

# INTERNATIONAL TREE FOUNDATION

## Head of Fundraising

### Application Pack

August 2019



International Tree Foundation

## Welcome

Thank you for expressing an interest in applying for the role of Head of Fundraising with International Tree Foundation (ITF) based at our offices in Oxford, England.

ITF is at an exciting period of development, with our new 5 year Growing Together Strategy aiming to significantly increase our activity, impact and visibility. The successful candidate will play the lead role in driving our fundraising and income growth plans to make this happen.

ITF is a pioneering environmental organisation originally founded in Kenya in 1922 as Watu Wa Miti (People of the Trees) by Dr Richard Baker and Chief Josiah Njonjo. Richard Baker was generations ahead of his time in terms of recognising the importance of trees and forests in sustaining life on Earth. We are a membership organisation and currently have around 600 members, with 1,800 subscribers to our e-newsletter and annual Trees journal. Last year, we supported the planting of nearly half a million trees in Africa and the UK and increased the incomes of 6,891 people.

As a foundation, we currently run three grant making programmes supporting community-based groups in the UK and Africa. We run innovative educational work in the UK through our [Tree Power](#) schools programme and the new Wellbeing in the Woods programme. In 2016, we launched our biggest ever campaign '[20 Million Trees for Kenya's Forests](#)'. The campaign aims to plant 20 million trees in Kenya's highland forests, improve the livelihoods of 50,000 households and engage primary school children in tree planting. And in 2018 we launched the 15 year [Mount Bamboutos Initiative](#) in Cameroon to restore 35,000 hectares of degraded land and plant 15 million trees.

You will find the following information in this Application Pack:

- The advertisement
- Background information about International Tree Foundation
- Head of Fundraising - Job Description and Person Specification
- Terms and conditions

For further information about ITF, please visit: [www.internationaltreefoundation.org](http://www.internationaltreefoundation.org)

If you would like to apply for the Head of Fundraising position, please send the following:

- Your CV (max 3 pages)
- A covering letter (max 2 pages) explaining why you believe your skills and experience make you suitable for the position and specifically how you meet each of the requirements in the person specification.

Please submit your completed application to [jobs@internationaltreefoundation.org](mailto:jobs@internationaltreefoundation.org) to arrive no later than **9am on Monday 2<sup>nd</sup> September 2019**.

We will hold interviews for shortlisted candidates on **Friday 13<sup>th</sup> September** in Oxford.

We look forward to hearing from you and reading your application.

Yours



Andy Egan, Chief Executive

**Advertisement**



**HEAD OF FUNDRAISING**

**£35,363 - £41,973**

**Are you a successful leader and fundraiser?**

**Do you have a track record of delivering ambitious growth strategies?**

**Do you have a passion for environmental issues and an appreciation of the importance of trees in sustaining life and human well-being?**

***If your answer is 'Yes' to all these questions then this could be the role for you.***

International Tree Foundation (ITF) is a charitable company that runs tree planting and education programmes in the UK and Africa. ITF supports community-led initiatives that protect, plant and promote trees and forests in order to preserve biodiversity and habitats, reverse deforestation, improve livelihoods and tackle climate change.

This is an exciting time for a creative and dynamic senior fundraiser to spearhead the achievement of the income diversification and growth targets in our new five year Growing Together strategy.

This is a new post in the organisation and the Head of Fundraising will be responsible for shaping our fundraising strategy and generating new income streams. Key duties include:

- Developing and delivering the fundraising strategy
- Leading the fundraising and marketing team
- Grant income
- Corporate partnerships
- Individual giving
- Donor and supporter relationship management

This is a full time position for 35 hours per week based at our offices in Oxford. The starting salary offered is £35,363 - £41,973 per annum depending on experience.

Please see the application pack or go to <https://internationaltreefoundation.org/jobs/> for details of how to apply.

**The deadline for applications is 9am on Monday 2<sup>nd</sup> September 2019.**

**Interviews are expected to be held in our offices in Oxford on Friday 13<sup>th</sup> September.**

## Background Information

International Tree Foundation (ITF) has a remarkable history dating all the way back to 1922 when what would become a global tree planting movement began in Kenya with Watu wa Miti (People of the Trees). Formally established in the UK in 1924, ITF instigated the concept and practice of community (or social) forestry. This model spread around the world and has inspired communities to plant an estimated 26 billion trees.

ITF's founder, Richard St. Barbe Baker, has been described as the world's first global environmentalist. Baker wrote more than 30 books and spent most of his life travelling the world to promote forest protection and tree planting. Baker appreciated that trees were not only important for purifying the air that we breathe, ensuring freshwater and maintaining biodiversity, but also in regulating the climate (long before science validated his conviction). Baker also understood the vital role of trees in maintaining soil health and preventing erosion, degradation and desertification; all of which are also essential in enabling trees to provide the nutritious food and natural medicines to enable human health and well-being.



ITF's holistic approach is reflected in our instigation of the first Earth Charter in 1948 and in helping to establish the organic agriculture movement.

Our paramount strength is our community led approach to forest protection and restoration and agroforestry.

