

# Key Account Manager (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 for cancer. Our Nutritionists, explicitly trained for Paediatric Cancer Nutrition, are placed in these government hospitals. They monitor the child's progress, create diet plans and nutritional 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.

## Job summary

As a Junior Key Account Manager, you will be responsible for stewarding and building a portfolio of funding corporate relationships for Cuddles Foundation. You will cultivate these relationships through engagements and sharing timely utilization/impact reports. By offering them a view into their impact and a brand built on hope, you will be an innovative, creative and passionate relationship manager and fundraiser. This role will be critical to developing a portfolio that will contribute to our long-term growth strategy.

## Responsibilities

### CSR Partnerships:

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- You will be responsible for new mid sized corporate outreach and building a pipeline and maintaining MIS of same
- You will coordinate with Dy. Head - Fundraising for project proposals and documentation
- You will be responsible for coordinating employee engagement activities of these CSR donors, if any

- You will be responsible for overseeing the preparation of CSR funds utilization reports, ensuring accuracy and timely sharing with CSR partners and managing day to day relationships with CSR partners
- You will coordinate seamlessly with the programs and finance teams to collect and consolidate data ensuring consistency and clarity
- You will prepare detailed reports highlighting the impact, key activities, and significant milestones, and upload them to Donor Partner Assessment portals for transparency and accountability wherever required
- You will drive employee engagement activities for corporates, look for ways to engage employees meaningfully, drive fundraising initiatives through the Wish Tree campaign during Daan Utsav and festivities
- Sending receipts to CSR donors - You will coordinate with the finance team for generating CSR receipts, update the finance team with pending donor information and you will be responsible for collating and sending receipts to donors

#### **Networking and Operations:**

- You will ensure all donor related compliances are met with
- You will ensure all operational formalities like receipts, reports, utilisation, appreciations etc are done on a timely basis
- You will coordinate with the Marketing team for any social media posts

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#### **Must-haves:**

- MBA / Master's in any specialisation
- 3-4 years of fundraising/sales experience with a proven track record of raising large funds, or Relationship servicing with a proven track record of creating loyal customers

- 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

- **Relationship Management:** Ability to build and maintain positive relationships with donors, partners, and internal teams.
- **Communication:** Strong written and verbal communication skills for donor outreach, reporting, and proposal creation.
- **Attention to Detail:** Accuracy in maintaining donor records, tracking reports, and managing documentation.
- **Organisational Skills:** Capable of juggling multiple donor accounts and timelines with efficiency and clarity.
- **Team Collaboration:** Comfortable working cross-functionally with fundraising, finance, marketing, and program teams.
- **Donor Stewardship:** Understands the importance of timely follow-ups, acknowledgements, and impact communication.
- **Analytical Thinking:** Ability to interpret basic financial and program data to support reporting and donor communication.
- **Initiative:** Proactive in taking ownership of tasks and suggesting improvements in donor engagement strategies.



## Location: Mumbai

(Candidates must be based in or willing to relocate to Mumbai)

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