

Principal Gifts Fundraiser

Applicant information pack



We are

1,400

different food bank locations

40,000

volunteers in our network

12,000

churches supporting us

100,000+

community groups and schools and millions of
people across the UK ready to take action

**And together,
we are Trussell.**

Introducing Trussell

Our vision is for a UK without the need for food banks or put another way, we exist so everyone can be free from hunger.

We're an anti-poverty charity and community of food banks. We work together to ensure no one in the UK needs a food bank to survive, while providing food and practical support to people left without enough money to live on.



Our mission

We exist so that everyone in the UK can be free from hunger. We work together to ensure no one needs a food bank to survive. Until that happens, we will continue to stand alongside people facing hardship, providing emergency food and practical support to people left without enough money to live on.

Our values

Our values underpin everything we do. Hunger and poverty are not inevitable, and we all have a responsibility to take action.



Compassion

This motivates us to stand alongside people facing hardship and provide support and care for individuals.



Community

As people, we are all interconnected, and because of this we have a responsibility to support one another.



Justice

This drives us to insist that it is not right that somebody should experience hunger or poverty, and take action to change this.



Dignity

We recognise the value of every individual, prioritising other people's needs and concerns in the spirit of friendship.

Ending hunger together

Last year, our community of food banks distributed 3.1 million emergency food parcels – the most ever in a single year.

People need food banks when they don't have enough money to afford the basics forcing impossible decisions like whether to heat their home or put food on the table, or whether to go without toiletries like shampoo, toilet roll or tampons.

Hunger in the UK isn't about food – it's about income.

We need urgent action on hunger in the UK. People are being pushed to the brink because they don't have enough money to live on. This can't go on. We refuse to stand by while so many of us can't afford to eat, keep warm and pay the bills.

How will we end the need for food banks?

Food banks are a vital lifeline for so many people facing hardship, but in a just and compassionate society, no one should need one.

Not so long ago, food banks were not needed to the extent they are today. Our social security system was created 80 years ago to protect people from hunger and hardship, and for decades after, people were a lot less likely to need a charity's help for the essentials. So we know things can be better.

We know what's pushing people to food banks and we know the building blocks needed to end hunger for good.



The role

Programme: Together with Trussell

Responsible to: Head of Programme Funding

Responsible for: 1 x Direct (Events and Engagement Manager), 1x Indirect (Events and Engagement Executive)

Hours: Full-time (37.5 hours per week)

Salary: £65,622.38 per annum plus benefits

Based: Based from home, London or Salisbury – travel around the UK as necessary including attendance at staff conferences, 121s and team away days

Role outline and purpose

The Principal Gifts Fundraiser is responsible for securing new six and seven figure gifts from individuals to grow our portfolio of major donors. Responsible for prospecting and cultivating new philanthropic relationships through 121 engagement and through events, developing compelling propositions that drive transformational funding to our strategic programmes of work. This role maximises income generation and philanthropic engagement to deliver against our strategic objectives and ambitious income targets.

This role is part of the Together with Trussell programme, the goal of which is to build stronger connections with our supporters, partners and donors in order to increase funding, campaigning, and other forms of support for our work. As a member of an enabling programme, this role is focused on the successful delivery of the Together with Trussell programme outcomes, which underpin and enable the outcomes of our 5 external programmes – together contributing to the fulfilment of our long term vision of a UK without the need for food banks.

Responsibilities

- Develop and implement strategies to identify, cultivate, and nurture connections with potential donors that secure six and seven-figure gifts in support of Trussell's mission and strategic priorities, maintaining a healthy pipeline and accurate records on Salesforce.
- Work closely with Trussell's senior leadership team and trustees to build engagement with high value donors and create compelling propositions.
- Oversee the development of an events calendar and stewardship communications that provide opportunities to connect, cultivate and steward high value partners and donors.
- Collaborate with colleagues across fundraising to maximise opportunities across income streams.

Person specifications

Technical skills and minimum knowledge

- Experience of developing successful philanthropic relationships, securing six and seven figure gifts
- A genuine curiosity and passion for building partnerships, with the ability to establish credibility quickly with a range of stakeholders
- Excellent written and verbal communication skills and ability to analyse data and budgets
- A confident decision maker, able to manage multiple projects and relationships, communicating priorities, influence, and identify and resolve conflict

Behaviours and competencies

- Exemplify Trussell values and demonstrate a commitment to inclusive behaviour and leadership
- Entrepreneurial, proactive and results driven; comfortable working in a fast paced, high performing and highly relational organisation
- A confident, skilled communicator, high emotional intelligence and discretion in handling relationships, effective at building rapport, and able to approach challenges with positivity and high energy
- Able to work collaboratively and independently

Key stakeholders

- Head of Programme Funding and team
- Potential Partners and Funders
- Programme Teams
- SLG

Committed to being a
menopause friendly
employer



PROUD
to display
the **BADGE**



If you have questions about this position, please call
01722 580 180 or email recruitment@trussell.org.uk.

trussell.org.uk/jobs

Trussell is the operating name of The Trussell Trust a registered charity in England & Wales (1110522) and Scotland (SC044246).
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