ITF is a registered charity and a company limited by guarantee. ITF's mission is to **work with local communities in Africa and the UK to increase awareness of the value of trees and forest habitats rich in biodiversity that improve livelihoods and well-being:**

- Improving rural livelihoods, food security, nutrition and health through the cultivation of traditional tree foods and medicines.
- Encouraging agroecology and agroforestry practices to conserve biodiversity, generate income, create jobs and business opportunities.
- Supporting socially and environmentally appropriate local governance and community by-laws.
- Advocating for regional and global policies that recognise the role of trees in environmental conservation, landscape restoration and maintenance of ecological functions, promote social equality and justice and alleviate poverty.

We have four key **strategic objectives:**

- ENVIRONMENT - increase global tree cover, promote reforestation and appropriate tree cultivation
- EDUCATION - foster an understanding of the amenity, ecological and economic value of trees
- LIVELIHOODS - enable communities to develop (restore) sustainable and productive landscapes by tree cultivation
- CAPACITY BUILDING - build capacity in community organisations to advocate and implement community-based forestry and agroforestry

All of our work is guided and informed by distinctive **values**:

- **Integrity** - Uphold ethical relationships between people, the natural world and wildlife.
- **Respect for all** - Respectful, equitable, sustainable relationships and partnerships with the organisations and communities we work with.
- **Fair and equitable treatment** - Addressing issues of social injustice, gender inequality, exploitation and marginalisation. Complying with international guidance on child labour, and ensuring animal welfare.
- **Rights of local communities** - to make their own decisions Implement community forestry projects in partnership with local communities, civil society, and international agencies based upon self-defined local needs and aspirations.
- **Consultation and participation** - A participatory grass-roots approach led by local communities for self-determination, self-help and empowerment.
- **Accessibility** - Ensure that grants and projects are accessible to all and in particular to vulnerable and marginalised groups and communities.
- **Listening, sharing and learning** - Listening to and learning from our partners and creating opportunities for our partners to share their knowledge experiences.
- **Partnership and collaboration** - Building long-term relationships with trusted partners and increasing collaboration with other like-minded organisations and funders.
- **Professionalism and competence** - Ensuring that organisations and projects we support are reliable and sound, with open and transparent application and selection processes, with effective due diligence.
- **Transparency and accountability** - Being open about our funding sources, grant assessment criteria and award processes and decisions and providing easy-to-use monitoring and evaluation tools.



Some key elements of our **approach** are:

- **A holistic community-centered sustainable development model.** With nearly 100 years of experience working with communities around the world, we have developed a community-centered approach that builds on local knowledge to increase

environmental sustainability and enhance wellbeing. Our holistic approach is rooted in four key elements: education, environment, livelihoods, and capacity-building.

- **Appreciating the intrinsic value of trees.** We encourage people's appreciation of the value of trees, forests and woodlands as a source of tranquillity, peace and happiness.
- **Appreciating the environmental value of trees.** We recognise the immense environmental benefits of trees in providing oxygen, climate regulation, conserving water, enriching soil and conserving wildlife.
- **Appreciating the livelihood value of trees.** We support communities to adopt agroforestry to restore and rehabilitate degraded landscapes, provide essential food, medicines, tools, shelter and improve livelihoods.
- **Environmental and social justice.** We support communities to voice their concerns about the economic and environmental effects of the unsustainable demand for forest resources, and the misuse and unfair trade of timber and non-timber forest resources.
- **Agroecology.** We support sustainable, regenerative farming systems that: improve the well-being of small-scale farmers; create diversity to make food production resilient to a changing and unpredictable climate; produce sufficient nutritious food; enhance biodiversity; improve gender equity and local governance.
- **Building capacity.** We support newly emerging community organisations that promote community-based forestry and agroforestry. We seek to assist them to build their capacity and thereby strengthen civil society.

### Our Programmes

- The **Africa Drylands Programme** is tackling desertification in the Sahel region and supporting a range of greening, natural regeneration and agroforestry initiatives.
- The **Sustainable Community Forestry Programme** supports a diverse range of community scale projects that conserve, restore and protect indigenous forest resources, habitats and associated biodiversity. It supports community-led natural resource management to promote reforestation, improve nutrition, food security and local livelihoods through sustainable use of trees.
- The **UK Community Tree Planting Programme** supports community projects that conserve, restore and protect indigenous trees and woodlands, forests, habitats and associated biodiversity; support community engagement in tree planting to promote reforestation and to increase awareness of the importance of trees and forests to environmental and human well-being; and encourage social cohesion and inclusion.
- The **Tree Power schools programme** combines global and outdoor learning to provide primary school children with opportunities to understand and value the local and global importance of trees and forests and to care for trees and the natural world to safeguard our future well-being.

- The **20 Million Trees for Kenya's Forests** campaign...
- The **Mount Bamboutos Initiative** ....
- **Wellbeing in the Woods** is a new project that works with young people who have been homeless to engage them in woodland activities to improve their wellbeing and mental health.



