



## **Job Information Pack**

### **Corporate & Philanthropy Fundraiser September 2025**

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**Welcome from Raj Athwal – Chief Executive  
The Mulberry Centre**

Dear Candidate,

We are very pleased you are interested in applying for the position of Corporate & Philanthropy Fundraiser for The Mulberry Centre. I hope you will find the information in this Candidate Pack useful and more generally, the content of our website: <https://www.themulberrycentre.co.uk/>

This is an exciting time and opportunity for someone with a background in the charity sector. This role offers a chance to make a real impact within our team, especially as we prepare for a series of high-profile fundraising and awareness initiatives for our 25th birthday in 2026. Alongside celebrating this milestone, we're eager to support the launch of the new Ambulatory Diagnostic Centre at West Middlesex University Hospital. This development opens up new opportunities for collaboration with our local NHS provider, driving us towards more integrated services and preparing us for the increased patient volume we expect in the coming years.

The Mulberry Centre is an award-winning cancer information and support charity, based on the grounds of West Middlesex University Hospital in Isleworth, West London. Since 2001, we have provided services to more than 18,000 people, and we're committed to expanding our reach. With an annual income now exceeding £750,000 and having doubled over the past five years, we're on track for continued growth and diversification, aiming to extend our impact in the community.

Working closely with the Head of Fundraising and Engagement, you will play a key role in implementing fundraising plans that focus on researching, building relationships, and providing exceptional stewardship to corporate partners and major donors. This position will actively contribute to the development of broader fundraising strategies to support the organisation's growth. In addition, the role is responsible for the creation and growth of a legacy giving programme. This will involve working with solicitors, accountants, financial advisors, and other professionals to identify potential legators. You will engage in research, build relationships, and host targeted events to cultivate support for legacy giving. Furthermore, you will collaborate with the Head of Fundraising and Engagement and the Marketing and Communications Lead to develop strategies for marketing legacies and expanding this critical area of support.

The ideal candidate will be a skilled multi-tasker with strong project management and interpersonal abilities, capable of meeting tight deadlines and managing important partnerships effectively.

If you are interested in the work of The Mulberry Centre and have the relevant experience to perform this vital role, we would very much like to hear from you. Please contact me via email: [raj.athwal@themulberrycentre.co.uk](mailto:raj.athwal@themulberrycentre.co.uk) if you have any queries.

Raj Athwal  
Chief Executive

## 2) About The Mulberry Centre

The Mulberry Centre is an award-winning cancer information and support centre and an independent charity (No. 1108999), based on the grounds of the West Middlesex University Hospital in Isleworth, West London. Our core mission is to provide support and information for people affected by cancer who live in west and southwest London, offering practical ways of enhancing physical, psychological, and emotional well-being.



We are the only cancer information and support centre in the local area delivering services to all people affected by a diagnosis: to the patient, friends and family, carers and those bereaved by cancer. Although most of the people who use our services come from the London Boroughs of Hounslow, Richmond, and Ealing, we are open to all, regardless of postcode or hospital of diagnosis. All the services are provided free of charge and currently include:

- **One-to-One Support:** Emotional Support, Counselling, Legal Information, Welfare and Benefits, Befriending Service, Wellbeing Calls, End-of-Life Support.
- **Support Groups:** Patients, Carers, Bereaved, Dying Matters.
- **Complementary Therapies:** Massage, Reflexology, Aromatherapy, Reiki, Emotional Freedom Technique (EFT), Shiatsu, Acupuncture.
- **Wellbeing Classes:** Relaxation and Breathwork, Yoga, Tai Chi, Yoga Chair Dance, Pilates, seated Yoga, Gaining Strength and Balance, Men's Yoga.
- **Social and Creative:** Art Class, Creative Writing, Mandala, Book Club, Walking Group, Table Tennis, Coffee Mornings, Discussion Groups, Death Cafe.
- **Workshops:** Cancer Nutrition, Managing Stress, Emotional Freedom Technique, Sleep Management, Headscarf Tying, How to Deal with Emotions After Your Cancer Treatment Finishes, How People Grieve, Hot Flushes, Body Image & Impact on Sex Life, Bra Fitting Surgery, Look Good Feel Better (Men and Women), Men's Group.
- **Information talks** on how to reduce cancer risk, identify signs and symptoms of cancer, the importance of early screening, and cancer support services available.
- **Peaceful space** to relax and meet others in our welcome area, or weather permitting, our award-winning garden.

