



**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

Foundation of Light Recruitment Pack

» Role Fundraising Manager
Location: Sunderland
Salary: £28,000 - £34,000
Contract: Full Time

Welcome from Foundation of Light



Thank you for your interest in joining the Foundation of Light. Set up in 2001 by Sir Bob Murray, the Foundation is the official registered charity of Sunderland Football Club. We are entering an exciting and pivotal period for our organisation and our region.

Through our 2025–2030 strategy, we are scaling our impact to help more people build skills, improve wellbeing and feel connected to their communities.

While the North East is experiencing significant investment and opportunity, many people still face barriers including poverty, poor health, loneliness and limited access to education or employment.

Our mission is to ensure everyone has the chance to succeed.

Every role at Foundation of Light contributes to creating lasting change. If you want your work to truly matter, the Foundation of Light is for you.

About us



Foundation of Light uses the power of football and sport to inspire, educate and support communities across Sunderland, South Tyneside and County Durham. We work with partners across education, health, local government and industry to deliver programmes that improve:

- Skills and employability
- Physical and mental wellbeing
- Community cohesion
- Confidence and aspiration

Our Beacon of Light facility acts as a central hub for learning, innovation and connection, a safe and inclusive space where people access life-changing opportunities.

Our vision

Better opportunities
Better lives

Our purpose

We use football and the power of SAFC to support and invest in our communities, helping improve the skills, confidence, health and happiness of people, no matter who they are.

Our Values

Excellence

We are professional and accountable for our actions, and contribute to a high-performing team.

Passionate

We are proud of what we do and are committed to making a difference.

Integrity

We are honest, respectful, and inclusive. We care about our colleagues and our community.

Agile

We adapt to all situations with flexibility and positivity. We are resilient in times of challenge.

Innovative

We are creative in solving problems and bold in trying out new ideas.

Collaborative

We work together, encourage diversity, and build strong relationships.

Why this role exists



Our strategy focuses on helping people:

Be Skilled

Supporting progression into education, employment and future careers through mentoring, qualifications, and digital inclusion. We will increase attendance in schools and college. Reduce those not in education, employment or training and help more people into work.

Be Connected

Creating belonging, reducing loneliness, and building inclusive communities. We will reduce loneliness, improve health, happiness and life satisfaction and foster friendships and relationships.

Be Well, Play Well

Harnessing sport and physical activity to be well and play well. We will increase participation, improve physical activity and strengthen mental wellbeing. Every member of staff contributes to one or more of these outcomes.

Our Ambition (2025–2030)

We are committed to:

Being Bold

Continuously improving through growth, innovation, learning and ambition.



Being Collaborative

Strengthening impact through creative collaboration with our club and other key partners.



Being There

A constant, trusted and inclusive presence across our communities in-person and virtually.



We are recruiting people who want to help deliver this ambition.

Why work with us



Working at Foundation of Light means:

- Making a real difference every day
- Working with passionate, purpose-driven colleagues
- Being part of a trusted community organisation
- Opportunities to innovate and grow professionally
- Helping shape the future of the region

Our people reflect the communities we serve and building trusted relationships is at the heart of everything we do

The Role

JOB DESCRIPTION

Job Title	Fundraising Manager (Trusts, Legacy and Repeat Giving)
Job Holder	
Responsible to:	Chief Commercial and Fundraising Officer
Responsible for:	N/A
Hours:	35 hour per week
Salary Band:	£28,000 - £34,000

Main Duties:	1. Managing resources to deliver projects or programmes 2. Operational planning and day-to-day performance management 3. Monitoring budgets and outputs within area 4. Support compliance
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1. Managing resources to deliver projects or programmes

Coordinates teams and resources to support the effective delivery of projects and programmes.