## Head of Fundraising

### Job Description and Person Specification

#### Job Description

##### Overall purpose

The Head of Fundraising will be responsible for:

- (i) Leading the development and implementation of ITF's fundraising strategy;
- (ii) Increasing ITF's income in line with the growth targets in the Growing Together Strategy 2018-2022;
- (iii) Increasing ITF's capacity and sustainability by securing new unrestricted income streams;
- (iv) Leading and managing the fundraising and marketing team;
- (v) Ensuring that ITF's fundraising activities are consistent with our Ethical and Environmental, Confidentiality and Data Protection policies;
- (vi) Ensuring that ITF builds and sustains informative, transparent and mutually rewarding relationships with our donors and partners;
- (vii) Leading the submission of excellent funding proposals with the Fundraising Officer, Programmes Manager, Centenary Campaign Manager and ITF's partners;
- (viii) Ensuring effective monitoring, evaluation and learning in relation to all fundraising activities.

##### Reporting

This position reports to the Chief Executive

##### Reports

- Fundraising Officer
- Communications and Marketing Officer

##### Responsibilities

###### 1. Leadership

- Working closely with the Chief Executive on the fundraising strategy and its implementation.
- Ensure that annual targets for restricted and unrestricted income generation are achieved.
- Develop ideas for new income generation activities.
- Contribute to the preparation of the annual budget and longer term financial plan.
- Develop supporter relationship and marketing strategies which enhance donor journeys, secure long-term commitment and achieve excellent supporter relationships.
- Improve internal data collection and income analysis, forecasting and reporting.
- Lead the Fundraising and Marketing team and manage performance objectives and targets.
- Work closely the Trustee Fundraising sub-group.

- Ensure that ITF's fundraising activities model best practice through sector collaboration and networking.

## **2. Grant fundraising**

- Lead the Identification and cultivation of new trust, foundation and institutional prospects, building relationships and preparing concepts and proposals.
- Work closely with the Fundraising Officer, Programmes Manager and ITF partners in the UK and Africa to prepare high quality funding proposals to statutory and other major funders.
- Manage and sustain existing grant relationships and funding agreements.

## **3. Corporate fundraising**

- Lead the development of a corporate fundraising strategy.
- Identify, approach and cultivate partnerships with new corporate prospects.
- Manage and sustain productive corporate relationships.

## **4. Individual giving**

- Work closely with the Communications and Marketing Officer to develop individual giving strategies and campaigns.
- Develop and implement an integrated online giving strategy and ensuring an appropriate digital donor journey is in place.
- Design and implement detailed communication and supporter relationship plans that deliver on supporter experience and improve ITF's donor retention.

## **5. Monitoring, evaluation and learning**

- Ensure effective monitoring of all ITF fundraising activities and prepare quarterly reports for the Chief Executive and Board of Trustees.
- Support colleagues and partners in contributing to writing evaluation and learning materials and reports.
- Contribute to the exchange and sharing of learning with relevant external stakeholders and partners.

## **6. Other duties**

- Play an active role in the senior management team.
- Participate and contribute to staff team meetings, teambuilding and other activities.
- Undertake other responsibilities which are commensurate with a role of this nature and which have been discussed and agree with the Chief Executive.
- All ITF staff are expected to contribute towards developing a supportive working environment, and demonstrate a commitment to professionalism and respect, transparency and accountability and uphold quality standards as outlined in policies and procedures, and in compliance with ITF's Diversity and Equal Opportunities Policies.

## **Person Specification**

### **Knowledge and experience**

- A successful track record of generating income in excess of £500,000 per year from a variety of sources (essential)
- Proven experience of cultivating and managing successful donor relationships (essential)
- Expertise in developing income generation strategies (essential)
- Excellent knowledge of the funding landscape in the environmental, educational and international development sectors (essential)
- Understanding of community-led approaches to forestry, agroforestry and natural resource management, especially in Africa (highly desirable)
- Empathy with ITF's strategic objectives and appreciation of the role that trees can play in maintaining a healthy environment and in contributing to peoples' well-being and quality of life (highly desirable)

### **Skills and abilities**

- Excellent communication, interpersonal and relationship-building skills (essential)
- Proven ability to write compelling and concise copy, proposals and reports communicating complex project information to prospective donors (essential)
- Effective project management and planning skills (essential)
- Line management (essential)
- A responsible and flexible team player (essential)
- Highly numerate with advanced financial software (Excel) skills (essential)
- Able and willing to attend occasional events outside of normal hours if required (essential)
- Able and willing to undertake international travel (highly desirable)

### **Qualifications**

A Masters level or equivalent professional qualification, ideally in one of the following areas: Income Generation, Fundraising, Marketing, Business Management (highly desirable)

### **Terms and conditions**

|                      |   |
|----------------------|---|
| Hours:               | 35 hours per week   |
| Salary:              | £35,363 - £41,973 per annum   |
| Contract:            | Permanent   |
| Probationary period: | 6 months  |
| Holidays:            | 20 days per annum plus statutory holidays and 3 days over Christmas   |
| Pension:             | Contributory pension scheme with life cover   |
| Benefits:            | Staff training package, weekly 'Well-being hour', flexible working, cycle to work scheme, childcare vouchers. |

See our [Recruitment Privacy Notice here](#).