

JOB DESCRIPTION

Fundraising Manager– CSR

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:

We are seeking a passionate and results-driven Fundraising Manager – CSR to cultivate and manage corporate partnerships. This role involves identifying and engaging new CSR donors, stewarding existing relationships through employee engagement, and ensuring timely, high-quality impact reporting and engagement. The ideal candidate will bring creativity, strong communication skills, and a deep commitment to our mission. As a senior member within the fundraising team, the Fundraising Manager will also mentor junior fundraising staff and contribute to departmental strategy.

Responsibilities:

CSR Fundraising & Donor Management

- Build and manage a pipeline of large and mid-sized corporate donors for CSR partnerships and provide strategic guidance to Fundraising Associates in building their donor portfolios and developing outreach strategies
- Engage with prospective donors through meetings, events, and proposals to secure funding

- Coordinate with the Deputy Head - Fundraising to prepare and submit tailored project proposals
- Manage day-to-day relationships with CSR partners, ensuring ongoing communication and support

Reporting & Documentation

- Monitor fund utilization for CSR projects, ensuring transparency and accountability. Track and flag any project variances in coordination with the Finance and Programs teams for timely resolution
- Implement a robust reporting framework that ensures consistency, quality, and compliance across all CSR donor reports
- Train and oversee junior team members (Associates) on donor communication, report preparation, and compliance requirements
- Liaise with Programs and Finance teams to collate data for accurate and timely fund utilization and impact reports
- Upload impact and utilization details to donor portals and CSR compliance platforms as needed
- Oversee issuance of CSR donation receipts in collaboration with the Finance team

Employee Engagement & Marketing

- Plan and execute employee engagement activities for CSR partners, where applicable
- Work closely with the Marketing team to highlight CSR partnerships via social media and other channels

Operations & Compliance

- Ensure all donor-related compliance requirements are met
- Maintain accurate records and MIS for all CSR engagements and reports

Must-Haves:

- MBA / Masters in any specialisation
- 4-5 years of fundraising/sales experience with proven track records of raising large funds or relationship servicing with a proven track record of creating loyal customers

- Experience in donor relationship management and preparing impactful proposals and reports
- An incredible passion for our mission that invigorates and excites everyone with whom you share it
- Strong verbal and written presentation skills with experience in developing and delivering sales pitches and written proposals
- A collaborative mindset and ability to work with teams cross-functionally to deepen and expand donor engagement
- Drive and sophistication, excited by the opportunity to help shape the future of the fundraising department and the organisation as a whole
- Highly developed interpersonal skills with the presence and personal style to represent the organisation to multiple constituents

Key Skills & Qualities

- Relationship Builder: Confident in engaging with senior leaders and building long-term donor relationships
- Persuasive Communicator: Excellent written and verbal communication skills with a flair for pitching ideas
- Results-Oriented: Comfortable working with targets and deadlines
- Collaborative: Ability to work cross-functionally with internal teams for smooth execution
- Mission-Driven: Deep passion for social impact and Cuddles Foundation's mission
- Entrepreneurial Spirit: Proactive, creative, and resourceful in driving fundraising efforts

Location: Mumbai

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