



Head of Fundraising

Applicant Pack
October 2026



In partnership with
quarter5

Contents



2 About Little Village

- 3 Vision, Mission and Values
- 4 2024-2026 Strategic Plan
- 5 How Little Village's Baby Bank Operation Works
- 6 Diversity & Inclusion

7 About the role

- 7 Context
- 9 Role responsibilities
- 11 Person specification
- 12 Employee benefits

13 Apply





About Little Village

Little Village makes a big difference to families with **babies and young children** living in poverty across London.

Via our network of baby banks and partners such as Family Hubs, community organisations and all of London's maternity units, we pass on pre-loved goods from one family to another – clothes, toys and equipment – so that many more babies and young children have the essential things they need to thrive.

Families either visit a Little Village hub, or receive items that have been packed with care and delivered to their home. But it doesn't stop there. We also connect families into a wider network of support in community settings, helping them to build and extend their own 'village'. And we raise our voices for change, sharing the stark realities of too many children's lives in London.

Thanks to the generous donations of pre-loved items, precious time and money, since we launched in 2016, Little Village has supported more than **36,000** children.

In 2025, Little Village supported children **11,808** times (up from 9,269 in 2024) and reached families in **every London borough**.



What we believe



Our Vision

For every child to have the essentials they need to thrive.



Our Mission

To bring about change for children and families through the power of sharing, reusing and connecting.

Our Values



Solidarity

We bring people together across economic and social divides, united in a shared belief that every parent deserves to give their kids the best possible start in life.



Sustainability

We achieve our mission whilst treading lightly on the planet, joining forces with other parts of the circular economy to reduce waste and promote re-use.



Love

Everything we pass on to families is a gift, not a handout. We see love as an action – an act of donating precious baby kit, of volunteering valuable time and of offering solidarity during tough times.



Thriving

This means having a sense of agency, belonging, and hope. And these are the qualities we focus on in how we work as well as what we do.



2024 – 2026 Strategic Plan

Our 2024 – 2026 Strategic Plan focuses on **four** key ambitions.

Supporting families: Continuing to share both essential items and understanding, so that babies and children in London can thrive.

Inspiring: Growing the “village” of support and inspiring more people to join us.

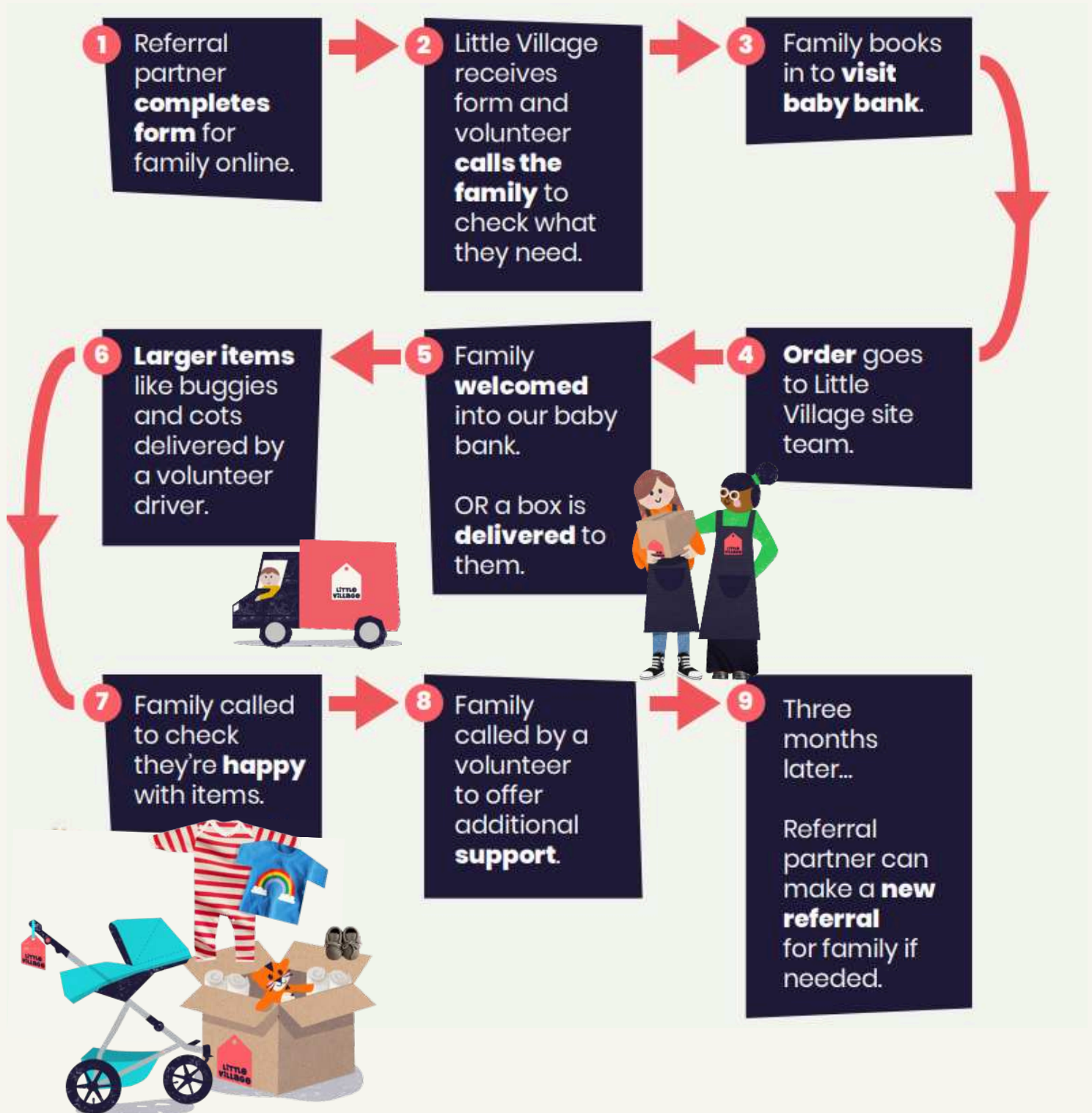
Raising awareness: Raising our voice for change, to raise awareness of family poverty and baby banks, and build the Baby Bank Alliance.

