

Food from the Heart Manager (Fundraising)



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.

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 Manager (Fundraising) 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 fundraiser 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

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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.

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.

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

Manager (Fundraising)

Location

Singapore

Reports to

Director (Development)

Direct Reports

Executive (Fundraising)

Key Relationships

Chief Executive Officer, Executive Leadership team and colleagues across the organisation.

Purpose

Reporting to the Director (Development), the Manager (Fundraising) is responsible for developing and implementing a comprehensive fundraising and donor engagement programme. This includes regular giving, online giving, major gifts, corporate donations, grants, food raising and in-kind donations as well as key fundraising initiatives and events.

The incumbent will also manage relationship with key stakeholders and ensure excellent stewardship of donors.



Key Criteria for Success

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

- Worked closely with the Director (Development) to review and implement a strategy to grow and develop FFTH's portfolio of fundraising programmes and initiatives.
- Begun to build significant relationships with existing portfolio of donors and key stakeholders both in FFTH and its partners.
- Delivered against agreed fundraising targets.
- Ensured excellent stewardship of donors.
- Gained a good understanding of the full range of activities of FFTH and be a confident and trusted member of the team.



Key Responsibilities

- Working closely with the Director (Development), develop and implement a broad range of donor cultivation strategies, programmes and activities to increase the funds raised for FFTH to realise its strategic objectives.
- Contribute to the development and management of a pipeline of prospective and existing donors in accordance with engagement plans to grow the donor base year on year in revenue and quantum of donors.
- Develop, write and present proposals and business cases to both internal and external stakeholders across a range of topics to highlight philanthropic opportunities and drive donor revenue growth.
- Hold meaningful relationships with the Chairman, Board Directors, Corporate Partners and other key stakeholders.
- Attend donor meetings with senior leadership when relevant.
- Ensure that effective stewardship is being implemented and maintain high level of donor contacts through calls, emails, donor visits and events.
- Manage events and fundraising initiatives to ensure that they are timely, well organised and highly valued.
- Input all relevant information into the CRM and have a particular responsibility for monitoring major gifts activity.
- Prepare reports for Board and Management meetings



Person Specification

Experience and knowledge

Essential

- Educated to degree level or equivalent.
- Track record of developing and implementing successful fundraising operations across a variety of income streams.
- Experience of setting targets and working towards them.
- Understanding of different fundraising networks, including major individual donors, trusts and foundations and corporate giving.
- Knowledge of fundraising best practice.
- Experience working with a CRM database.

Desirable

- Thorough understanding of fundraising in the charity or arts sector including best practice, current challenges and latest news.

Skills, abilities and attitudes

- Outstanding written and verbal communication skills.
- Confident, approachable and a team player, who inspires through leading by example.
- Creative approach to spot or manufacture opportunities as they arise.
- Ability to work independently, identify problems and propose solutions.
- Ability to prioritise and focus on areas with greatest potential impact.
- Natural relationship-builder across all levels.
- Excellent attention to detail with a thorough, comprehensive and goal-orientated approach to work.
- Awareness of and commitment to the importance of a strong departmental culture and shared values.
- Passion in and commitment to the aims and work of FFTH.
- Self-motivated, highly resourceful and result-oriented.



Next steps

Terms

To discuss salary parameters, please contact **Chua Beng Hwee**, Director, Richmond Associates, Asia Office on info@richmond-associates.com.

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 Richmond Associates.

Interviews with FPTH will take place from **end January 2022**.

Closing Date For Applications
Is 09:00 On Friday,
14 January 2022.

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

✉ 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.

