

## JOB DESCRIPTION

# Fundraising Associate – Retail & Crowdfunding

## Organisational Overview

At Cuddles Foundation, our mission is to provide holistic nutritional support to every child fighting cancer in India. We partner with 40+ government and charitable hospitals across the country to support underprivileged children during their treatment. Our team of specially trained Pediatric Oncology Nutritionists monitors each child's nutritional progress, creates diet plans, counsels families, and educates them on home-based nutrition. We also provide nutritional supplements, hot meals, and ration baskets tailored to each child's needs—ensuring they have the strength to fight cancer.

## About the role:

As a Fundraising Associate, you will play a vital role in building and managing our retail giving and crowdfunding portfolio. This includes engaging individual donors (monthly, small, medium & high networth individuals), coordinating crowdfunding campaigns through various platforms, coordinating to set up Individual Fundraisers, manage various campaigns run by Crowdfunding Platforms, tagging of funds raised via crowdfunding platforms, sending out fund utilisation reports & Form 10BEs. You will ensure meaningful donor experiences, accurate reporting, and impactful communication – strengthening donor relationships and driving sustained support for our mission.

## Responsibilities:

### Crowdfunding Fundraising

#### Crowdfunding Campaign Support

- Onboard and guide individual donors (Indian citizens) to set up fundraising campaigns for Cuddles (e.g., birthdays, anniversaries, milestones).
- Provide end-to-end hand holding, troubleshoot issues in coordination with the crowdfunding team, and ensure timely follow-ups.
- Send thank-you emails to both campaign creators and contributors post completion.

#### **Relationship Management with Crowdfunding Team:**

- Build strong working relationships with resp SPOCs across various campaigns and fundraising initiatives.
- Strategize and manage participation in key crowdfunding campaigns (e.g., Daan Utsav, Festive campaigns, Year end giving campaigns etc.), planning outreach and impact.

#### **Reporting & Compliance:**

- Prepare and submit timely reports (monthly, quarterly, half-yearly, annual) as required by different crowdfunding stakeholders.
- Coordinate with Cuddles Accounts and Crowdfunding teams to compile and submit Audited Fund Utilization Certificates (FUC).
- Maintain internal crowdfunding trackers, upload transaction reports, tag donations to relevant programs, and support reconciliation.

#### **Other Crowdfunding Platforms:**

- Upload new campaigns, acknowledge donors, and update internal databases for donor engagement and tracking.

### **Retail Fundraising**

#### **Monthly Donors, HNI Relationship Management, DMS & Events:**

- Along with Dy. Head - Fundraising, you will be responsible for building and deeply engaging with the current donors, retaining them and increasing their giving
- The Giving Table - Managing membership to The Giving Table, our community of monthly donors, and increasing the share of wallets among individual donors. You will manage this community and onboard new members through digital and offline campaigns

- You will be responsible for overseeing & maintaining the Donor Management System (DMS)
- You will support various fundraising activities such as event organisation support (invitation management, RSVP collation etc.), organising hospital visits for donors and prospects, and handing over to the relevant team in case of escalations / additional data requirements / senior-level meetings

#### **Fundraising for International Donors:**

- Support non-Indian donors in setting up fundraisers, offering guidance, handholding, and communication throughout the campaign lifecycle.

## **Required Qualifications & Experience**

- Bachelor's degree in any discipline (Master's degree preferred).
- 2–3 years of relevant experience in fundraising, crowdfunding, donor management, or partnerships.
- Prior experience with platforms like Give.do, Benevity, or Every.org is a plus.

## **Key Skills**

- Communication: Excellent written and verbal communication skills to engage donors and partners effectively.
- Donor Stewardship: Thoughtful in building and maintaining long-term relationships with individual donors.
- Organizational Skills: Ability to manage multiple campaigns, track data, and meet deadlines with attention to detail.
- Proactive & Self-driven: A self-starter who takes ownership of tasks and follows through with minimal supervision.
- Collaborative: Able to coordinate cross-functionally with internal teams like finance, programs, and marketing.
- Tech-Savvy: Comfortable using fundraising platforms, Google Sheets/Excel, and CRM tools.

## Location: Mumbai

This position is based in Mumbai. Applicants must be located in or willing to relocate to Mumbai.

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