Services are accessible face-to-face, as well as online, and we are also looking to deliver more services in the local community.

We hold the Macmillan Quality Environmental Mark Award for excellent facilities. In 2021, we were honoured with The Queen's Award for Voluntary Service, as well as the Hounslow Business Award for Best Charity.

Most of our patient referrals come from the West Middlesex University Hospital, although people affected by cancer can self-refer direct to The Mulberry Centre. To learn more about The Mulberry Centre, please visit [www.themulberrycentre.co.uk](http://www.themulberrycentre.co.uk)

### 3) Corporate & Philanthropy Fundraiser

Reports to the Head of Fundraising and Engagement

**Overall Purpose of role:** Working closely with the Head of Fundraising and Engagement, this role is responsible for implementing fundraising plans with a particular focus on researching, building relationships, and providing excellent stewardship to current corporate partners and major donors. The role will contribute to the overall development of fundraising strategies. In addition, you will be responsible for developing a legacy giving programme. This will involve liaising with solicitors, accountants, financial advisors, and other professionals to identify potential legators through research, relationship building, and hosting legator-focused events. You will collaborate with the Head of Fundraising and Engagement and the Marketing and Communications Lead to create a strategy to market legacies and grow this important area of support.

#### **Responsibilities:**

- Develop a pipeline of potential corporate partners, High Net-Worth Individuals (HNWI), and legators through prospect research and a tailored strategy to engage and develop these supporters.
- Account manage a portfolio of corporate supporters and HNWI, providing exceptional stewardship, and collaborate with the Head of Fundraising and Engagement to grow income from these audiences.
- Arrange meetings, visits, and engagement opportunities with both new and existing supporters, promoting fundraising through partnerships, mass participation events, challenge events, third-party events, and gift-in-kind contributions.
- Develop and implement individual cultivation and stewardship plans for HNWI and corporate supporters to ensure repeat support, including organising fundraising and stewardship events.
- Maintain accurate records of gifts, restrictions, and supporter data across spreadsheets, electronic files, and databases, ensuring compliance with data protection and Gift Aid legislation.
- Lead and manage multi-channel legacy campaigns to recruit new legacy supporters and increase the number of legacies notified, including organising cultivation events and collaborating with fundraising team members.
- Work with the Community and Individual Giving Fundraiser and Marketing and Communications Lead to promote legacies, establish a comprehensive legacy donor journey, and develop campaigns to promote the free Will Writing Service.
- Provide information and guidance to potential legacy donors and deliver talks to audiences that fit a legacy donor profile.
- Monitor and analyse campaign results, producing regular reports and making recommendations to improve future activities.
- Collaborate with internal staff and external agencies to develop and deliver new campaigns and fundraising products.
- Develop activity plans, schedules, and briefs outlining the audience, purpose, and timeline for all fundraising activities.
- Provide task-based supervision to volunteers in roles related to thanking, database administration, and other fundraising activities.

- Ensure the Head Finance and Operations is briefed and involved in all processes, including fundraising copy, response mechanisms, and fund designation.
- Keep staff and volunteers informed about fundraising activities and equip them to confidently promote legacies.

**Other Duties:**

- Take responsibility for ongoing personal learning regarding sector trends and best practices, ensuring familiarity with relevant legislation, direct marketing codes of practice, and sector guidelines.
- Report to and work closely with the Head of Fundraising and Engagement to keep them up-to-date on fundraising progress.
- Attend and participate in team and committee meetings when needed.
- Deputise for the Head of Fundraising and Engagement as required.

