

Freelance Fundraiser - Outline

Opportunity: Freelance Fundraiser

Organisation: The Guardian Foundation

Initial engagement: 9 months (May 2025 - January 2026 inclusive)

Location: Hybrid (London and Remote)

Total contract size: £45k (exc. VAT)

Work Hours: Flexible. To be included in the freelancer proposal based on deliverables required.

The Guardian Foundation is an independent charity whose purpose is to promote global press freedom and access to liberal journalism. Our vision is a world where people have access to reliable information, from a diverse range of sources, strengthening their ability to hold power to account. In a rapidly changing media landscape where misinformation, censorship, and financial pressures threaten the future of journalism, our mission is more vital than ever.

We work directly with journalists, news organisations, audiences and educators, in schools and across communities to enable change in three priority areas:

- News & Media Literacy - enhancing people's ability to evaluate news critically
- Voice & Agency - facilitating opportunities for inclusion in media
- Media Viability - fostering the capacity of liberal media to engage people with fact-based journalism

Our impact reaches across the UK and around the world, with partnerships spanning schools, NGOs, journalism networks, and media organisations. We are building a future where quality journalism is accessible to all, and where individuals are empowered to make informed decisions in an evolving digital world.

The opportunity

The Guardian Foundation (GF) are seeking a Freelance Fundraiser to assist us with a number of fundraising tasks. The Guardian Foundation (GF) are seeking a freelance fundraiser to assist us with a number of fundraising tasks between now and January 2026. The Foundation benefits from a board and senior staff that have a number of strong relationships with possible donors (high net worth individual, foundation and corporate) but we have not had the dedicated personnel to support the Board and senior staff in engaging those donors.

As such, GF seeks a freelance fundraiser who can help us by being a dedicated administrative and coordination resource to assist the Board and senior staff with outreach to, and engagement with, priority donors.

Our goal is to build on the success of our programmes to date, and scale our impact through increasing the number of people we can reach, as well as diversifying the countries we work in. To begin with, we wish to raise at least 100,000 GBP (preferably more) in largely unrestricted funding before December 2025. Our work is predominantly in the UK and Europe, therefore engagement with donors in those regions, or donors who are interested in supporting work in those regions, will be the priority at this time.

Key responsibilities and deliverables will include:

Coordinate the GF board fundraising sub-committee and staff cross-functional “tiger” team

- Coordinate the internal fundraising “tiger team” made up of GF staff and a board sponsor, aligning and organising tasks.
- Schedule and determine the agenda for regular meetings of the board fundraising sub-committee.
- Prioritise action items for sub-committee and tiger team members

Support board and staff with donor engagement mechanics

- Work with staff and board to compile GF’s donor prospect list and heat map (prioritising individuals and foundations but also including corporations if it makes sense) based on existing board and staff contacts (total is approximately 50 prospects).
- Work with every prospect “owner” on a plan for their donor outreach before June 2025.
- Compile desk research on donor prospects (where needed) before outreach, prioritising individuals and foundations but also including corporations and statutory.
- Prepare call sheets and work with the GF staff to develop talking points for high value target calls.
- Follow up with prospect “owners” to document their outreach and coordinate any post-outreach follow up/touch points.
- Enter notes into Salesforce tracking donor touches and feedback/results.

Develop fundraising financial goals

- Based on the prospect list and heat map, work with the team to develop realistic financial goals for the period between now and December 2025.
- Monitor progress towards those goals.

Support GF communications staff with guidance on donor-facing materials

- Work with GF communications to finalise the GF “case” as a priority.
- Work with GF communications to develop any additional donor-facing material that might be required (one-pagers/talking points/brochures).
- Suggest email newsletters or other outreach to donors that can be crafted by the communications team.

Coordinate message training for board and staff members

- Identify whether board and/or staff members require message training for their donor outreach.
- Work with GF staff who can provide key messages for the training.
- Conduct the training.

Begin to coordinate a major event for GF

- GF has been offered a space for an event in 2025. Work with the board and staff to:
 - determine the best use of that opportunity.
 - compile invitation lists of donors and prospects.
 - other related priorities associated with a major external event

Coordinate potential smaller events

- Freelancer to advise whether smaller donor-focused events should take place during 2025, given the limited capacity of the GF team.
- If events are deemed necessary/possible/advantageous - coordinate with the board/staff to organise them.

Input to and support the creation of full fundraising plan for FY26/27

- Work with the “tiger team” to create a year-long fundraising plan for GF - Fiscal Year 26/27, including events/communications/targets.
- Assess what additional materials we need.

What this role will not do:

- While prospect research would be welcomed, this person does not have to bring a “black book” - donor prospects will be generated internally or through our own research.
- Scheduling/calendaring calls and meetings - there is existing staff support for this.
- Grant writing - there is existing staff support for this.
- Re-think GF’s CRM system. Feedback is welcome but a full system overhaul is not in this remit.

- Re-think the GF strategy or fundraising plan - this role is about supporting their execution at this stage.
- Re-draft GF's "case" at this time. The priority is to finalise the current case.
- Initiate a large online donor marketing campaign - we do not have the resources to engage with this at this time.

What the Board will do to support this role and its success:

- Appoint a Board Sponsor who will give one day a week to -
 - Work with GF leadership to ensure that the document reflects our current plans.
 - Work with GF leadership to ensure that communications/grant writing/executive support is available to the freelancer.
 - Communicate with the wider GF team and promote cohesive ways of working.
 - Present to the Board at meetings.
 - Board Chair will dedicate one day a week to fundraising.
 - The Board and staff stand ready to assist in fundraising, will prioritise the needs of the freelancer and commit to being responsive to them.
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Application process

To be considered for this freelance opportunity, please submit your proposal to Kelly Walls via info@theguardianfoundation.org by noon on 7th April. Any questions can be sent to the same address before Thursday 3rd April.

Proposals should be 1-2 pages + CV, and include:

- Relevant experience, including any industry-specific and/or specialisms
- List of previous clients
- Outline of approach and process
- Pricing model and proposed hours to be allocated (being mindful of the stated contract value available)
- Understanding of fundraising best practice and regulation
- Any professional fundraising certifications or memberships

Proposals will be shortlisted and candidates will be invited to attend a selection panel meeting.