



Stripey Stork role vacancy: Head of Fundraising

The organisation:

Stripey Stork is a registered charity (1161613) who transform the lives of families in need through the simple act of recycling. We collect new and pre-loved items for babies and children - equipment, clothes, furniture, and toys - and distribute them to families in need across Surrey, Croydon and surrounding areas. The families Stripey Stork help are facing a range of challenges including homelessness, unemployment, low wages/high living costs and domestic violence.

Stripey Stork believe that every child deserves the **same start** and that by sharing the items our families have outgrown we can support a circular economy in a focused and meaningful way.

Our vision is that **every child in Surrey and Croydon** has access to the essential things they need to develop and meet their potential.

Our mission is to **alleviate the impacts of childhood poverty** by providing a practical way for families to help each other with kindness and purpose.

Stripey Stork is one of the largest and most established baby banks in the UK. We currently have a **turnover of £2-2.5 million**. In 2024, we responded to over 11,000 requests from families in Surrey and Croydon, and we aim to scale our operations to support 20,000 requests annually by 2026.

Our **annual fundraising target is set at c.£1m** (cash income) plus additional targets for in-kind donations, preloved donations and donated services. These support the growth and sustainability of our operations, ensuring we can continue to provide essential items and services to families in need across the region.

Who we help:

“Having a safe space for Comfort to sleep means the world to us. She sleeps so well in her warm cot and snuggly pyjamas, with her mobile lullaby sending her to sleep every night. Thank you from the bottom of our hearts, I will never forget the help you have given us.”

Meet Comfort, her family and the team who support them [here](#).

The role:

This role leads all fundraising activities for the charity, including Individual Giving, Community Fundraising, Corporate Partnerships and Trusts & Foundations, with line management responsibility for three fundraisers. The Head of Fundraising will have sole responsibility for Trusts and Foundations fundraising, while also overseeing and supporting the work of the team members in other fundraising streams.

The Trustees are looking for an enthusiastic, confident, proactive and committed Head of Fundraising with excellent leadership and communication skills to build on the impressive growth in fundraising that the charity has achieved over recent years. The ideal candidate will share our belief that every child deserves the same start in life and will play a key role in driving Stripey Stork's fundraising strategy and growth.

As part of the leadership team, the Head of Fundraising will collaborate with the Chief Executive and Head of Service, and will be part of the Operations, HR and Finance Subcommittee.

Areas of Responsibility:**Fundraising Leadership:**

- Lead all fundraising activity for Stripey Stork, setting and delivering a strategy that ensures sustainable income growth.
- Provide line management and leadership to three fundraisers, supporting their professional development and driving performance.
- Develop and implement Stripey Stork's comprehensive Fundraising Strategy in collaboration with the leadership team, ensuring alignment with organisational needs and priorities.
- Support the operational outputs of the charity by ensuring fundraising activity is informed by operational realities and reflects on-the-ground needs, and that the Operations team has visibility of funding terms, conditions and deliverables to support funding reporting.
- Set fundraising targets for the team and track progress towards those goals.
- Report on fundraising progress to the Finance Subcommittee, providing regular updates on income versus targets.
- Develop and execute compelling donor engagement strategies, using storytelling to bring Stripey Stork's impact to life and deepen supporter connections.
- Ensure all fundraising campaigns and donor communications align with Stripey Stork's mission and values, fostering long-term relationships.
- Oversee and refine Stripey Stork's CRM system, ensuring it is used effectively for donor stewardship, relationship tracking, and reporting.

Trusts and Foundations Fundraising (Sole Responsibility):

- Lead and manage all Trusts and Foundations fundraising (annual target c.£550k), including researching opportunities, writing proposals and managing relationships with existing and potential funders.

- Prepare and submit high-quality funding proposals and reports, incorporating real-life stories and impact data to demonstrate the tangible difference donor support makes.
- Ensure compliance with all funding terms and conditions, keeping documentation accurate and up to date.
- Develop and maintain a pipeline of Trusts and Foundations prospects and ensure regular, high-quality prospecting.

Fundraising Operations:

- Build and maintain relationships with major donors, corporates, foundations and individuals.
- Develop strategies to engage and steward donors, ensuring long-term support for Stripey Stork's work.
- Work closely with direct reports and the wider team to secure a steady flow of non-financial (in-kind and pre-loved) donations to support the charity work and objectives.
- Oversee the development and implementation of a supporter journey to foster strong relationships with all donors, keeping a strong focus on 'gratitude'.
- Regularly review and update the donor database to support better management of donor relationships and monitor progress against fundraising targets.
- Collaborate with the Finance Manager to track income versus budget and assist with fundraising income forecasts.

Monitoring, Evaluation and Impact:

- Develop and oversee monthly dashboard data in collaboration with the leadership team.
- Evaluate the effectiveness of fundraising campaigns based on defined outputs and impact on beneficiaries.
- Prepare annual Impact Report to showcase the work of the charity to funders and supporters.
- Contribute to the Annual Report & Accounts by preparing the quantitative impact summary of our work.

