts & Foundations**

- a) Lead, plan and deliver a strategy for the acquisition and long term growth and development of Trusts and Foundations, including short and medium term business targets, planning and implementation'
- b) Proactively research, prioritise and develop new relationships with trusts and foundations. This will include the coordination of senior staff, trustees, key supporters, partner representatives and other ambassadors of the organisation to help position All We Can with new potential trusts and foundations
- c) Liaise with the Programmes & Partnerships Team (PPT), other internal colleagues, and our partners in across the world to identify suitable partners, projects and programmes to put forward for funding, prepare and deliver high quality funding applications, cases for support and packaged work to take to trusts, foundations and other potential providers of high value support
- d) Write high quality proposals, applications, reports and updates for potential and existing trusts and foundations, meeting all appropriate deadlines and maintaining a pipeline of activity 12-18 months ahead of execution
- e) Work with and through external suppliers or consultants to maintain and build All We Can's trusts and foundations programme

## **3. Corporate & other funding partnerships**

- a) Support and deliver against corporate fundraising opportunities, in conjunction with the Head of Fundraising and Marketing, as they arise from major donor and other key supporter relationships
- b) Support the SLT and Head of Fundraising & Marketing in the task of fostering and maintaining relationships with other funding organisations, such as national and international church bodies or other charities in potential donor countries, to create partnership opportunities that benefit, both financially and in other ways, the work of All We Can
- c) Service and support the SLT and Head of Fundraising & Marketing as they work on these relationships, including through the provision of high quality research, proposal writing and other such appropriate support to the management of these relationships as required

## **4. Systems and reporting**

- a) Ensure appropriate and timely reporting to meet donor requirements across all trust and major donor relationships. This will include briefing PPT colleagues in detail on reporting requirements and scheduling. At reporting stage then working with PPT again to write high quality reports encompassing collated project data, case studies and appropriate narrative from our partners, drafting finalised reports and communicating these with the donor themselves
- b) Liaise with Finance, PPT and other internal colleagues to ensure restricted and/or trusts & major donor income is monitored, tracked and reported against to the highest standards and to all set deadlines
- c) Provide and/or ensure the highest standards of donor care are received by all trust and major donors
- d) Ensure accurate records are kept and use of databases and other internal systems are maximised across the trusts and major portfolio

- e) Liaise with the PPT team to ensure good information sharing and cross departmental working in order to enhance the delivery and implementation of fundraising activities including the maintenance and further development of shared systems to facilitate the growth of trusts and major donors income (for instance restricted income tracking)

#### **5. Communications and representation**

- a) Represent All We Can to current and potential trust, major donor and corporate supporters
- b) Represent and raise awareness about All We Can with other supporters and stakeholders and in the media as required, including making presentations, running workshops, and speaking at events
- c) Co-ordinate All We Can's presence at identified events and in relevant networks, meetings and conferences that might relate to trusts and major donors
- d) Work with and support the Communications Manager to write, update and develop designated areas of the All We Can website as related to the responsibilities of the role
- e) Occasionally travel overseas to visit partners gathering communications materials, visit with or pitch to potential major donors and trusts, or possibly accompany trusts and major donors to visit our work where appropriate

#### **6. Other**

- a) Prepare and manage the trusts and major donors budgets in conjunction with the Head of Fundraising and Marketing, meeting income targets and ensuring expenditure is managed for maximum efficiency and effectiveness
- b) In conjunction with other Public Engagement Team (PET) managers, contribute to the development of strategies, systems and practices to ensure that All We Can has an effective, coherent and integrated approach to supporter relationships and communications with our supporters both at an institutional and local level
- c) Ensure records for all funders within the role portfolio are kept up to date and well maintained on organisational databases and shared systems
- d) Work with PPT to keep up to date and informed about the work of our partners and our thematic areas
- e) Stay up to date with sector trends, regulation and legislative changes, ensuring All We Can remains compliant, in particular as related to trusts, major donors and corporate supporters
- f) Any other reasonable duty consistent with the responsibilities of the post as requested by the Head of Fundraising and Marketing

#### **7. Corporate responsibilities**

- a) Ensure familiarity with and adhere to All We Can's policies and procedures and keep informed of all cross departmental activities
- b) Attend staff, trustee, PET and other internal meetings as appropriate
- c) A commitment to All We Can's vision, mission and values, and accepting of its identity as an international development, relief and advocacy organisation actively engaged with the Methodist Church
- d) A commitment to All We Can's strategy to engage with faith based groups and churches in particular, as part of its collaborative approach to sustainable development

## Terms and Conditions

**Term of Appointment:** Permanent position.

**Hours of Work:** The normal hours of work will be 7 hours a day (35 hours per week), with core office hours being 1000 to 1630 Monday to Friday with an hour's lunch break. Occasional weekend and evening work as well as overseas travel will be required. Payment for overtime is not given but employees are entitled to time off in lieu by agreement.

