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FOR THOSE TOUCHED BY BREAST CANCER

Challenges & Community Fundraising Manager

Organisation: Future Dreams Breast Cancer Charity
Department: Fundraising & Marketing
Reports to: Senior Philanthropy Manager
Location: London, with flexibility for hybrid working
Salary: £35-42k dependent on experience
Contract: Full-time, 5 days per week, with the possibility of a 4-day week (0.8 FTE) for the right candidate.

About Future Dreams

Future Dreams is a breast cancer charity dedicated to ensuring that nobody faces breast cancer alone or without hope.

Future Dreams provides practical and emotional support for those diagnosed with breast cancer, promotes breast health education and funds vital secondary breast cancer research. In October 2021 the charity opened Future Dreams House, the only dedicated breast cancer support centre in the England.

As demand for our services continues to grow, so does our ambition. Fundraising plays a vital role in enabling us to reach more people, develop our services and make a lasting difference.

We are looking for an enthusiastic, creative and driven Challenges & Community Fundraising Manager to join our ambitious Fundraising & Marketing team.

About the Role

This is an exciting opportunity for an ambitious and experienced fundraiser to take ownership of our challenges and community fundraising programme, developing and delivering a varied portfolio of activities that inspire supporters, generate income and raise awareness of Future Dreams.

You will be responsible for maximising participation, income and supporter engagement across all treks and challenges. You will lead the growth of our community fundraising programme, identifying new opportunities to engage individuals, community groups and local networks in supporting Future Dreams. We are looking for someone who combines excellent relationship building skills with creativity and a proactive approach to join this wonderful team.

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Key Responsibilities

Treks and Challenge Fundraising

- Lead and develop the charity's portfolio of challenge events, including running, cycling, trekking, walking and other sporting and personal challenges.
- Take responsibility for the planning, delivery, walker recruitment and continued growth of the flagship Future Dreams Walk which aims to take place every other year.
- Identify and develop new opportunities that will attract supporters and generate sustainable income.
- Manage relationships with third party event organisers, suppliers and delivery partners.
- Work with the marketing team to develop effective recruitment and marketing plans to maximise participation and fundraising income.
- Provide an exceptional supporter experience, from initial enquiry and registration through to event completion and stewardship.

Community Fundraising

- Develop and implement a community fundraising strategy to grow income and broaden the charity's supporter base.
- Identify, recruit and inspire supporters to organise their own fundraising activities, events and campaigns.
- Build relationships with existing community supporters while proactively developing new networks and opportunities.
- Create fundraising resources, toolkits, seasonal activities and materials.
- Identify opportunities to convert one-off supporters into long-term fundraisers, advocates and donors.

Supporter Engagement & Stewardship

- Build strong, meaningful relationships and deliver an excellent supporter journeys with challenge participants, community fundraisers and volunteers.
- Work closely with the Marketing & Communications team to develop compelling stories, campaigns and promotional materials.
- Work closely with the Philanthropy and Corporate Managers to ensure challenge event participants have a clear and engaging stewardship journey post-event, maximising opportunities to deepen relationships, increase engagement and develop future fundraising potential.
- Ensure supporter records are accurately maintained within the charity's CRM system.

Income Generation & Strategic Development

- Take ownership of agreed income targets across challenges and community fundraising.

- Develop and deliver annual plans that support the charity's wider fundraising strategy and growth ambitions.
- Monitor performance against targets, budgets and KPIs, providing regular reports and forecasts.
- Identify opportunities for corporate sponsorship and partnerships linked to challenge events and community fundraising.

Person Specification

Essential Experience & Skills

- Proven experience in challenge events, community fundraising or a similar income generating fundraising role.
- A successful track record of delivering fundraising income and meeting financial targets.
- Experience of planning and coordinating events, campaigns or fundraising initiatives.
- Excellent relationship management skills, with the ability to engage, motivate and inspire a wide range of supporters.
- Strong written and verbal communication skills, with a confident and engaging approach.
- Confidence using CRM systems, fundraising platforms and Microsoft Office.
- A willingness to work occasional evenings and weekends to support fundraising events.
- A warm, empathetic and sensitive approach, with the ability to engage confidently and compassionately with people affected by breast cancer, recognising the personal and sometimes emotional nature of their experiences.

Desirable Experience

- Experience of working on large-scale mass participation or flagship fundraising events.
- Experience of developing and growing a community fundraising programme.
- Knowledge of the UK charity sector and fundraising best practice.
- Experience of working with corporate partners and event sponsors.
- Experience of recruiting, managing or supporting volunteers.
- Knowledge of fundraising compliance, Gift Aid and relevant regulatory requirements.

How to Apply

Please send your CV and a covering letter outlining your relevant experience and why you would like to join Future Dreams to rebecca@futuredreams.org.uk. Deadline Monday 30th November.