

JOB DESCRIPTION

Head of Fundraising

Organisational Overview

At Cuddles Foundation, our mission is to bring holistic nutritional support to every child fighting cancer in India. We work through partnerships with 48 government and charitable hospitals across India that treat underprivileged children with cancer. Our nutritionists, explicitly trained in paediatric cancer nutrition, are placed in these government hospitals. They monitor the child's progress, create diet plans and nutrition charts, counsel their parents and educate them in home-based nutrition. We provide children undergoing treatment with food, hot meals, nutritional supplements, and ration baskets as per their requirements so that the kids have the strength to fight cancer.

About the role:

We are looking for an experienced and driven fundraising leader to spearhead our CSR and Retail Fundraising efforts. The ideal candidate is a strategic thinker, persuasive communicator, and skilled negotiator who can foster high-value partnerships while expanding our individual donor base. This role requires a proactive and solutions-oriented leader who can cultivate new opportunities, manage complex corporate relationships, and navigate the evolving landscape of CSR funding. The ability to engage with corporates, foundations, high-net-worth individuals (HNWIs), and the general public is essential. A strong sense of ownership and the ability to drive results independently while working collaboratively with internal teams will be key to success.

Responsibilities:

Corporate Fundraising (CSR)

- Develop and implement a strategic roadmap to drive corporate fundraising, ensuring long-term sustainability.

- Identify, approach, and build relationships with corporates, foundations, and high-value donors, aligning their CSR objectives with Cuddles Foundation's mission.
- Navigate and manage complex CSR relationships, proactively resolving challenges and ensuring continued engagement.
- Craft compelling funding proposals, impact reports, and grant applications, tailored to corporate priorities.
- Ensure compliance with CSR regulations and position Cuddles Foundation as a trusted CSR partner.
- Conceptualise and execute corporate engagement initiatives, including employee giving programs, payroll giving, and volunteer engagement.
- Integrate impact measurement frameworks to evaluate and communicate program effectiveness.
- Work with internal teams to track hospital budgets and support efficient allocation of funds.

Retail Fundraising & Individual Giving

- Lead the strategy to expand individual giving, including digital fundraising, monthly giving programs, and donor retention campaigns.
- Develop and manage partnerships with HNWI, philanthropists, and crowdfunding platforms to secure high-value donations.
- Leverage storytelling, social media, and digital marketing to increase donor engagement and acquisition.
- Innovate new fundraising avenues such as legacy giving opportunities, peer-to-peer fundraising, workplace giving, and community fundraising events.
- Establish strong donor stewardship programs to ensure retention and long-term donor relationships.
- Use Donor Journey Mapping to build long-term donor engagement strategies and maximise lifetime value.
- Ensure donor database integrity and leverage CRM tools for donor insights, segmentation, and personalised communication.

Leadership & Team Development

- Build and lead a high-performing fundraising team, setting clear goals and ensuring capacity-building.
- Collaborate with cross-functional teams, including marketing, communications, and program teams, to align fundraising with organisational priorities.
- Monitor and analyse fundraising performance, providing regular reports to senior management and the Board.
- Set and manage annual fundraising targets and track progress against them using robust analytics.
- Oversee cash flow management to align fundraising revenue with operational needs.
- Foster a culture of testing and innovation in fundraising approaches to explore new ideas and maximise impact.
- Engage and activate the Board to support fundraising goals and open new networks for outreach.

Must-Haves:

- 15+ years of experience in business development, corporate partnerships, key account management, fundraising, or donor relations in the non-profit sector.
- Proven ability to build and manage high-value corporate relationships and navigate complex stakeholder dynamics.
- Strong negotiation, persuasion, and storytelling skills, with the ability to craft compelling pitches and inspire action.
- A strategic and entrepreneurial mindset, with the ability to identify and leverage new opportunities.

Key Skills & Qualities

- Strategic Thinking & Execution: Ability to design and implement scalable fundraising and partnership strategies.
- Corporate & Retail Relationship Expertise: Experience in engaging corporates, HNWIs, and individual donors.
- Retail & Digital Fundraising: Experience in driving retail donations through digital platforms, events, and donor engagement programs.
- Communication & Negotiation: Strong storytelling, proposal writing, and relationship-building skills.

- Data & Analytics: Ability to track, measure, and optimise performance using analytics and CRM tools.
- Relationship Management & Negotiation: Skilled at navigating complex stakeholder relationships and securing long-term commitments.

Location: Mumbai

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