

# Commonland Foundation

## Major Gifts Manager

Working together  
to restore our  
landscapes –  
for nature, people,  
community,  
and business.



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# Background Information

Our collective future depends upon our ability to restore the Earth: our common land.



Science has proven that there is an intrinsic connection between climate change, biodiversity loss, deforestation, overexploitation, droughts, floods, natural disasters, food production, poverty, mass migration, conflict, and destabilisation.

Healthy ecosystems and resilient landscapes underpin our economy and society, and we need to re-establish a new balance between the ecological foundation, human wellbeing, and economics. We have a choice to make - continue with maximisation of Return on Investment per hectare or restoring ecosystem functions by finding and creating multiple returns.

With the support of many partners, Commonland facilitates people on the ground in navigating the complexities of large-scale landscape restoration. Empowered with the right tools and approach, we can transform a landscape in one generation, or at least 20 years, for healthy landscapes, soil, food and biodiversity.

We believe collaboration is the key to meaningful change. Efforts to restore biodiversity can only be successful when everyone unites in a clear, common goal.

Stewardship is the core of our mission and stakeholder management is how we create this. When ecology drives the economy, everyone thrives. We bring together farmers, businesses, NGOs, nature organisations, public & private investors and legislators to make progress on a worldwide scale. By connecting and facilitating their work, we create a common language to enable us to work together towards building a prosperous landscape restoration economy.

**4 Returns** is a model we developed for landscape restoration that everyone can understand and put into practice. Through this framework, we deliver the following 'returns' to all landscape stakeholders throughout the restoration process:

- **Return of Inspiration**  
Opening people's eyes to the possibility of a better future and the opportunities that result from healthier landscapes.
- **Social Return**  
Creating jobs, businesses, networks and social prosperity; ensuring that the community is nourished by and

in balance with the land it lives on, for generations to come.

- **Natural Return**  
Restoring biodiversity: the health and resilience of landscapes. Reviving ecosystems that flourish and sustain all humans, animals and plants.
- **Financial Return**  
Realising long-term, sustainable and local income. Supporting business models that suit the unique needs of each landscape and community, creating real economic value for all.

To enable us to achieve this shared vision and 4 Returns, we developed a practical, holistic framework of five elements, from planning to implementation, as well as three landscape zones:

1. Natural zone – in which biodiversity is restored and maintained;
2. Combined zone – rehabilitated by farmers working the land; and
3. Economic zone – for sustainable business activities.

This is what we call the 4 Returns, 3 Zones 20 Years approach (see next page).

## Process 5 Elements

Our landscape restoration process consists of 5 phases.



## Impact 4 Returns

Our landscape restoration framework delivers 4 types of returns to the landscape and its stakeholders.



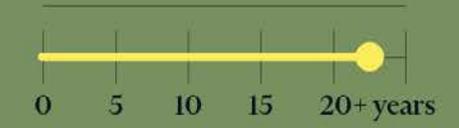
## Landscapes 3 Zones

For successful landscape restoration we distinguish, restore and connect 3 types of zones.

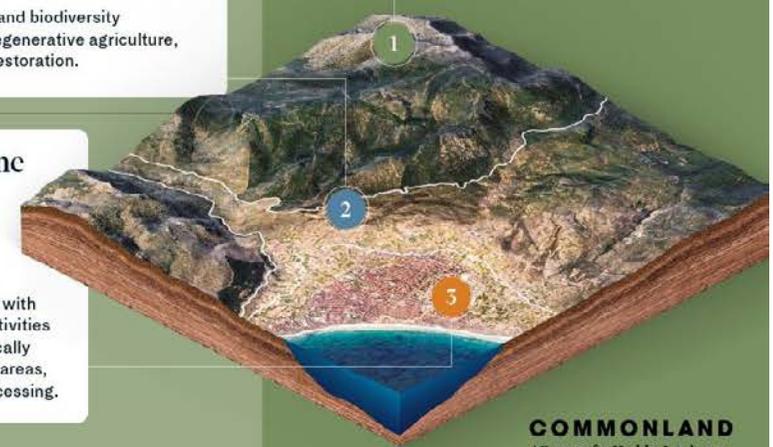


## Time 20+ years

Successful systematic landscape restoration takes one generation, or 20 years.



A minimum of 20 years, or one generation, is needed to successfully implement large-scale integrated landscape management.





#### Our key areas of activity are:

##### 1. Landscape development and support:

We support local partners, farmers, land users and other stakeholders with the tools, advice, guidance, networks and expertise that they need to get their landscape initiative off the ground and generate 4 Returns.

