

# Application Pack for Freelance Corporate & Trusts Fundraiser

Closing date: 5pm on 28<sup>th</sup> April 2025

# Background Information

We are looking for an experienced Freelance Corporate and Trusts Fundraiser to work with us on a 6-month contract to further develop and grow our income from corporate partnerships and charitable trusts.

We have already developed a starter pipeline of prospects, and we are looking for someone who can build on this groundwork—strategically identifying the best opportunities and stewarding relationships to secure sustainable funding.

Additionally, we would love to work with a fundraiser who is confident in utilising AI tools to help streamline prospect research, prioritise funders, and maximise efficiency in securing new opportunities.

## About AvMA

Action against Medical Accidents (AvMA) is the independent UK wide charity for patient safety and justice, established over 40 years. AvMA is widely credited with both having put “patient safety” on the map and having brought about huge advances in access to justice for those patients who have been affected by lapses in patient safety (“medical accidents”).

AvMA is a unique organisation for many reasons, not least because we provide free advice and information to members of the public who have suffered injury because of negligence and substandard medical treatment. Our core advice services are our Helpline (open five days a week), written advice and information and pro bono inquest service. Through these services we help over 2,500 people a year, including signposting to accredited medical negligence solicitors where appropriate. We are constantly reviewing how best we can develop services to best meet unmet needs, we have a focus on providing up to date information through our self-help leaflets available from the website.

## Our Vision

People who suffer avoidable medical harm get the support and outcomes they need.

## Our Mission

We champion the needs of people adversely impacted by avoidable medical harm. We do this by supporting and empowering them to secure the outcomes they need, including healing for any related physical or psychological harm(s). We use what we learn from the people we support, alongside our expertise, to seek improvements to medico-legal practices through system learning and change.

## Values

Our behaviours will be driven by:

**Integrity.** We are honest and act in accordance with our values. We conduct ourselves in an open and professional way and form our views independently, recognising our primary role is to assist those who have been avoidably medically harmed.

**Independence.** We advocate for, and stand alongside, people affected by avoidable medical harm while always recognising that in every complaint and dispute there are two sides that need to be considered. We are objective and keep ourselves free from outside influences.

**Fairness.** We treat all people fairly and with dignity. We do not shy away from speaking up where we see injustices.

**Collaboration.** We work with those we support, campaign groups and charities, healthcare professionals, government, lawyers and dispute-resolution bodies to bring about change and improvements for patients who have been avoidably harmed. We are proactive in trying to reach organisations and groups that support under-represented and marginalised communities that may require our dedicated expertise.

**Empathy and compassion.** We work with people who have been avoidably harmed and their families, listening and making sure we do all we can to understand the harm they have suffered and its impacts, and support them in achieving the outcomes they are needing.

#### **Our Strategic Objectives (2024-2029):**

Our strategy is available in full on the AvMA website but in summary our strategic objectives are as follows:

1. **Expanding Our Reach:** To serve a broader range of communities, ensuring that more individuals experiencing avoidable harm can access services that meet their needs.
2. **Empowerment and Support:** To empower more individuals to secure the outcomes they need following an incident of avoidable medical harm, providing compassionate and effective support throughout.
3. **Eliminating Compounded Harm:** To reduce and eventually eliminate the additional harm that individuals often face due to poor system responses following medical incidents.
4. **Sustainable Resources:** To diversify and sustain the resources and capabilities necessary to achieve our strategic goals effectively and ensure that our impact is long-lasting.

#### **Our Impact**

Our impact report for 2023/24 is available on the AvMA website but a high-level summary is as follows:

- In the year 2023/2024, AvMA directly supported over 3,000 individuals with specialist advice, access to legal assistance, and in-depth guidance through our helpline.
- We championed specific campaigns, such as advocating for the rights of individuals affected by the use of vaginal mesh implants and supporting inquests to help clients gain closure.
- Our policy work focused on addressing healthcare inequalities, ensuring that those most affected by avoidable medical harm can access justice and the services they need.

These efforts are instrumental in achieving systemic change, ensuring that patient safety becomes a priority at all levels of healthcare, and that individuals receive the justice they deserve.

## Fundraising Vision

Our **fundraising vision** is to be the UK's most **trusted and valued charity for patient safety**, inspiring and empowering donors so that those who suffer avoidable medical harm receive the support and outcomes they need.

