

# Kenya Children Centres



## Job Description - Fundraiser

### Purpose

The main aim of the Fundraiser is to raise awareness of Kenya Children Centres and expand the network of supporters, friends and fundraisers.

The objectives are to:

- a) secure regular donors and sponsors for each new child to enable more children to be provided with a home at the Kenya Children Centres. The current plan is to increase places by two thirds, increasing the existing 40 places to 120.
- b) raise capital funds for equipping the Clinic and expanding the Centre in line with this growth.

3-4 days per month, working mainly from home, plus half a day each month face to face with the Chief Fundraiser and/or other key members of the Kenya Children Centres.

### Activities

- o Building relationships with sponsors and donors by regular communication, marketing and publicity such as newsletters and special events
- o Drafting, creating and maintaining marketing materials, editing newsletters, writing mailing letters, and generating content for our website and the wider web, in conjunction with a volunteer journalist.
- o Expanding and maintaining the contact database
- o Communicating with the Project Director in Kenya to collect news stories and progress reports for sponsors.
- o Coordinate communication between children and their sponsors.
- o Researching new potential private and commercial donors.
- o Helping to prepare grant applications to agreed trusts and organisations
- o Organising fund raising events and campaigns.
- o Arranging talks to groups, clubs and association.
- o Initiating and coordinating relations with the media - working with our PR consultant.
- o Identifying processes and methods to streamline the fundraising and awareness in relation to publicising and marketing of fundraising.
- o Encouraging and coordinating the fund raising activities of other UK based volunteers.
- o Assisting new Fundraisers in their induction into the charity.

### Person Specification

- An energetic person to help the trustees spearhead fund raising campaigns.
- Sales, marketing and/or communications background. *This would be a great advantage but not essential if other appropriate skills and experience can be demonstrated.*
- Excellent communication and inter personal skills.
- Ability to write publicity material, letters and related communications.
- IT literate in Microsoft office with www knowledge.
- Passion for the care of our children.