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## RECRUITING: UK COMMUNITY FUNDRAISER



### Introduction

Kijana Kwanza (Young People First) is a non-denominational grassroots project based in Moshi, Tanzania that aims to empower a new generation of children and young people with the knowledge and skills to become self-sufficient citizens, community leaders and social changemakers. We achieve this by providing a safe environment for children and young people to grow, stay healthy and access formal learning, vocational training and life skills. We also support families to develop economically and provide for their own children.

We currently provide the following services:

- Shelter (on-site or in foster care), living costs and secondary school education for orphans, former street children and child victims of abuse.

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- Vocational training and apprenticeships for young people to learn a skill and become financially independent.
- Daily computer classes for the wider community of children and young people in Moshi Town
- A Study Café for children and young people living in overcrowded housing to study, borrow textbooks and use our free Wi-Fi to access educational resources
- A diverse programme of extracurricular activities including sport, life skills workshops and games that improve social skills
- Grants and interest-free loans for children and young people who find themselves in crisis or would like to set up a small business
- Low-cost, social housing for poor families
- A rural microfinance initiative that has provided dairy cows, goat herds and flocks of chickens to families with children, living in local villages around Moshi Town.
- Regular interfaith work and social action projects to foster social cohesion and encourage active citizenship.

## **Governance**

Kijana Kwanza's projects in Moshi, Tanzania are primarily funded by a UK charity registered under the same name. Most of the UK charity's funds emanate for a large number of small, individual donors and a few charitable trusts with whom we have an on-going relationship.

In order to keep administrative costs low, Kijana Kwanza does not operate an international office, with most back-office systems operating online or managed from our offices in Tanzania. Until now we have not employed any international staff who are permanently based outside of Tanzania, including the UK Director, who works from Tanzania.

## **The Role: UK Community Fundraiser**

Working hours: 20 hours/week

Location: Remote/Homeworking

Responsible to: UK Director

Salary: £30,000 pro-rata (£15,000 per annum)

To meet the demand for our child and youth services in Tanzania, Kijana Kwanza is now introducing a dedicated UK based role for fundraising and income generation.

This is a remote working, flexible role that requires commitment, passion and the ability to work

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independently, with minimal supervision. The post will report to the UK Director, and therefore most supervisions and interactions will take place online.

As the first dedicated fundraiser for Kijana Kwanza, the successful candidate will need to demonstrate leadership, experience and skill in soliciting new donors, building grassroots partnerships and recruiting volunteers to participate in fundraising activities. Excellent social and communications skills are imperative.

In order to expand and diversify our income sources, applicants should be able to demonstrate expertise in **at least 3** of the following areas:

Individual Donor Solicitation	Sourcing one-off and regular funds through individuals
Community Fundraising	Raising funds by building relationships with community organisations, sports groups, schools, clubs and places of worship
Corporate Partnerships	Cultivating business relationships that generate income, reduce costs and/or add value to the organisation
Challenge Event Fundraising	Organising sponsored events via volunteer participants
Major Donor Fundraising	Sourcing one-off and regular donations in excess of £5,000 from high-net worth individuals
Trusts & Foundations	Applying for grant funding from charitable bodies
Trading Activities	Generating profit through the sale of goods or services

Applicants will also need to possess **at least 3** of the following additional skills:

- Graphic Design and/or Video Editing
- Website Design and/or Management
- Drafting Marketing Materials including High Quality Digital Newsletters
- Social Media Management
- Managing Google Grants & Social Media Advertising
- Engaging High Profile Personalities, Celebrities and/or Social Media Influencers
- Managing an eBay or Amazon Shop

We take our ethical duty in providing value for money to donors seriously. Whilst back-office costs are inevitable for any successful and sustainable project, we try our best to keep these as low as possible. As a result, the post should expect set targets and performance indicators for income

generation. After successful completion of the mandatory probationary period, there will be an opportunity to travel to Tanzania and visit our projects first hand.

### **How to Apply?**

Candidates are required to submit their CV and a covering letter of no more than 2 pages outlining their suitability for the role. Applications should be sent to the UK Director, Mohammed S Mamdani at [mohammed@kijana-kwanza.org](mailto:mohammed@kijana-kwanza.org).

**There are NO deadlines** – if we are interesting in talking to you in more detail, we will be in touch to set up an online interview.