Resilience: Ensuring the sustainability of this work by developing a strong and resilient organisation.

The full strategy is available [on our website](#). And more detail on what we achieved in 2025 can be found in [our Impact Report](#).



How Little Village's Baby Bank Operation Works



Diversity and Inclusion

Little Village operates in London, one of the most diverse cities in the world.

We are working towards a goal where our team fully reflects that diversity and difference in lived experiences and strongly encourage applications from under-represented groups including: people from Black, Asian and Minority Ethnic backgrounds, LGBTQ+ people, people with disabilities, people with lived experience of poverty either personally or through family, experience of the care system, non-graduates and first-in-family graduates.

As part of our commitment to fairer recruitment, all applications will be assessed without names and any protected characteristics.

We want Little Village to be a place where our individual differences and contributions are truly recognised and valued. We want to support people with disabilities and are fully committed to make any reasonable adjustments so that everyone can apply to this role. We are serious about working with the right candidate to make this role work for them. To read our Equal Opportunities Policy please see [here](#).

Equal Opportunities Form

Our equal opportunities monitoring form helps us to monitor the effectiveness of our Diversity and Inclusion Strategy at the recruitment stage. We would greatly appreciate it if you fill the form out as part of the application process. The form you complete is automatically separated from your application documents.



About the role

Job title – Head of Fundraising

Contract type – Permanent

Hours – 35 hours per week (open to discussing flexibility, including part-time)

Salary – £60,000 (pro rata if part-time)

Working arrangements – Home-based with regular travel to Little Village hubs across London. *Core hours: 09:30–15:00. Weekly or fortnightly Fundraising and MarComms team meetings in London, monthly Leadership Team meetings, plus other meetings as needed.*

Reporting to – Executive Director of Fundraising, Marketing & Communications

Member of – Leadership Team

Responsible for – Fundraising team of six (five direct reports)

Direct reports (indicative) – Fundraising Managers and Officers covering Trusts and Foundations, Major Giving, Corporate Partnerships, Corporate and Community Partnerships, and Supporter Experience

Additional requirements – DBS check

Little Village is at a pivotal moment in its journey. Over the last ten years, it has grown from its founder's living room to become a pan London organisation and one of the UK's largest baby banks and has co-founded the national Baby Bank Alliance. As it approaches its 10-year milestone and prepares to launch a new organisational strategy in 2027, the charity is poised to widen its impact and reach many more families with babies and young children across London.