**Starting salary:** £35,000 per annum (inclusive of ILW)

**Holiday Entitlement:** 25 days per annum, plus Bank Holidays and an extra three days at Christmas and New Year.

**Other Benefits:** Life Assurance, Childcare Vouchers, Cycle to Work Scheme and Employee Assistance Programme

**Sick Pay:** Entitlement in accordance with All We Can's terms and conditions of employment.

**Pension:** All We Can operates a defined contribution pension scheme, with a minimum contribution of 6% employer and 3% employee, that all employees are eligible to join. Full details will be provided at the commencement of employment.

**Probationary Period:** Appointments are made subject to the satisfactory completion of a probationary period, normally six months.

**DBS (Disclosure and Barring Service):** The appointment is subject to a Disclosure and Barring check, please see application form for full details

**Season Ticket:** Season ticket loans are available after the satisfactory completion of the probationary period.

**Health and Safety:** The post holder will be subject to All We Can's Health and Safety policy.

**Equal Opportunities:** The post holder will be subject to All We Can's Equal Opportunities policy.

**Physical Conditions:** Office accommodation in an open plan office based at Methodist Church House, 25 Marylebone Road, London, NW1 5JR

## Person specification

Attributes	Essential	Desirable	Method of Assessment
Education and training	University degree or equivalent	Postgraduate or vocational qualification in relevant subject (e.g. charity management, international development, fundraising, marketing, etc)	A & Q
Proven abilities	Proven ability in researching, cultivating, securing, managing and reporting against major financial gifts for a charity from major donors and trusts	Significant international development fundraising experience. Previous experience of managing all of these income streams. Experience of securing funding internationally (i.e. from non-UK based funders) an advantage	A & I
	Strong understanding and demonstrable experience of major donor stewardship, trust account management and/or key stakeholder management	Experience of raising funds from Christian philanthropists and/or faith-based trusts and foundations	A & I
	Proven prospect research, new business development and pipeline management skills		A, I, P
	Highly attuned donor care sensitivity and ability in structuring high level stewardship for trusts and major donors	Experience in corporate fundraising	A, I, W
	Proven ability to package and present complex work to new and existing audiences in written and verbal format	An understanding of technical approaches to partnership, capacity building and organisational development within international development	A, I, P
	Have personally identified, researched and secured 6 figure gifts from major donors and/or trusts		A & I

	Confident networker and relationship builder with proven abilities in engaging face to face with both warm and cold HNWI/senior stakeholders in the work of a charity		A & I
Knowledge and skills	Excellent public speaking and presentation skills		A, I, P
	Excellent written communication and proposal writing skills demonstrable from experience in either trusts or major donor fundraising work	Significant experience of writing proposals for trusts, foundations and institutional donors specifically in the international development NGO sector	A, I, W
	Financial acumen and some experience of managing budgets and forecasting		A & I
	Strong awareness of the trends and issues in the voluntary sector and fundraising – especially across major donors and trusts in the international development sector		A & I
	A demonstrable understanding of the context of faith-based organisations	An understanding of local, national and international issues and trends within the Christian church and community	A & I
	Computer skills to include Microsoft Word, Powerpoint, Excel and supporter databases	Advanced Excel and Raiser's Edge skills	A, I, P, W
Qualities and attributes	Commitment to All We Can's vision, mission and values, and accepting of its identity as an international development and relief organisation engaged with the Methodist Church	Sensitive to the complexities of cross-cultural communication, and able to relate to partners in developing countries and international prospective donor countries	A & I
	A commitment to All We Can's strategy to engage with faith based groups and churches in particular, as part of its approach to sustainable development		A & I
	Willingness to work some evenings and weekends, and undertake occasional travel to both developing and prospective donor countries		A & I

	Willingness to travel across the UK as required		A & I
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**Method of Assessment:** A – Application form, I – Interview, W – Written exercise, P – Presentation, Q – proof of qualification (certificates or transcripts)