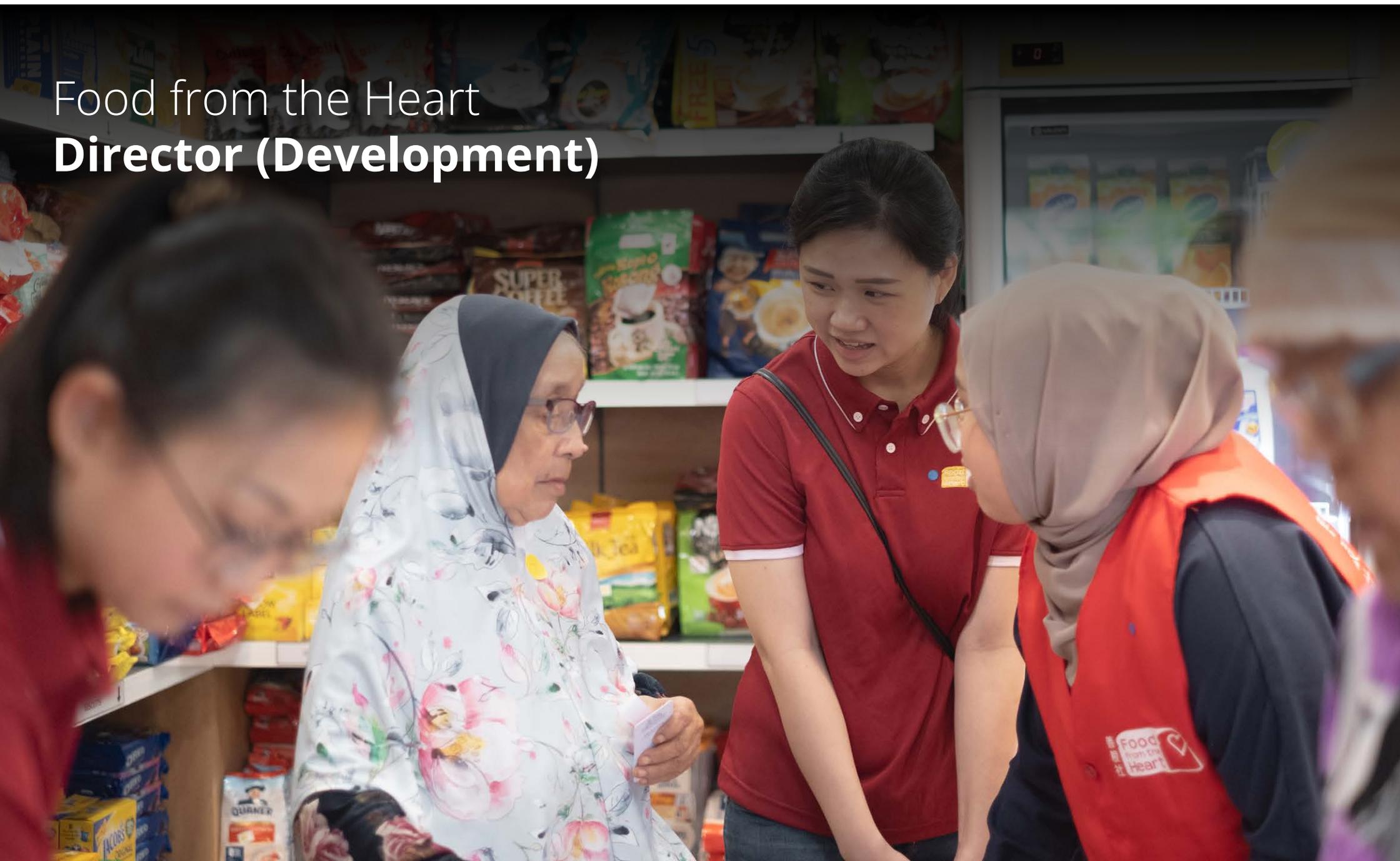


# Food from the Heart Director (Development)



# Welcome from Chairman

Philanthropy has been fundamental in helping Food from the Heart (FFTH) deliver its mission.

FFTH was established in February 2003 by Singapore-based Austrian couple Henry and Christine Laimer who read a report in The Sunday Times about bakeries discarding their unsold bread. Stirred, they then decided to channel surplus food from bakeries to those in need. Food from the Heart started with 120 volunteers in 2003. As at the end of 2020, our volunteers multiplied to over 10,000, and together we reached 53,700 beneficiaries across Singapore.