The Head of Fundraising will play a central role in this next phase. Reporting to our newly appointed Executive Director of Fundraising, Marketing & Communications, and sitting on our cross-organisational Leadership Team, you will work with the Director to shape and deliver our fundraising strategy, and lead its day-to-day delivery and the development of our fundraising team – keeping income, pipeline and performance on track, and freeing the Director to focus on the bigger picture.

This is a hands-on leadership role with real scope: a team with genuine potential to develop, strong high-value relationships to build on, and clear opportunities to grow.

Fundraising

Little Village has built a diverse and successful income base of c.£3m, with particular strength in high-value philanthropy and partnerships, and a track record of securing significant support from major donors and funders.

The next phase is about building on this success – strengthening existing relationships while developing a more structured, sustainable and forward-looking fundraising model. There is clear opportunity to grow income across multiple streams, including mid-value corporate partnerships, trusts and foundations, and individual giving, alongside increasing the proportion of multi-year and repeat funding.

As Head of Fundraising, you will lead the operational delivery of this – embedding the pipeline, forecasting and income reporting disciplines that underpin a more structured model, and making sure the team has the focus, support and accountability to deliver.

Your priorities

- **Shaping strategy.** Working with the Director to set and deliver an integrated fundraising strategy as Little Village prepares to launch its new organisational strategy in 2027, and turning it into plans the team can deliver.
- **Leading and developing the team.** Our fundraising team spans trusts and foundations, major donors, corporate partnerships, community fundraising and supporter relations. You will line manage and develop a team of six with a supportive, accountable approach – setting clear expectations, building on the work already under way on our ways of working, and creating the space for people to grow.
- **Major donors.** Building a bigger, more resilient pipeline of high-net-worth supporters, alongside the great major donors we already have.
- **Trusts and foundations.** The source of most of our income. You will lead an increasingly strategic, relationship-focused approach, bringing trusts and foundations into conversations about more transformational funding.
- **Corporate partnerships.** Developing corporate relationships into long-term strategic partnerships, with a clear focus on which Little Village services to lead with and which London companies to approach – for example financial services and medium-sized firms with headroom to give.
- **Statutory funding.** Little Village has recently secured significant statutory grants, and there is scope to grow further, including crisis and resilience funds and GLA funding. You will support our Head of Families and Communities, who leads our local authority work, to develop this, and you will lead our existing and emerging statutory and statutory-aligned funding relationships yourself, staying close to them while we establish our strategy for this growing income stream, alongside senior cultivation, asks and stewardship with other major supporters as needed.
- **Integrated campaigns.** Working closely with our Senior Marketing Manager as fundraising lead on integrated campaigns and supporter journeys.

Who we're looking for

You will be a people leader and a relationship fundraiser in equal measure. You bring high-value, relationship-led fundraising expertise across major donors, trusts and foundations, and corporate partnerships – able to build and hold relationships yourself, and to coach others to do the same.

You understand the statutory funding landscape, ideally with direct experience, and you are comfortable managing complex grants and budgets alongside colleagues in Operations and Finance.

Above all, you bring significant experience of managing and developing a team – setting clear expectations, supporting people to grow and bringing them with you, while keeping delivery on track. Ideally you will have led fundraising across multiple channels before; if not, you will need solid, demonstrable experience of team management.



"Little Village are people who treat you with love, understand you, and never judge you."

— Parent supported by Little Village

Role Responsibilities

Operational leadership

- Lead the operational delivery of the fundraising strategy to generate sustainable, mission-aligned income that supports our organisational strategy
- Work closely with the Senior Marketing Manager to deliver integrated, brand-led campaigns – acting as the fundraising lead for these moments
- Support the Director to deliver quarterly reports on progress against income and broader KPIs to the Finance Committee and Board of Trustees

Income generation and sustainability

- Oversee the delivery of ambitious but realistic income targets across all fundraising streams
- Ensure fundraisers use our strong, compelling and evolving case for support across all income streams
- Work with the CEO, Board, Director and senior volunteers to cultivate and steward high-value donors and partners
- Manage the use of systems for pipelines, forecasting, income reporting and risk management
- Support the development of our Strategic Partnerships work with statutory funders, and the management of complex grants and their budgets, working with our Operations and Finance teams

