

FUNDRAISING CONSULTANCY

TERMS OF REFERENCE



OUR ORGANISATION



Wishing Well Music for Health (WWMFH) is a small but impactful charity working across Sussex and Surrey.

Our Mission

We deliver music-based interventions in healthcare settings, creating long-lasting partnerships with a wide range of partners, including acute hospitals, psychiatric wards, and neonatal units. Our work aims to bring live music to the heart of healthcare, turning clinical places into cultural spaces to support the wellbeing of the whole hospital community.

Our Impact

- In the last financial year (year ending 30th September 2025), we delivered 304 music sessions in 14 healthcare settings, reaching 2,300 patients across the age range.
- Our approach is evidence-based and participant-led, focusing on outcomes such as elevating mood, meeting the urgent need for person-centred enrichment, and aiding in mental health support.
- We also work towards embedding music in the culture of hospital care by offering teaching and training for NHS staff and students and hosting apprentice placements for early-career music facilitators.

THE ROLE: INDIVIDUAL GIVING SPECIALIST

Contract Type: Freelance / Consultancy.

Fee: Competitive rate based on experience (TBD).

Reporting to: CEO, Jo White.

Timeframe: April - October 2026. Exact number of days to be agreed but we envisage around 12-14 days total.

Payment schedule: Monthly payments.

Purpose of the Role

The primary purpose of this role is to implement a new Individual Giving Programme as recommended by the recent Fundraising Review. This is essential to support WWMFH's continued growth and to build a more balanced fundraising portfolio

The role is specifically focused on developing a sustainable stream of unrestricted income through targeted individual giving and community fundraising, which is an area identified as having growth potential.



KEY RESPONSIBILITIES

Drawing on our Fundraising Review:

Strategy and Planning:

- Develop and implement a donor cultivation strategy.
- Design a structured Individual Giving Programme (IGP).

Campaign Delivery:

- Launch new income streams and activities related to individual giving.
- Develop compelling 'storytelling' to use in fundraising, leveraging the emotional resonance of WWMFH's work.

Operational Implementation:

- Strengthen the fundraising focus of our social media activity, website and newsletter.
- Advise on and implement necessary systems, such as a basic CRM system, which is a key weakness identified in the current resource audit.
- Ensure all individual giving activities are compliant with the Fundraising Regulator's Code of Fundraising Practice (2025) and that Gift Aid and all relevant policies are in place.

Collaboration:

- Work closely with the CEO and existing comms assistant to support aligning communications and fundraising goals.



SKILLS AND EXPERIENCE

Essential

- Experience in developing and implementing Individual Giving Programmes (IGP).
- A strong understanding of the digital landscape for fundraising (e.g., social media, text giving).
- Knowledge of the Fundraising Regulator's Code of Fundraising Practice and Gift Aid regulations.
- Excellent communication skills with an ability to tell a compelling story about WWMFH's impact.
- Self-motivated and able to work effectively in a small charity environment, operating with limited in-house capacity
- Experience with a CRM system for donor management.

Desirable

- Familiarity with the arts/health or wellbeing sectors.

HOW TO APPLY

Please send an expression of interest to Jo (CEO). **Email:** jo@wishingwellmusic.org.uk

Please include the following:

- Your CV, including track record and relevant experience
- An outline of your work plan to achieve the deliverables set out in this ToR, including the number of days required and your fee per day.

WWMH is committed to building a safe and inclusive environment. The selected candidate will be subjected to necessary background checks (including DBS) and will be required to adhere to organisational safeguarding policies.

Find out more about us at
wishingwellmusic.org.uk