I am honoured to lead this charity since 2011 and has seen it grown into one of Singapore's foremost independent food charity with IPC status, with a team of 23 professional staff who are passionate about the cause we support.

Together as a community, we have remained steadfast and true to our mission in reaching out to the less fortunate with our food support. We

believe that our reliable, consistent and sustainable food programmes will support our beneficiaries better, providing them with the food security they need now more than ever.

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*“Together as a community, we have remained steadfast and true to our mission in reaching out to the less fortunate with our food support”*

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With the increased demand for food programmes, we are speeding up our digitalisation projects. The pandemic has escalated the need for technology to improve our operations and processes, especially food distribution. As a beneficiary-centric charity and an essential service provider, we cannot allow our food programme to be disrupted by a pandemic or other crisis.

I would like to invite you to join us as Director (Development), a newly created position during such a momentous time in the history of FFTH. It is truly a vital and exciting role, where you will be poised to spearhead an extraordinary chapter in our journey; increasing our presence and reputation as the leading charity in alleviating food hunger.

We are looking for exceptional fundraising and communications leader who possesses an enterprising spirit and great drive.

I am looking forward to receiving your application and to hearing how you can contribute to our wonderful organisation.



**Ronald P. Stride**  
Chairman  
*Food from the Heart*

# Contents

- 4 Background Information
- 6 How you have helped us in year 2020
- 7 The Role
- 8 Key Criteria for Success
- 9 Key Responsibilities
- 10 Person Specification
- 11 Next steps
  - 11 *Terms*
  - 11 *How to Apply*
  - 11 *Selection Process*
- 12 About Richmond Associates



# Background Information

## Our Vision

To be the leading charity in Singapore devoted to alleviating hunger through efficient distribution of food.

## Our Mission

To alleviate hunger by providing reliable, consistent and sustainable food support to the less fortunate through food distribution programmes.

## Our Values

As we work towards our mission, we embrace the values of professionalism, efficiency, transparency and self-sustainability.

## Our Shared Vision

Sharing Hope, Nourishing Life.va

## About Food from the Heart

Today, Food from the Heart is one of Singapore's foremost independent food charity with IPC status devoted to alleviating hunger through efficient distribution of food in a sustainable manner; and making a significant impact in food waste reduction.

Food from the Heart helps thousands of lives each year by garnering support from sponsors, donors and volunteers to fight hunger through its five core programmes: Bread Run, Community Food Pack, Project Belanja!, School Goodie Bag, and Market Place.

Almost 1,000 volunteers collect perfectly edible, unsold bread from their assigned bakeries or hotels each day regardless of rain or shine and redistributes it to those who need them through its **Bread Run** programme. Each month, 22,880 people receive bread that would otherwise have been wasted. In 2020, volunteers collected an estimated \$2.4 million worth of unsold bread from 116 bakeries and hotels and delivered to 160 distribution points.



To reach struggling individuals and families in Singapore's heartlands, Food from the Heart works with grassroots organisations, family service centres and senior activity centres islandwide to provide food assistance through its **Community Food Pack** programme. Weekly bread rations and monthly food packs, as well as a monthly rotational distribution of fresh eggs, fruit and root vegetables, are distributed through its 83 community partners, providing aid to almost 8,000 families.

With the aim to provide more than just sustenance, Food from the Heart continually strives to increase the nutritional value of its food pack. Needy patients undergoing dialysis receive curated food packs suitable for their diets under the Community Food Pack programme. At the same time, wholesome additions such as oats, fresh eggs, fruit and root vegetables supplement the standard bundle of non-perishable food items.

In one of its significant efforts to serve the needy better, Food from the Heart seeks to return the dignity of choice to the needy with the launch of its first Community Shop in February 2020. At the Shop, beneficiaries can choose the food items they require instead of receiving standard food packages, and redeem them via the QR code on their beneficiary cards. The Shop also encourages a kampung spirit within the neighbourhood

as residents can help those in need by donating food at the Community Shop's 24/7 food drop.

**Project Belanja!** is another food redemption programme aimed at giving beneficiaries more options to suit their needs. The programme allows its beneficiaries to redeem cooked meals at selected hawker stalls via the QR code on their beneficiary cards, giving those who are unable to cook, or who have no time to do so, a cooked food alternative. The programme currently serves about 300 beneficiaries.