Supporter and audience engagement

- With the Director and Senior Marketing and Communications Managers, design and oversee the development of an integrated campaign plan for the year
- With the Director and Senior Marketing Manager, design and oversee coherent supporter journeys from first engagement through to long-term advocacy and support, working with the Head of Tech on creating a single supporter view between CRM systems
- Ensure fundraising and communications activity is insight-led and data-informed
- Balance national and regional profile-building with the capacity, needs and priorities of our operations in local communities across London

Continued overleaf

Role Responsibilities Ctd.

Leadership, culture and systems

- Lead and develop a high-performing Fundraising team
- Build a culture of collaboration, learning and shared ownership across functions
- Work with the Director and other Heads to put in place fit-for-purpose systems, processes and data to track income, reach, ROI and impact
- Ensure compliance with fundraising regulation, GDPR and communications best practice

Organisational leadership

- Play a full and active role as a member of the Leadership Team, taking collective responsibility for shared objectives and, for example, messaging difficult decisions or issues
- Contribute to organisational strategy, culture and operational decision-making, modelling leadership on 'behaviours against values' and our DEIB commitments
- Act as a senior ambassador for Little Village with donors, partners, media and sector stakeholders

Person Specification

Essential

- High-value, relationship-led fundraising expertise across major donors, trusts and foundations, and corporate partnerships – able to build and hold your own pipeline of big-ticket supporters, and to coach others to do the same
- Proximity to statutory funding – strategic knowledge and awareness as a minimum, and ideally direct statutory experience
- Complex grant management and budgeting experience, working with Operations and Finance teams
- Significant experience of managing and developing a team with a range of experience – setting clear expectations, building accountability and supporting people to grow, while keeping delivery on track
- Multi-channel fundraising leadership experience is preferred. Without it, including if this would be your first overall fundraising leadership role, you will need solid, demonstrable and significant team management experience

Desirable

- Direct, hands-on statutory fundraising experience
- Wider portfolio experience, for example community fundraising and events
- Experience of reporting to committees and trustee boards
- Experience of leading a fundraising team at a frontline charity
- Experience of using Beacon CRM
- Lived or wider personal experience of the issues faced by the families Little Village supports

Employee Benefits

At Little Village, we strongly believe in ensuring our staff feel valued and supported.

As a part of this, we offer a range of benefits, family-friendly practices and initiatives to help our staff thrive in their role, and to make Little Village a better place to work.

Employee benefits include:

- 25 days per year **annual leave** plus bank holidays (pro rata for those working fewer than 35 hours per week)
- We usually give the team **time off between Christmas and New Year**, which doesn't come off your allowance
- We will match your **pension** contributions by 3%
- All staff are entitled to a period of **sick leave** at full pay regardless of length of service
- We offer **enhanced family friendly policies** including Maternity, Paternity, Shared Parental Leave and Adoption pay. Our Fertility Policy is designed to support employees during fertility investigations and treatment. We are also accredited with the Empowered Foundations programme, with all of our line managers trained to support employees in their reproductive health journey.
- **Death in Service benefit** (x3 annual salary)
- **Employee Assistance Programme**
- All staff have access to **Rewards Gateway**, which offers discount vouchers with a number of retailers, health, mindfulness, fitness and financial planning resources. We're also registered with **Tickets for Good**, who offer free and discounted tickets to live sports, theatre and music events.
- **Eye test reimbursement** for DSE users (in line with statutory requirements)



Apply

We are partnering with **Laura Macnamara** at **QuarterFive** for this appointment.

For a confidential discussion of this role and support with your application, please email Laura, including a copy of your latest CV.



laura@quarterfive.co.uk

The deadline for applications is **Thursday 22nd October**.

- **First round interviews (online): w/c 2nd November**
- **Second round (in-person): w/c 9th November**, preceded by an online meeting with members of the team

Interview questions will be shared with shortlisted candidates in advance.

Applicants who require reasonable adjustments

If you have any specific requirements which would enable you to participate in the recruitment process more fully, in particular if these relate to a disability or access issue, please contact laura@quarterfive.co.uk as soon as possible. If you require the job pack in a different format, please get in touch and we will happily provide you with one.

