

mary's meals

a simple solution
to world hunger

Recruitment pack for:
Head of Major Giving and Partnerships
Mary's Meals UK - May 2022



mary's
meals

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Welcome from our Executive Director

Thank you so much for your interest in joining the Mary's Meals family. As you consider making an application for the role of Head of Major Giving and Partnerships with Mary's Meals UK, I hope you find this pack helpful, encouraging, and exciting.

In joining Mary's Meals UK, you would become part of a global movement of people who will simply not accept that any child should go hungry in this world of plenty. We are passionately driven by our simple belief that every child in the world deserves an education – and enough to eat.

From small beginnings feeding just 200 Malawian children in 2002, we are now reaching 2,279,941 children across 20 programme countries (including Malawi, Liberia, Zambia, Haiti, South Sudan, and Syria) with a nutritious daily meal in school.

This meal not only meets the immediate needs of the hungry child, but it attracts children to the classroom, where they can gain an all-important education. And we firmly believe that the children who are receiving Mary's Meals today can grow up – better nourished and better educated – to become the men and women who will lift their communities out of poverty and end their reliance on aid.



Welcome from our Executive Director

None of this would be possible without the incredible generosity of our supporters all over the world, who give freely of their time, money, skills, and prayer. In Malawi alone, we have 80,000 volunteers who rise early each day to serve Mary's Meals to children in their community.

And, across Mary's Meals' dozen or so 'national affiliate' countries, in which we raise awareness and funds for our work (including the UK, USA, Austria, Germany, Ireland, Croatia and Canada), thousands of people amaze and inspire us every day with their 'little acts of love', spreading the word about Mary's Meals in their local communities and raising money to feed more children.

The UK, where we received the first-ever donations for our work, remains the country in which Mary's Meals raises the majority of its funds. And Mary's Meals UK, the organisation I am privileged to lead is responsible for continuing to tell our story across Scotland, England, Northern Ireland and Wales; engaging and inspiring more and more UK volunteers and donors; and driving forward the unrelenting growth of the Mary's Meals movement on these shores.

We do this while working very closely and collaboratively with our colleagues at Mary's Meals International, the organisation which co-ordinates the global movement and directly manages our school feeding programmes.

The Head of Major Giving and Partnerships will focus on developing and growing the Mary's Meals movement through a major donor fundraising strategy. This will involve creating and stewarding opportunities with major donors, charitable grants and trusts and corporate partners, creating tangible and visible results to sustain and grow our school feeding programmes.

You will lead and motivate the team to deliver exceptional long-term relationship-building with donors and identify and secure new funding opportunities.

With more than 58 million children out of school around the world and a further 73 million attending school so hungry that they are unable to concentrate and learn, our work is only just beginning. Will you play a crucial part in shaping the future of Mary's Meals UK and, with it, the lives of so many people who both contribute to and benefit from this incredible work of love, joy, and hope?

I look forward to hearing *your* story.



Daniel Adams
Executive Director, Mary's Meals UK

Our vision and mission

- Our **vision** is that every child receives one daily meal in their place of education and that all those who have more than they need, share with those who lack even the most basic things.
- Our **mission** is to enable people to offer their money, goods, skills, time, or prayer, and through this involvement, provide the most effective help to those suffering the effects of extreme poverty in the world's poorest communities.



Our values



- We have confidence in the innate goodness of people.
- We respect the dignity of every human being and family life.
- We believe in good stewardship of the resources entrusted to us.

View Mary's Meals' full statement of values here: [Statement of Values](#)

About the Mary's Meals movement

Mary's Meals is a global movement that sets up school feeding projects in some of the world's poorest communities, where poverty and hunger prevent children from gaining an education.

Our idea is a simple one that works. We provide one daily meal in a place of learning in order to attract chronically poor children into the classroom, where they receive an education that can, in the future, be their ladder out of poverty.

The Mary's Meals campaign was born in 2002 when Magnus MacFarlane-Barrow, from Dalmally in Argyll, visited Malawi during a famine and met a mother dying from AIDS. When Magnus asked her eldest son Edward what his dreams were in life, he replied simply: "I want to have enough food to eat and to go to school one day."