Key Responsibilities include:

- Lead the delivery of the Trusts & Foundations, Legacy Giving and Repeat Giving fundraising programmes to achieve agreed income targets.
- Research, identify and cultivate new funding opportunities from charitable trusts, foundations and grant-making bodies.
- Prepare compelling funding applications, proposals, budgets and impact reports.
- Develop and deliver legacy fundraising campaigns and supporter journeys to increase gifts in wills.
- Design and implement repeat and legacy giving donor retention and acquisition strategies to maximise supporter lifetime value.
- Build and maintain positive relationships with funders, legacy pledgers, donors and professional advisers.
- Work collaboratively with programme teams to develop funding propositions that align with Foundation priorities.
- Maintain accurate fundraising records and manage pipelines using the organisation's CRM system.

2. Operational planning and day-to-day performance management

- Deliver annual fundraising plans and activity schedules aligned to the Foundation's fundraising strategy.
- Manage a pipeline of trust applications, donor stewardship activities and legacy prospects to ensure income targets are achieved.
- Monitor fundraising opportunities, application deadlines and reporting requirements.
- Work collaboratively with colleagues across the Foundation to gather information, measure impact and produce high-quality funding reports and applications.
- Develop engaging supporter communications and stewardship activities that encourage repeat donations and long-term engagement.
- Represent the Foundation at networking events, meetings and funding presentations as required.
- Contribute to wider fundraising initiatives and organisational projects.

3. Monitoring budgets and outputs within area

- Monitor and report against agreed income targets, KPIs and fundraising budgets.
- Produce regular pipeline, income and performance reports for the Chief Commercial and Fundraising Officer.
- Evaluate fundraising campaigns using donor data, retention rates and return on investment.
- Ensure accurate forecasting of income from trusts, legacy giving and repeat giving activity.
- Identify opportunities to improve fundraising performance and diversify income streams.

4. Support compliance

Supports compliance with financial, regulatory, and organisational requirements.

Key Responsibilities include:

- Ensuring departmental activity complies with Foundation policies and relevant legislation, including safeguarding, GDPR, health and safety, and equality and diversity.
- Ensuring employee mandatory training is completed and recorded on PeopleHR.
- Maintaining accurate income and supporter records, supporting reporting to regulators, funders, and Trustees.
- Conducting regular audits of fundraising processes, supporter records, and working practices.

Other duties:

You will be required to undertake other duties from time to time as required.

Any potential permanent changes to your role will be discussed, and agreement reached prior to being undertaken. You will be notified of any permanent change in writing. In addition to your normal duties, you may be required to undertake additional or other duties as necessary to meet the needs of the Foundation of Light.

Staff are required to work with volunteers in a way of mutual respect and commitment to organisational goals and objectives. This includes staff who do not directly supervise volunteers but may engage with them within the organisation.

Behaviour and professional expectations:

- Maintain working practices in line with Foundation of Light Equality and Diversity, Health and Safety and Safeguarding policies; self-awareness of own responsibility in these areas
- Embed EDI and safeguarding in all aspects of work
- Assist in data collection and analysis providing accurate management information systems for data led decisions
- Ensure regulatory and legislative requirements are met at all times
- Conduct should reflect the Staff Behaviour Policy (Code of Conduct); uphold Foundation core values (as shown below) at all times
- Maintain the highest level of professionalism and confidentiality.
- Attend working groups and CPD session as required
- Build strong internal relationships and work in collaboration with colleagues to achieve the end goal
- Ensure positive organisational messages and culture are maintained
- Contribute to good housekeeping across all Foundation sites and equipment
- Follow the laid down policies and procedures at all times
- Work within the established administrative and financial systems to ensure smooth running and quality of projects

Equality, Diversity and Inclusion Statement:

All individuals will be treated equally and fairly in the application of this procedure. All reasonable requests to accommodate requirements in terms of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation will be made.

Safeguarding Statement

We expect all staff, volunteers and partners to share our commitment to maintaining a culture of vigilance, and believe that all staff, volunteers and partners have a responsibility to report any concerns about the welfare of any child, young person or adult at risk.

Foundation of Light Values:

Innovative, Passionate, Excellence, Collaborative, Integrity, Agile.