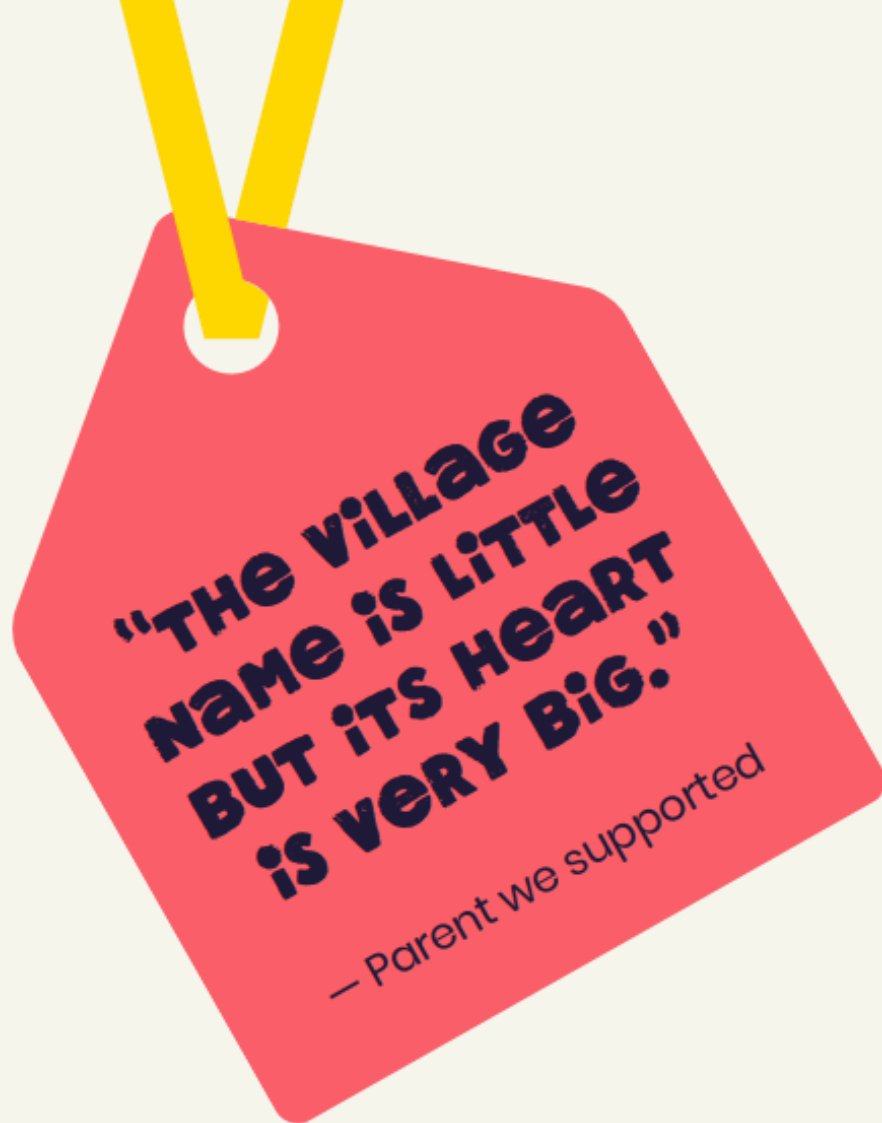
QuarterFive: Equality, Diversity and Inclusion

QuarterFive and our clients know fundraising could better reflect the diverse backgrounds and experiences of the people the charity sector supports. If you think you meet some of the criteria for a role and would like to discuss how your other experience might transfer, please ask us for a chat. We're here to support you.

Appointments will be made on merit alone and we will gladly make reasonable adjustments to always ensure a fair process. If you have any specific requirements that would enable you to participate in the recruitment process more fully, particularly if these relate to a disability or access issue, please contact laura@quarterfive.co.uk as soon as possible. If you require the job pack in a different format, please get in touch.

QuarterFive's Equality, Diversity and Inclusion Policy can be found **[here](#)**.





This applicant pack has been created by QuarterFive, in collaboration with Little Village.

QuarterFive is a specialist agency for charities and NFPs. We provide clients with access to the best talent in the sector, and offer candidates expert support in securing their next role.