**Person specification**

**Skills and qualifications**

- Ability to build and sustain strong relationships with corporate partners, major donors, and other stakeholders.
- Skilled in prospect research and developing tailored engagement strategies to build a robust pipeline of donors and legators.
- Experience in organising fundraising events, donor cultivation activities, and legacy-focused events.
- Exceptional verbal and written communication skills, with the ability to effectively convey complex ideas to a wide range of audiences.
- Strong skills in managing and evaluating multi-channel campaigns, with a focus on achieving measurable outcomes.
- Ability to maintain accurate records and analyse fundraising performance to refine and improve future activities.
- Experience working in a collaborative environment with cross-functional teams, including marketing, communications, and finance.
- Strong organisational and time-management skills, with the ability to manage multiple projects simultaneously and meet deadlines.
- Understanding of fundraising within a small charity
- Line management experience of volunteers (desirable)
- Educated to degree level (or equivalent experience) in a relevant field such as fundraising, business, marketing, or communications.
- Professional fundraising qualification (e.g., from the Institute of Fundraising) or relevant sector-specific training is desirable.

**Experience**

- Proven experience of working in corporate fundraising or a commercial business development role, major donor management desirable, or philanthropy fundraising within a charitable or non-profit organisation.
- Experience of reaching and exceeding KPI's

- Demonstrable experience in developing and managing relationships with high net-worth individuals (HNWI) and corporate partners, with a track record of meeting or exceeding fundraising targets.
- Strong experience in legacy giving, including developing and managing legacy campaigns, working with solicitors, accountants and financial advisors, and organising cultivation events.
- Experience using CRM databases (e.g., Beacon or similar) to track and manage supporter data and fundraising activity.
- Previous experience in writing fundraising proposals, donor communications, and reports.
- Familiarity with relevant legislation, including data protection, Gift Aid, The Fundraising Regulator's Code of Conduct and the Charity Commission's guidelines.
- Familiarity with digital marketing and online fundraising platforms (desirable).
- Working or volunteering for a small charity.

#### **Personal attributes**

- Committed to the aims and values of The Mulberry Centre: we expect all staff to uphold and reflect the ethos of the Centre in all its work
- Tenacious, driven and self-motivated approach with a can-do attitude and an eye for detail.
- Hardworking: as a small charity, our success depends on the hard work of everyone
- Creative and resourceful: in a tough economic climate, we need to find new ways of raising money and generating income
- Practical: as part of a small team, you will need to be ready to be 'hands on' with fundraising and communications
- Reliable: this is a critical post with responsibility for delivering income and raised profile and support; the post holder will also be expected to deputise for the Head of Fundraising and Engagement as required
- Approachable: an open, friendly approach is critical to the team spirit
- Flexible: the post holder will need to be willing to travel locally and work outside normal working hours on occasion.

## **4) Working hours, salary, and benefits**

### **Working hours and flexibility**

This role is offered on a full-time basis (37.5 hours per week), we are also open to considering applications for part-time hours (minimum 30 hours per week). We support flexible working patterns and offer a hybrid model, with a balance of time worked from the office and from home.

### **Salary**

£30,000 - £32,000 per annum depending on experience.