With the intention of providing a level starting ground for students from underprivileged backgrounds, Food from the Heart launched its **School Goodie Bag** programme in 2004 to help provide better nourishment during developmental years. Currently, over 6,000 beneficiaries are supported under this programme.



Maximising its unique position within the community as a food redistributor, Food from the Heart launched **Market Place**, in a collaborative effort with NTUC FairPrice to collect packaging-damaged, near-expiry food items for distribution. With the support of more than 100 FairPrice supermarkets, perfectly edible food is given to those who need it, instead of going to waste.

With the support of donors, food industry partners and more than 10,000 volunteers, Food from the Heart made a difference to the lives of more than **53,700** people throughout Singapore by distributing S\$6.35 million worth of food in 2020.

## Impacts of Covid-19

Food from the Heart has seen a substantial spike in the number of needy individuals and families asking for help since the pandemic. During **Circuit Breaker**, operations were quickly adapted to ensure the needy continue to receive the monthly food packs.

In 2020, Food from the Heart packed 1.4 million food items, distributed 97,650 food packs, provided 36,767 hot meals, saved and redistributed 197,922 kg of bread.

For more information, please visit [www.foodfromtheheart.sg](http://www.foodfromtheheart.sg).

# How you have helped us in year 2020



**53,700**  
Beneficiaries supported

**\$6,350,000**  
Worth of food distributed



**1,398,332**  
Food items packed

**97,650**  
Food packs distributed



**36,767**  
Hot meals provided



**309**  
Food distribution points

**24,417**  
Volunteer activity sign-ups



**419**  
Food donation drives organised



# The Role

## Job Title

Director (Development)

## Location

Singapore

## Reports to

CEO

## Direct Reports

- Manager (Development)
- Manager (Marketing and Communications)
- Senior Executive (Corporate Social Responsibility)
- Executive (Development)

## Key Relationships

- Chairman of the Board
- Board Directors
- Fundraising Committee
- CEO
- Executive Leadership Team
- Donors, Media and Partner Organisations

## Purpose

Reporting directly to the CEO and as a member of the Executive Leadership team, the Director (Development) is responsible for the strategic and tactical delivery of programmes for raising funds and ensuring a strong marketing communications programme that not only supports raising funds but also builds the brand.

It is a new and important leadership role that is key to generating revenue to support organisational activities and, more importantly, its long-term sustainability. Working closely with the CEO and Board, the Director (Development) will transform traditional, transactional fundraising activities into a donor-centric philanthropic and fundraising programme that is scalable for the future.

The success of this role will be measured by their ability to engage with internal and external stakeholders that result in philanthropic gifts, donations and other forms of financial investment to help achieve FFTH's vision to be the leading charity in Singapore devoted to alleviating hunger through efficient distribution of food.



# Key Criteria for Success

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

- Developed and began implementing an integrated marketing and communications strategy that amplifies FFTH's presence and reputation as the leading charity in alleviating food hunger.
- Further developed and begun to implement a philanthropy and fundraising strategy for FFTH, including the development of a sustainable major gifts programme, prospect research, stewardship programme and moves management processes to help sustain giving at a more strategic level.
- Developed a compelling whole-of-organisation case for support.
- Build the competency of the development and communications team through coaching and best practice.
- Ensured fundraising policies and procedures are in place to support a robust philanthropy programme.
- Established themselves as a key staff member within the organisation and with the Board, as a leader and ambassador for philanthropic fundraising internally.



# Key Responsibilities

## Development

- Develop a compelling whole-of-organisation case for support.
- Working closely with the CEO, further develop and implement a robust and diversified fundraising strategy and operational plan, and proactively support and advise on effective relationship management plans based on agreed goals and strategies.
- In collaboration with the Board and CEO, build and nurture current and prospective philanthropic relationships.
- Strengthen donor-centricity and capacity for relationship fundraising.
- Review and further develop a robust stewardship programme.
- Evaluate and revamp direct marketing programmes to increase effectiveness.
- Create new opportunities for partnerships and sponsorships.
- Conduct events and fundraising initiatives that are timely, well organised and highly valued.