Who we're looking for

We want people who:

- Build meaningful relationships
- Are motivated by social impact
- Work collaboratively
- Adapt positively to change
- Use insight to improve outcomes
- Champion equality and inclusion
- Promote a safe and friendly atmosphere



Skills and Experience

PERSONAL SPECIFICATION

Requirement	Essential (E) or Desirable (D)	How Assessed (CV, I, Observation)
Skills & Abilities		
Excellent oral and written communication skills	E	CV / I
Strong planning, organisation, and multi-tasking skills	E	CV / I
Ability to work on own initiative and manage workload effectively	E	CV / I
Strong interpersonal and relationship-building skills	E	I
Creativity and innovative thinking	E	I
ICT and administrative competence	E	CV / I
Group work facilitation skills	E	I / O
Ability to manage people and resources	E	I
Ability to work under pressure and to tight deadlines	D	I
Negotiation and conflict-handling skills	D	I
Personal Attributes		
Self-motivated, confident, and persistent	E	I
Commitment to Foundation of Light's objectives and values	E	I
Positive, enthusiastic, punctual, and reliable	E	I
Commitment to personal and professional development	E	CV / I
High aspirations and standards for quality	E	I
Open-minded, flexible, and non-judgemental	E	I
Willingness to work evenings and weekends as required	E	I
Creative and imaginative approach to problem-solving	E	I
Current driving licence	D	CV
Knowledge & Understanding		
Proven experience securing income from trusts and foundations.	E	CV/I
Experience developing and delivering legacy and repeat fundraising strategies.	E	CV / I
Excellent bid writing and proposal development skills.	E	I
Experience of donor stewardship and relationship management.	E	I
Experience using CRM systems to manage fundraising activity.	E	I
Experience of digital fundraising campaigns.	D	CV
Knowledge of GDPR and the Code of Fundraising Practice	D	CV
Experience of digital fundraising campaigns.	D	CV
Experience		
Minimum 3 years' experience in a senior fundraising role	E	CV
Experience of budget planning and monitoring	E	CV / I
Experience of strategic planning and delivery	E	CV / I
Experience in communications and stakeholder engagement	E	CV / I
Experience of tracking ROI and impact of campaigns	E	CV / I
Confidence in engaging diverse stakeholders (public and trusts)	E	I
Experience in the charitable sector	D	CV / I
Experience using CRM systems or fundraising software	D	CV
Qualifications		
GCSE (or equivalent) in Maths and English	E	CV
Degree (or equivalent level/experience) in a relevant subject	E	CV
Full UK driving licence	D	CV

Our Culture

We are Powered by People, Driven by Purpose

We encourage curiosity, innovation and collaboration. Staff are trusted to bring ideas, shape programmes and continuously improve how we serve communities.

We believe in:

- Psychological safety
- Continuous learning
- Inclusive leadership
- Community-first thinking

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Wearing the Sunderland badge every day isn't just part of the job - it's a privilege. Being part of an organisation that helps support the local community, with the club at its heart, feels like the perfect way to give back to the place that has given me so much.

Anth Parkinson
Foundation of Light staff

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Equality, Diversity and Inclusion



Equality, diversity and inclusion are embedded across our strategy and delivery. We actively encourage applications from people of all backgrounds, particularly those under-represented within our sector.

Safeguarding Commitment

Foundation of Light is committed to safeguarding children, young people and vulnerable adults. All roles are subject to appropriate safeguarding checks including DBS clearance where required.



Staff Benefits



- Yearly eye tests
- Holiday purchase scheme
- Staff Pension
- Cycle to Work Scheme
- Flexible Working
- Better Health at Work
- Star Player
- Death in Service Policy
- Staff SAFC kit
- Christmas Shopping Day
- Access to Health Assured Health Care Service
- 10% Discount at Siblings Nursery
- Employee Shopping Discount Portal
- Access to HR Consultants Oculus Mental Health Wellbeing
- x2 SAFC Tickets and 20% shop discount
- Staff away days
- Access to Chaplain
- Funded Training
- Christmas Party
- Priority Access to SAFC tickets and events

How to apply



Please submit:

- CV
- Supporting statement outlining how you meet the role criteria and our values

Finally

Everyone has a part to play in helping our communities thrive.

Join us, and help turn potential into reality.

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Best place in the world to work.

Jack Gray

Foundation of Light staff

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     **FoundationofLight**