

# Philanthropy Lead

## Ronald McDonald House Charities UK



Ronald McDonald  
House Charities™  
United Kingdom

Keeping families close™



## Candidate Pack

### Contents

- Information about the role
- Summary of benefits
- How to apply
- Our Stories

# Information about the role

**Job Title:** Philanthropy Lead

**Salary:** £47,500 per annum

**Reports to:** Head of Fundraising

**Location:** Hybrid working, working two days a week from Ronald McDonald House Alder Hey

**Contract:** Two-year fixed-term contract, up to full time, 21-35 hours a week

## Job Purpose:

We are looking for an experienced major donor specialist to join the Charity during an exciting time of growth. We have a major capital appeal underway for a significant redevelopment of our oldest and largest Ronald McDonald House at Alder Hey Children's Hospital. We are looking for a strong relational fundraiser to drive engagement with high-net-worth individuals with the ability to secure transformational six and seven figure gifts. This will be the Charity's first dedicated major giving role and we are seeking someone who has helped with the creation of an Appeal Board and who is confident in engaging at CEO and Board level.

## Key responsibilities:

### Develop and Implement a Major Donor Strategy

- Design and execute a strategy to identify, cultivate, solicit, and steward major donors capable of contributing significant gifts
- Set measurable income targets aligned with the Charity's capital appeal goals
- Establish robust processes and systems for managing donor relationships

### Appeal Board Development

- Work with Senior Leadership to identify, recruit, and engage influential and well-connected individuals to form the Appeal Board.
- Provide strategic guidance and support to the Appeal Board, ensuring members are equipped to leverage their networks and secure major gifts
- Assist with Appeal Board meetings, providing regular updates on progress and fundraising opportunities

### Donor Identification and Cultivation

- Research and identify prospective high-net-worth individuals with the capacity to support the appeal
- Develop tailored engagement plans for each prospect, ensuring a personalised and professional approach to relationship building
- Organise and attend donor meetings, events, and site visits to inspire and engage potential supporters

### Solicitation and Stewardship

- Lead on crafting compelling cases for support, proposals, and presentations to secure major gifts
- Personally solicit significant donations, working closely with Senior Leadership and Appeal Board members
- Build and maintain long-term relationships with major donors, ensuring exemplary stewardship and reporting to demonstrate the impact of their gifts



# Information about the role

## Key responsibilities:

### Collaboration and Reporting

- Work closely with internal teams including Communications, Finance, and Project Management, to ensure alignment and successful delivery of the appeal
- Provide regular updates and reports to Senior Leadership on progress, challenges, and successes
- Maintain accurate records of donor interactions and progress using the Charity's CRM system

## Knowledge and Experience

- Proven track record of securing six-figure donations from high-net-worth individuals
- Experience setting up or working with high-performing Appeal Boards or similar committees
- Exceptional interpersonal and relationship management skills, with the ability to engage and inspire a wide range of stakeholders
- Strong strategic thinking and planning skills, with the ability to prioritise and deliver results under pressure
- Excellent written and verbal communication skills, with experience crafting persuasive cases for support
- Familiarity with donor research tools, CRM systems, and fundraising best practices

**This role will require travel within the UK, particularly to Ronald McDonald House Alder Hey.**

## Our Values

- We celebrate the diversity of our people and our programmes
- We focus on the critical needs of children and their families
- We value our heritage
- We operate with accountability and transparency

## Our Diversity Statement

We aim to cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences should be celebrated as this enables us to be a better team - one that makes better decisions, drives innovation, and delivers better results.

## Equal Opportunities Employer:

The Charity is an equal opportunities employer and welcomes applications from all suitably qualified individuals regardless of race, ethnicity, religion, sex, gender identity, sexual orientation, disability, or age.