##### 2. Knowledge exchange and innovation:

We provide practitioners and professionals with knowledge, tools, communities, networks and training through online and offline offerings enabling them to initiate and sustain their own 4 Returns landscape restoration initiatives. We are currently prototyping a community platform called 4returns.earth. This online

space caters to a growing and global community of practitioners and other professionals involved in large-scale landscape restoration projects using our holistic 4 Returns framework. It also offers 2 Massive Open Online Courses (MOOCs) via Coursera.

##### 3. Mobilisation of funds (grants and commercial):

We mobilise different funding streams for 4 Returns landscape restoration initiatives to give them access to the resources needed to implement landscape-level interventions, and set up and run local 4 Returns businesses, based on our landscape monetisation work.

##### 4. Building influence:

We engage philanthropists, businesses, investors, governments, NGOs and practitioners, to break through silos and work, and invest and think holistically in restoring landscapes to deliver the 4 Returns.

In this way we develop a pipeline for governments and investors, aligned with the Bonn Challenge, UN Decade on Ecosystem Restoration and the Sustainable Development Goals.

Our track record is evident and in 2018, we were able to bring the first 4 Returns company to the Australian Stock Exchange, which demonstrates that our concept and framework is sustainable, scalable and transformative. We are currently involved in eight landscapes across South Africa, Australia, The Netherlands, Spain, India, Haiti Zambia and Germany, and we want to do much more.

#### Case study

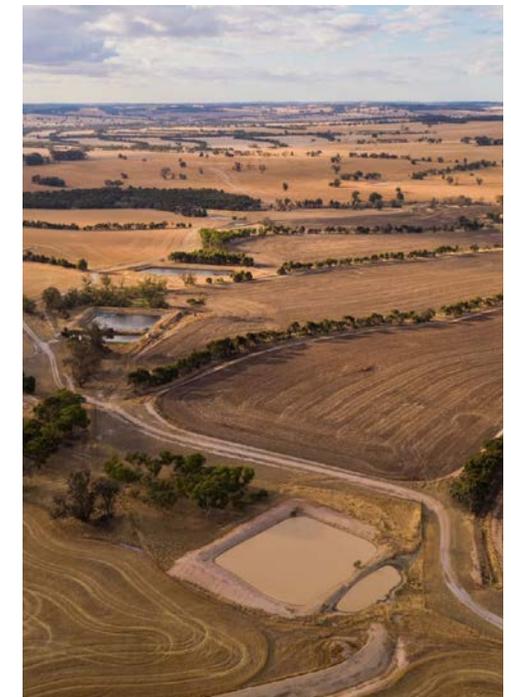
##### Southern Spain's Altiplano Estepario

In 2014, Commonland organised a three-day workshop to co-create a landscape vision for one of Spain's driest and most degraded regions, the Altiplano. Guided by Theory U and the 4 Returns Framework, local landowners, farmers, mayors and entrepreneurs co-created a 2036 vision for the area – their 20-year goal being to create a regenerative landscape where agroecology and

regenerative farming connect economy and ecology.

Processing and marketing of regenerative products has restored biodiversity and created economic opportunities. For instance, switching to regenerative almond tree farming increased production and prices on biologically-grown almonds alone. For another farmer, sowing green cover saved approximately €13,000 per annum in livestock feed.

The combined result is reduced rural abandonment and more confidence in social, economic and ecological wellbeing.



## Future ambition and fundraising

There are 2 billion hectares of degraded land with the potential to be restored. We have set an ambitious goal and have developed a comprehensive strategy to have 100 million hectares of landscapes under restoration and 4 Returns management by 2040.

Scaling up our activity and partnerships requires us to broaden our funder base and significantly increase funding support. We seek to blend a variety of funding sources – from philanthropy, impact investment, loans and government subsidies – to finance the restoration of “our” existing and new landscapes.

To enable this vision, we have been investing in building the Commonland teams and a robust operation, and are investing in our Development unit to help deliver this next stage of our evolution.

The Development & Communications team focuses on:

- raising funds and subsidies as part of the finance overview per landscape as well as for our knowledge and learning exchange work.
- Marketing and communication activities within Commonland to achieve our strategic goals.
- Influencing international policy at EU level, for example through publications.

We have successfully partnered with a number of long-term funders and donors internationally. Currently, we raise c. € 7.5 million per annum from grants, donations, and lottery organisations. We estimate that maintaining a partnership per landscape costs €500,000 per annum, that means €10m for 20 years. To scale up our activities, we seek to increase our annual income to €12 million by 2024, through deepening our existing relationships and building new connections.