## Marketing and Communications

- Develop and manage the strategy for marketing and communications to support brand growth and the positive reputation of FFTH.
- Conceptualise and execute multi-channel branding and marketing strategies to build a consistent brand and corporate identity.
- Oversee content and multimedia media plans, including a digital media strategy that focuses on building new audiences, increasing brand recognition, engagement and revenue.
- Develop and implement communications plans that support both internal and external communications.
- Develop an in-depth understanding of sector and social media trends, tools platforms and best practices.
- Curate and produce marketing collaterals of different medium including annual reports.
- Identify and develop collaboration opportunities aligned with development goals.

## Management

- Lead and motivate the Development and Communications team to deliver results, through establishing clear directions, including setting short and long term targets and ensuring delivery against these.
- Ensure business processes are in place, enhancing operational efficiency and maximising resources.
- Oversee timely processing of gifts and accurate reporting on fundraising targets, based on robust approach to data gathering and impact measurement.
- Oversee the effective use of the database for donors, sponsors and CSR contacts to help maximise operational efficiency.
- Be proactive in developing staff and building confidence and capability within the team.
- As a member of the Management Team, work collaboratively with senior colleagues across the organisation to ensure that the work of the Development and Communications team is fully integrated and supports the delivery of FFTH's overall objectives.
- Submit regular management updates and produce board reports in a timely manner.



# Person Specification

## Experience and knowledge

- Educated up to undergraduate degree level or equivalent, or a combination of relevant experience and skills.
- Proven track record in philanthropic fundraising, gained in organisations of comparable scale and complexity.
- Proven experience of shaping, directing and delivering successful fundraising projects and initiatives.
- Experience in PR and brand communications across various mediums, including digital marketing and online analytics.
- Significant experience managing, motivating and developing teams, with proven success of achieving ambitious goals.
- Successful track record of managing and working with high-level volunteer boards and leadership.
- Proven experience managing complex and nuanced donor relationships which require a bespoke approach and a high level of judgement.
- A thorough understanding of best practice in philanthropy and experience developing strategic fundraising as well as regular income generation.
- Clear thinking with sound judgment and the ability to take decisions where there are contested areas.
- Capacity to negotiate through personal influence.
- Ability to innovate; to be opportunistic, responsive, resourceful and resilient.
- High level of motivation and initiative, and a desire to succeed and achieve transformational change.

## Skills, abilities and attitudes

- Analytical and strategic.
- Strong oral and written communication skills with the ability to develop and write compelling stories and funding proposals.
- Demonstrable strong leadership skills, with an open, approachable and inclusive style which inspires trust.
- Sophisticated interpersonal, communication and diplomacy skills with the ability to liaise, network and influence at all levels.
- Entrepreneurial flair, with the ability to spot income generating opportunities and the drive to push things forward and increase income.
- Passion in and commitment to the aims and work of FFTH.
- Ability to work independently and perform under pressure.
- Self-motivated, highly resourceful and result-oriented.



# Next steps

## Terms

To discuss salary parameters please call **Chua Beng Hwee**, Director of Richmond Associates Asia Office.

## 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 latest salary, 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 Chua Beng Hwee, Director at Richmond Associates Asia Office.

Interviews with FFTH will take place from mid **February 2022**.

Closing Date For Applications  
Is 09:00 On Thursday,  
10 February 2022.

Please send your application  
to Ms **Susan Seah**, Business  
Support Administrator:

✉ [info@richmond-associates.com](mailto:info@richmond-associates.com)  
☎ +65 9684 7487 (Asia Office)



# About Richmond Associates

Richmond Associates is a specialist executive search consultancy with offices in London, Sydney and Singapore. Established in the UK in 1999, Australia in 2011 and Singapore in 2019, we work in partnership with the world's leading education, healthcare, cultural and charitable organisations to find talented advancement professionals, including fundraising, alumni relations, advancement services and marketing specialists.

Richmond Associates' expertise is not just in recruiting talented and experienced advancement professionals. Our strengths extend beyond recruitment, enabling us to also advise on career development for individuals as well as acquisition, retention and talent management strategies for clients. We also offer advice on training and development needs for advancement teams and provide guidance on team structures and their evolution.

Richmond Associates' senior team members have all been advancement practitioners or human resource specialists in previous careers and are members of relevant accredited bodies in both advancement and recruitment. Our experienced team and focus purely on recruiting advancement professionals gives us and an enviable insight into the profession and a commitment to its growth.