As part of this vision, we are committed to:

**Providing exceptional donor experiences**

**Making fundraising accessible and rewarding**

**Influencing people, businesses, and communities to support our mission**

**Upholding transparency and trust in fundraising**

The **Digital Fundraiser** will play a key role in generating income through **digital fundraising platforms, peer-to-peer fundraising, social media, and online giving**. By optimising supporter engagement and enabling e-volunteers to share key messages effectively, this role will help drive **increased donations, supporter retention, and sustainable online revenue**. The ideal candidate will also have some experience in leveraging **AI-powered tools and automation** to work efficiently, streamline processes, and enhance decision-making. This role supports AvMA's Seven Pillars of Fundraising:

1. **Supporter Care** – Ensuring digital donors and fundraisers have an engaging, meaningful experience.
2. **Organisational Commitment** – Aligning digital fundraising efforts with AvMA's strategic vision.
3. **Responsibility** – Maintaining ethical and transparent fundraising practices.
4. **Growing Value** – Increasing digital income through optimised supporter journeys and engagement.
5. **Strength** – Building a **scalable and sustainable** digital fundraising model.
6. **Leadership and Self-Leadership** – Supporting volunteers and fundraisers in their digital engagement.
7. **Diversification** – Exploring new approaches to engage supporters and increase income.

## People

Our people are our greatest asset. AvMA currently employs approximately 22 staff (many of whom are part-time), bringing a wide range of skills, experience and passion for what AvMA stands for. AvMA also benefits from a pool of dedicated volunteers and an excellent board of trustees.

## Location

This is a fully remote role, with the expectation that you attend approximately 8 in person meetings a year in London, (quarterly Board meetings and four All Staff days). All travel expenses for these will be covered by AvMA.

## General Information

AvMA does not benefit from any government grants or similar funding, we are very experienced at raising our own funds, which in turn enables us to maintain our independence and impartiality and focus on our core aims, patient safety and access to justice.

## Freelance Corporate & Trusts Fundraiser key terms and conditions:

<b>Details:</b>	A 6 month freelance contract with flexible working hours. The total budget available for this contract is £25,000 (equivalent to approx. 2 days per week at £300 per day, or 3 days per week at £250 per day)
<b>Pay:</b>	Day rate of £250-300 (depending on experience)
<b>Location:</b>	Remote
<b>Responsible to:</b>	Director of Fundraising, Marketing & Communications

## Job Description

### Key responsibilities:

- Develop and implement a corporate and trusts fundraising plan that builds on AvMA's existing pipeline.
- Utilise AI and digital tools to streamline prospect research, prioritise funders, and optimise fundraising efficiency.
- Identify and cultivate relationships with prospective corporate partners and trusts that align with AvMA's mission.
- Write compelling funding applications and partnership proposals to secure financial support.
- Manage and steward relationships with corporate donors, grant-giving trusts, and foundations.
- Deliver high-quality stewardship, ensuring funders receive timely impact reports and updates.
- Provide insights and recommendations on long-term corporate and trust fundraising strategies.

### Other:

- To undertake other duties as required commensurate with this post.
- To travel as necessary for events and fundraising activities

# Person Specification

## Essential:

1. An experienced corporate or trust fundraiser, with a strong track record of securing funding.
2. A confident relationship-builder, able to engage with potential funders and partners.
3. Strategic and data-driven, with experience in using AI or digital tools to prioritise and streamline fundraising activities.
4. A persuasive communicator, with excellent proposal writing and pitching skills.
5. Results-driven, with a proactive and self-motivated approach to achieving income targets.
6. Passion, commitment and drive to promote patient rights and follow the aims of AvMA.
7. IT literate and confident with technological change. Able to identify opportunities to improve our data collection systems; an awareness of the power of social media and how to use it to promote AvMA's work.
8. Committed to principles of equal opportunities and diversity and inclusion.

## How to Apply

To apply for the role of Freelance Corporate & Trusts Fundraiser, please submit:

1. **A Covering Letter** (maximum of 2 pages) outlining how your experience, skills, and personal attributes make you an ideal candidate for this role and noting your day rate expectations.
2. **A Comprehensive CV** detailing your qualifications, work history, and relevant experience.

Please email your application to [humanresources@avma.org.uk](mailto:humanresources@avma.org.uk) with the subject line **"Freelance Corporate & Trusts Fundraiser Application"** by **5pm 28<sup>th</sup> April 2025**.

For more information about AvMA and this role, please visit our website at [www.avma.org.uk](http://www.avma.org.uk).

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We look forward to receiving your application and thank you for your interest in supporting AvMA's mission to ensure patient safety and justice.