# Summary of benefits

We are able to offer the successful applicant a highly competitive salary and benefits package



## Pay

£47,500 per annum



## Charity Sick Pay

20 days' Charity sick pay per tax year, pro-rata for part-time



## Private Healthcare and Employee Assistance Programme

We give all staff, their spouse or civil partner and any dependant children up to the age of 25 free membership of a private medical care scheme. You can also access a free Employee Assistance Programme and Doctor@Hand service.



## Pension Scheme and Enhanced Life Assurance

The Charity offers a Stakeholder Pension Plan to all salaried employees. This pension includes a minimum of cover of 1x annual salary life assurance. You will have the option to upgrade your life assurance to 4x annual salary.



## Holiday and Sabbatical Leave

28 days' annual leave entitlement (including bank holidays) per annum (pro-rata for part-time), rising to 30 days (including bank holidays) after 3 years' service. You will be entitled to an eight-week paid sabbatical for every 10 years' continuous service.



## Training and Development

You can request time to train or to undertake accredited programmes leading to qualifications, or, for unaccredited training, request assistance to help you develop your skills related to your job.



## Enhanced Family Friendly Leave

After one year's continuous service, you will be entitled to enhanced maternity, paternity and adoption leave.



## Recognition

To celebrate major service anniversaries, we give all staff vouchers which you can redeem at a number of High Street and online retailers. The value of the vouchers increase each five years. Our employee of the quarter scheme recognises five employees each quarter with a £50 voucher.



## Employee Discount Scheme

You will have access to a discount scheme through Rewards Gateway; this includes discounts from a wide variety of High Street and online retailers.

# How to apply

## Closing date:

Sunday 2 March 2025

All applications must be submitted before midnight on this date to be considered.

## Please enclose:

- A full CV
- A cover letter

## Applications should be sent to:

RMHC Recruitment Team via:  
[rmhc.recruitment@uk.mcd.com](mailto:rmhc.recruitment@uk.mcd.com)

If you would like to talk about the role before applying, please email: [rmhc.recruitment@uk.mcd.com](mailto:rmhc.recruitment@uk.mcd.com).

All applications will be considered and then informed following the closing date if they have been shortlisted for a first-stage interview.



# Our stories

## Unexpected complications: Lilly's story

When 10-year-old Lilly was just five, an accident at a trampoline park caused her to break her leg and left her needing surgeries, including the insertion of a metal plate. On 10 May 2021, Lilly went into Noah's Ark Children's Hospital in Cardiff, for what should have been a routine procedure to have the plate removed. However, whilst she was being anaesthetised, unexpected complications arose as Lilly's airways closed, leaving her in a critical condition and in intensive care for several days.

Thankfully, after moving from intensive care to Owl Ward, where she spent another two weeks, Lilly finally got to go home. Lilly and her mum Amy are now hoping to fundraise thousands of pounds for Ronald McDonald House Charities UK, after Amy was accommodated at the Cardiff House during Lilly's unexpected hospital stay.



## Fearing the worst: Sienna's story

When Marie's waters broke at 24 weeks pregnant with her second child, she was fearing the worst. Doctors said Marie's baby girl would have a 50/50 chance of survival. Two days later, Marie, from Eastbourne in East Sussex, gave birth to tiny baby Sienna at Brighton University Hospital. She weighed just 1lb 7oz. Sienna stayed in hospital for 96 days, during which time her family was accommodated at the Ronald McDonald House Brighton.

## We call ourselves 'operation buddies': Noah's story

Noah, from Reading in Berkshire, was just four weeks old when he was diagnosed with congenital nephrotic syndrome, a condition causing the kidneys to leak large amounts of protein into the urine. The first child of his parents Jessie and Thomas, Noah spent the first six months of his life in hospital, during which time Ronald McDonald House Southampton provided free 'home from home' accommodation for his family.

In November 2021 baby Remy arrived, making Noah a proud big brother and just three months later, after several years of infusions and dialysis, Noah finally received a kidney transplant. Dad Thomas was his donor and they became 'operation buddies'. Noah is now back at nursery and looking forward to starting school in September.