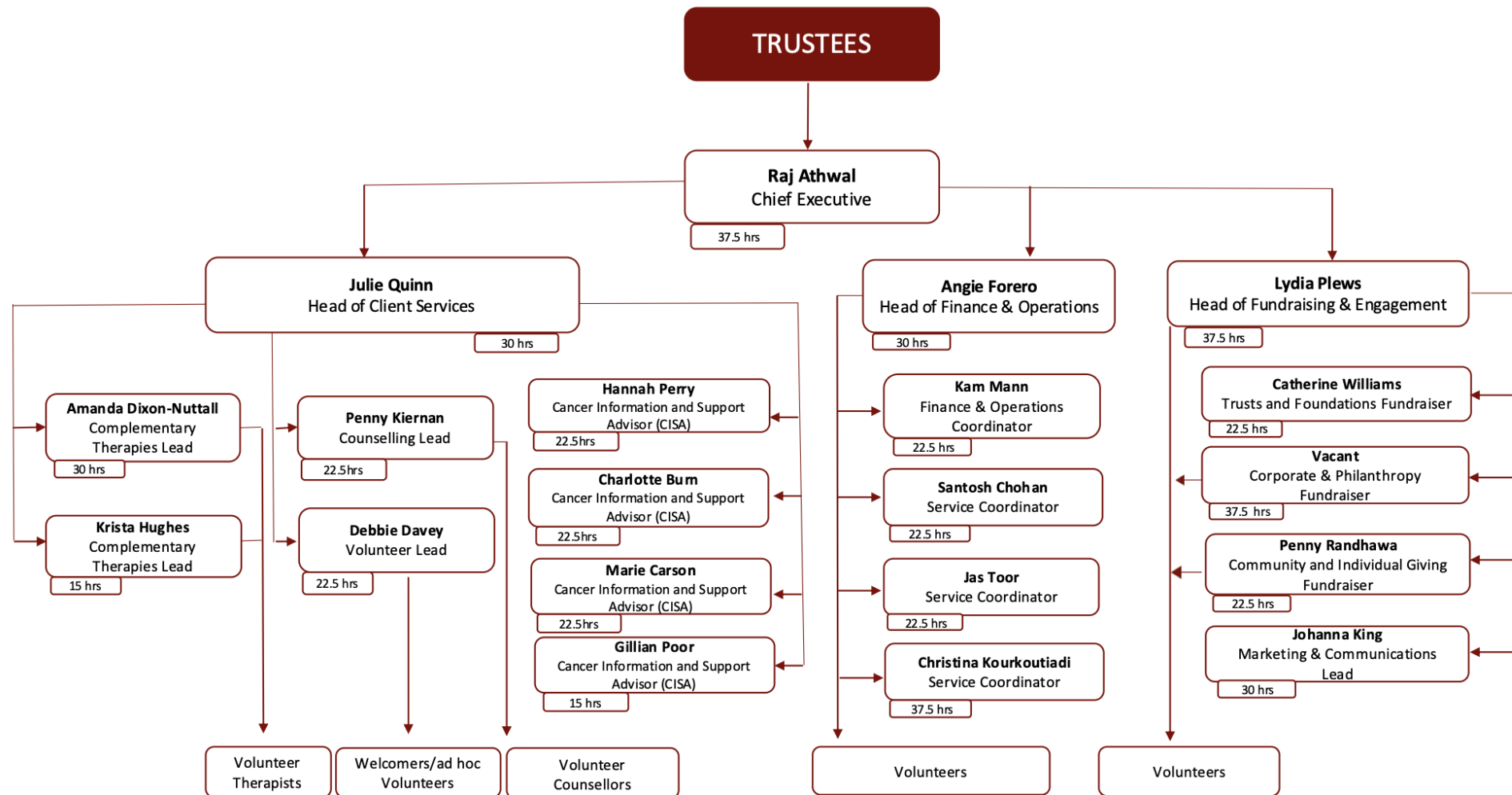
### **Annual leave**

Holiday entitlement is 25 days per year excluding public and statutory holidays. Up to three additional days' leave are given for the period between Christmas and New Year when the Centre is closed.

### **Pension**

6% pension contribution (either into a personal plan or through NEST).

## 5) Organisation Chart



## 6) Timetable and how to apply

Thursday 25 <sup>th</sup> September 2025	Applications open
Wednesday 22 <sup>nd</sup> October 2025 - 12pm	Final deadline
TBC – Week commencing 27 <sup>th</sup> October	Interview day

We suggest applications are submitted as soon as possible but **no later than 12.00pm on Wednesday 22<sup>nd</sup> October 2025**. Please note that we reserve the right to close the advert in the event that we appoint to this position before the closing date.

### How to apply

To apply, please email the following documents to [raj.athwal@themulberrycentre.co.uk](mailto:raj.athwal@themulberrycentre.co.uk) quoting CPF2025 **no later than 12.00pm on Wednesday 22<sup>nd</sup> October 2025**.

1. A comprehensive CV
2. A covering letter containing:
  - a. Supporting statement showing evidence of how you meet the personal specification of the role
  - b. Your current remuneration details and notice period
  - c. The name, job title, organisation, email address and mobile number of two professional referees. (Please note referees will not be approached without your prior permission.)

Please ensure that you include your mobile phone number and email address in your application. Please contact Raj Athwal (email address above) if you have any queries or if you would like to have an informal conversation about the role.

**Thank you for your interest in this position.**