

Head of Fundraising

Candidate Pack
March 2026



A message from our CEO

WeSeeHope is at a pivotal stage in its development.

We have a strong track record, a loyal supporter base, and a clear model that delivers measurable impact for vulnerable children across sub-Saharan Africa. We are now focused on scaling income in a disciplined and sustainable way to increase our reach.



This appointment is central to that ambition.

I am looking for a senior relationship focused fundraiser who is comfortable leading high value conversations, building long term partnerships, and taking clear accountability for income growth. You will work closely with me and our Trustees to unlock new networks, convert strong prospects, and build a robust major donor and corporate pipeline.

We are a £1m organisation with significant headroom to grow. This role offers the opportunity to shape our income strategy, strengthen our major donor approach, and materially increase the scale of our impact.

If you are motivated by building meaningful relationships and delivering measurable income growth, I encourage you to apply.

[Steve Muriqi](#)
Chief Executive



We are WeSeeHope

About Us

We are [WeSeeHope](https://www.weseehope.org.uk/), a charity lifting children out of extreme poverty across sub-Saharan Africa. We invest in the potential of every child we work with by breaking barriers to education and opening doors to entrepreneurship. With our backing, vulnerable children and their families are building futures that are free from extreme poverty, for good.

WeSeeHope currently raises approximately £1m annually through a mix of individual, corporate and foundation support. Our next phase of growth will focus on deepening high value, long term relationships with major donors and senior business leaders. We see clear headroom to scale this relational income model over the next three years.

Our Values

Our work is grounded in a clear set of values that guide how we operate internally and externally:

- We act with urgency and courage.
- We champion integrity and accountability.
- We seek innovation and adaptability.
- We are community centred and inclusive.
- We have a growth mindset.
- We value feedback and continuous improvement.
- These values shape our culture, partnerships, and decision making.

Further detail can be found on our website:

<https://www.weseehope.org.uk/about-us/our-values/>

About The Opportunity

We are appointing a senior relationship fundraiser to drive income growth through high net worth individuals, senior business leaders, corporates and foundations. This is a frontline role with direct responsibility for developing and securing five and six figure multi-year funding commitments.

Working closely with the Chief Executive and Trustees, the Head of Fundraising will build and convert a strong major donor pipeline, unlock new networks, and position WeSeeHope as a credible investment partner.

This is a growth mandate with clear accountability for results. We are seeking someone with the gravitas, commercial judgement, and confidence to lead high value conversations and secure significant support. This role will further professionalise and scale our major donor and corporate fundraising approach.

Main Responsibilities

Strategic Income Leadership

- Develop and execute a clear income growth strategy with defined targets, milestones, and measurable outcomes.
- Build and personally manage a portfolio of high value prospects and partners.
- Lead high level cultivation and solicitation activity in partnership with the Chief Executive and Trustees.
- Identify, qualify, and convert new high value prospects across individual, corporate, and foundation channels.
- Ensure disciplined pipeline management and forecasting, contributing to regular reporting to the Board.

Major Donor and Corporate Relationships

- Act as primary relationship lead for a defined portfolio of high net worth individuals and senior business leaders.
- Design and deliver tailored engagement plans that deepen commitment and increase lifetime value.
- Structure strategic partnerships that align donor objectives with organisational priorities.
- Confidently lead funding conversations, including direct financial asks.

Events and Networks

- Provide strategic oversight of key income generating events, ensuring they are leveraged effectively to cultivate and secure high value support.
- Work with Trustees/Board and senior volunteers in the UK and USA to unlock access to new networks and opportunities.
- Support Trustees to act as effective ambassadors and introducers

Team and Organisational Leadership

- Lead and develop a focused, high performing fundraising team with clear objectives and accountability.
- Contribute actively to the senior management team, ensuring fundraising is embedded within wider organisational strategy and decision making.
- Champion a culture of measurable performance, professionalism, and relationship stewardship across the organisation.



Person Specification

Experience

- Proven track record of securing significant partnerships or funding commitments, typically in the five or six figure range, with senior decision makers.
- Experience building and converting a strong major donor pipeline, including multi-year commitments.
- Demonstrated ability to lead high value partnership or funding conversations and personally secure significant commitments.
- Experience working closely with CEOs, founders, and Trustees to unlock networks and secure support or investment.
- Experience setting and delivering against ambitious income growth targets.

Skills and Capability

- Gravitas and confidence to operate credibly with senior decision makers in private and corporate settings.
- Strong commercial judgement with the ability to assess opportunities on a clear return on investment basis.
- Excellent strategic thinking and disciplined execution.
- Skilled negotiator, comfortable structuring complex funding relationships.
- High emotional intelligence and strong relationship management capability.
- Clear, persuasive communicator able to position WeSeeHope as a compelling investment proposition.

Personal Qualities

- A natural relationship builder, able to establish trust quickly and sustain long term partnerships with high value supporters.
- Comfortable with accountability and transparent performance measurement.
- Self-aware, pragmatic, and calm under pressure.
- Demonstrates alignment with the values of WeSeeHope and a commitment to collaborative, high-performance working.



Success in the first 12 months

By the end of year one, the Head of Fundraising will have:

- Built and qualified a clearly segmented major donor pipeline of 25 to 40 high capacity prospects, with defined engagement plans and projected value.
- Secured multiple new five figure commitments and, where strong prospects exist, at least one new six figure commitment.
- Delivered measurable growth in major donor and corporate income against agreed annual targets.
- Established and implemented a structured major donor strategy with clear segmentation and stewardship plans.
- Activated Trustees in income generation, resulting in new qualified introductions and live cultivation opportunities.
- Implemented robust forecasting and performance reporting systems providing reliable income visibility to the Board.

Salary and Package

Salary: £60,000 - £65,000 per annum, depending on experience.

WeSeeHope is currently a £1m organisation with clear ambition to grow income and impact over the coming years. This role offers significant strategic responsibility, direct access to the Chief Executive and Trustees, and the opportunity to shape and lead income growth at organisational level.

For the right candidate, this is an opportunity to step into a senior leadership position with genuine influence, autonomy, and accountability for results.

Benefits include:

- 25 days annual leave plus public holidays
- Enhanced family leave provision
- Royal London pension scheme
- Life insurance
- Flexible and hybrid working
- Occasional international travel

How To Apply

To apply, we welcome a CV and a 1-2 page covering letter detailing your interest in the role. Please send this to Recruitment@WeSeeHope.org.uk

Accessibility is incredibly important to us here at WeSeeHope. If you would like any accessibility amendments or support throughout the application and interview stage, please don't hesitate to let us know.