Financial Management:

- Collaborate with the Finance Manager to develop and track fundraising budgets, forecasts and financial plans.
- Assist in modelling and reporting to ensure the charity remains on track with its fundraising targets.
- Identify and mitigate any risks to fundraising income, working closely with the Finance Manager to ensure financial sustainability.

General Responsibilities:

- Ensure all fundraising activities comply with relevant regulations including Fundraising Regulator, GDPR and charity law.
- Stay informed about trends in the fundraising sector and incorporate best practices into Stripey Stork's strategy.

- Contribute to strategic planning and budget setting alongside senior leadership.

Required experience:

The ideal candidate will have:

- Proven fundraising experience, with a strong track record of securing income from a mix of Trusts and Foundations (essential), Individual Giving, Community Fundraising, and Corporate Partnerships (desirable).
- Experience leading a fundraising team, including setting targets, monitoring performance and supporting professional development (essential).
- Demonstrable success in Trusts and Foundations fundraising, with experience writing compelling grant applications and managing funder relationships.
- Strong financial acumen, including budget management and forecasting in a fundraising setting.
- Experience implementing or managing a CRM system, ensuring effective donor stewardship and fundraising operations.
- Excellent relationship management skills, with the ability to engage and steward high-value donors, corporate partners and funding bodies.
- Strategic thinking and planning skills, with experience developing and executing a fundraising strategy to meet financial targets.
- A good understanding of fundraising regulations, including GDPR and the Fundraising Regulator's Code of Practice.
- Exceptional written and verbal communication skills, with the ability to craft persuasive funding proposals and impact reports.
- A passion for Stripey Stork's mission, with an understanding of childhood poverty and its impact on families.

Salary and Hours:

We understand that flexibility is important, and we are pleased to offer two contract options for this role. Both options are available at 25 hours per week, allowing the successful candidate to choose the structure that best suits their circumstances:

1. Term-Time Option (42 weeks per year):
 - Work pattern aligned with school term time.
 - Holiday time usually allocated as three weeks over summer, two weeks at Christmas, two weeks at Easter, and one week each for Autumn, Spring, and Summer half-term.
 - Annual statutory holiday entitlement will be payable in addition.
2. Year-Round Option:
 - Standard contract across the full year.
 - 33 days of holiday (inclusive of bank holidays), pro-rated based on contracted hours.

We are happy to discuss these options further to find the best fit for both the candidate and Stripey Stork.

Salary of £38,000 – £42,000 per annum (full-time equivalent, based on a 35-hour week), depending on experience. The actual salary will be calculated pro rata based on the contracted hours and contract type chosen.

The working hours are typically between 9am-4pm Monday to Friday, with some flexibility required to meet the needs of the charity. Occasional evening and weekend work will be necessary for events or meetings with donors/partners.

Role reports to:

Chief Executive.

Line management responsibilities:

Line management of three fundraisers, responsible for Individual Giving (15 hours per week), Community Fundraising (15 hours per week) and Corporate Partnerships (25 hours per week).

Location:

At Stripey Stork, we recognise the benefits of flexible working and support a hybrid approach for this role. While some tasks can be effectively carried out remotely, we believe that regular in-person collaboration is key to fostering a strong team dynamic and staying closely connected to our work.

To ensure alignment with the fundraising team and wider organisation, we require the Head of Fundraising to be in the office a minimum of 2 days per week. These days will provide valuable opportunities for team meetings, brainstorming sessions and direct engagement with the wider Stripey Stork team, volunteers and supporters.

This is a hands-on, visible leadership role at Stripey Stork. The Head of Fundraising will be an active and present member of the leadership team, working on-site to build relationships, inspire support and ensure fundraising is embedded across the organisation. We believe that fundraising is a shared effort, with all staff and volunteers playing a role, and this starts with strong, visible leadership that actively models engagement and support.

Our office is based in Reigate, Surrey (RH2 9EL) and there will be occasional travel across the region to meet stakeholders and attend events. We are happy to discuss the best approach to hybrid working during the recruitment process.

Contract:

Permanent contract with a three-month probationary period.

To apply:

Please submit your CV and a cover letter (maximum two pages) outlining:

- Why you are interested in this role and Stripey Stork.
- Your relevant fundraising experience and key achievements.
- How your skills align with the needs of this role.

Send these to recruitment@stripeystork.org.uk by 12pm on Monday 14th April 2025.

You can read our annual review and impact reports [here](#).

Reports submitted to Charities Commission can be accessed [here](#).

To arrange a tour of our warehouse prior to making an application please email info@stripeystork.org.uk

At Stripey Stork, we are committed to building an inclusive team culture that reflects the diversity of the community we serve. We value different perspectives and experiences and encourage applications from people of all backgrounds, including those who are underrepresented in the charity sector or have lived experience of the challenges facing the families we support.

We want our recruitment process to be as accessible as possible. We will make all reasonable adjustments to support applicants throughout the process, including ensuring that interview questions are shared in advance. If you require any adjustments, please let us know, and we will do our best to accommodate your needs.

This role is funded by a three-year grant from the National Lottery Community Fund.