For further information visit:

<https://www.commonland.com>

and to see our 2020 Annual Report, visit:

<https://www.commonland.com/news/annual-report-2020/>



# The Role

## Job Title

Major Gifts Manager

## Location

Amsterdam (flexible/remote working will be considered for the first year)

## Reports to

Director Development & Communications

## Key Relationships

**Internally:** Donor Relations Manager, CEO, Landscape Finance colleagues, Marketing & Communication colleagues, the Landscape Development & Support team

**Externally:** prospects, donors and partner organisations.

## Purpose

You will play a key role in the identification, cultivation, solicitation, and stewardship of individual donors and foundations worldwide, to fund our landscape restoration programs globally.



# Key Criteria for Success

*After 12 months in post, the successful candidate will have:*

- Developed a robust understanding of the work of Commonland and the fundraising opportunities ahead.
- Built up the donor pipeline and began developing engagement strategies, utilising the networks and volunteers supporting Commonland.
- Established close and collaborative working relationships with colleagues across Commonland and become a valued colleague.
- Supported the development of a strong case for support and suite of relevant collateral to share with prospective supporters.
- Made good progress in advancing one or two new donor relationships.



# Key Responsibilities

- Develop and implement a strategy for the growth and broadening of the donor base and fundraising opportunities.
- Build a strong prospect pipeline by identifying and cultivating relationships with new major funders and partners across individuals, corporates, and trusts & foundations, whose interests align with the vision and mission of Commonland.
- Collaborate with colleagues from the landscape team and the knowledge team on fundraising and delivering funding proposals.
- 
- Develop partnership and fundraising objectives, evaluate results and develops corrective strategies as needed.
- Support in further developing and strengthening the fundraising strategy and process.
- Working with the Donor Relations Manager, leverage the existing network of individuals and foundations to support the growth of the pipeline.
- Organise international meetings, events, and field visits for prospective donors.
- In all aspects of your work, be an excellent ambassador for the organisation.



# Person Specification

## Experience and knowledge

### Essential

- Proven track record in major gift fundraising and securing support at the 6- figure level or more.
- Experience of working with donors internationally.
- A thorough understanding of best practice in philanthropy and experience developing strategic fundraising as well as regular income generation.
- Proven experience of delivering successful fundraising projects and initiatives.
- Track record of working with high-level volunteer boards and leadership.

### Desirable

- Experience in the nature conservation, restoration, ecology, agriculture and/or forestry sectors or research areas.

## Skills, abilities and attitudes

- A strong affinity with Commonland's mission.
- Enjoy working in an expert organisation.
- Outstanding writing and verbal skills in English, and preferably in Dutch, French and/or Spanish, with the ability to develop and write compelling stories and funding proposals.
- Entrepreneurial, with the ability to spot income generating opportunities and the drive to push initiatives forward and increase income.
- Self-motivated, resilient and with a positive, can-do attitude.
- Courage and confidence in building long-term relationships and excellent interpersonal skills.
- Strong project management and analytical skills, and an eye for detail.
- You recognise yourself in our core values:
  - empower each other,
  - put words into action, and
  - honest & compassionate.



# Next steps

## Terms

This role is positioned with a salary range of c.€56,000 - €78,000 pa, depending on level of experience, plus an 8% holiday allowance and monthly work from home allowance. To discuss salary parameters please call **Sonja Dunphy**, Managing Director at **Richmond Associates**.

### The package includes:

#### Annual leave entitlement:

31 days per annum, based on a Dutch employment contract

#### Pension:

Contributions to Commonland's pension scheme if located in the Netherlands, or the equivalent if located elsewhere.

#### Relocation package:

Relocation cost assistance is available, if applicable

#### What we offer our team

We have built a bright, engaged, committed and international team of experts, ambassadors, thinkers and 'doers'. As an employer, in addition to being part of an innovative new organisation in the landscape / climate movement seeking practical solutions, we offer:

- a job with purpose;
- a dynamic and international scale-up environment with passionate and enthusiastic colleagues and the opportunity to visit our landscapes;
- an open culture (we use the Theory U also within our organisation);
- a flat organisation structure;
- the potential of growth in a rapidly expanding market;
- an attractive booming innovation hub: Amsterdam;
- yearly training budget for personal development;
- budget to set up your home office (e.g. for a desk, chair and an extra screen);
- while at our brand-new office: weekly healthy lunch, good coffee and Dutch regenerative tea, and monthly drinks with colleagues.

## How to Apply

### Applications should include:

1. A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your notice period and names of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.

## Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Sonja Dunphy, Managing Director at Richmond Associates.

Interviews with Commonland will take place from **6 July 2022**.

Closing date for applications is 09:00 on Friday 24 June 2022.

Please send your application to **Kate Tilley**, Business Support Assistant:

- ✉ info@richmond-associates.com (preferred)
- 📍 Richmond Associates  
7-10 Adam Street  
London WC2N 6AA, UK
- ☎ +44 (0) 20 3617 9240