That moment was a key part of the inspiration which led to the founding of Mary's Meals, which began by feeding just 200 children in Malawi in 2002. Today, 20 years later, we feed 2,058,099 hungry children every school day across four continents. The average worldwide cost for us to feed a child for a whole school year is just £15.90.

Where Mary's Meals is provided, there is a rise in school enrolment, attainment and attendance. Wherever possible, Mary's Meals uses locally grown food to support the local economy and help smallholder farmers.

We work extremely hard to keep our running costs low and to ensure that at least 93% of donations goes directly on our charitable activities. This is only possible because most of our work is done by an army of dedicated volunteers all over the world, who carry out lots of little acts of love on behalf of Mary's Meals.

Having been inspired, in part, by our founder's Catholic faith, this work is named in honour of Mary, the mother of Jesus, who brought up her own child in poverty. We consist of, respect and reach out to people of all faiths and none.

Counting on support from around the globe, Mary's Meals has registered national affiliate organisations, which raise awareness of our work, in 20 countries around the world. Funds raised by affiliates, including from Mary's Meals UK, are passed to Mary's Meals International, the organisation which co-ordinates our movement and directly manages the delivery of our school feeding programmes.



Mary's Meals Network

National Affiliates

Australia Independent Affiliate	Austria Independent Affiliate	Bosnia-Herzegovina Branch of MMI	Canada Independent Affiliate
Croatia Independent Affiliate	Czech Republic Independent Affiliate	France Independent Affiliate	Germany Independent Affiliate
Ireland Independent Affiliate	Italy Independent Affiliate	Poland Independent Affiliate	Spain Independent Affiliate
Switzerland Independent Affiliate	United Kingdom Independent Affiliate	United States Independent Affiliate	

Mary's Meals International (MMI)

Programme Affiliates

Kenya Branch of MMI	Liberia Branch of MMI
Malawi Subsidiary of MMI	Zambia Subsidiary of MMI

Programme Partners

Belgium International Fundraising Group
Hong Kong International Fundraising Group
Netherlands International Fundraising Group
Portugal International Fundraising Group
Slovakia International Fundraising Group

Benin Soeurs de Marie de la Médaille Miraculeuse	Ecuador Fundación Cristo Misionero Orante	Ethiopia Daughters of Charity Tigray	Haiti Hands Together, BND, Caritas Hinche and Summits Education
India BREAD	Kenya Caritas Lodwar	Lebanon Dorcas	Madagascar Grandir Dignement and Feedback Madagascar
Malawi Missionary Community of Saint Paul the Apostle	Myanmar Episcopal Commission for Education	Niger Grandir Dignement	Romania Rhema Foundation
South Sudan Diocese of Rumbek	Syria Dorcas	Thailand Living Water Foundation	Uganda Emmaus Foundation
Yemen Yemen Aid	Zimbabwe Childcare Ministries and Mavambo Orphan Care		

About Mary's Meals UK

Mary's Meals UK (or 'MMUK'), a charity registered in Scotland, is the oldest entity in the Mary's Meals family – the original organisation established as Scottish International Relief in the early 1990s, when our founder and global CEO, Magnus MacFarlane-Barrow, first became involved in international aid during the Bosnian Conflict.

Back then, Magnus was a simple salmon farmer who, along with his family, decided to do something to help those who were suffering because of the war.

They relied heavily on the generosity of local people in their village of Dalmally in Argyll, who relentlessly donated food, blankets and other items of aid, which were then stored in the family shed, before being driven out by Magnus to Bosnia-Herzegovina.

Though our largest office is now in Glasgow, that same shed – which continues to be filled, metaphorically at least, with the generosity of our supporters – still serves as the headquarters of Mary's Meals UK to this day.



About Mary's Meals UK

In January 2015, to recognise the incredible growth of the Mary's Meals movement around the world and to facilitate future growth in new countries, another entity – Mary's Meals International (or 'MMI') – was formed.

This new organisation assumed responsibility for directly delivering our programmes and for coordinating the growing number of Mary's Meals organisations around the world, aimed at either awareness-raising or programme delivery.

This structural change saw Mary's Meals UK become the global movement's largest fundraising organisation and enabled it to focus even more passionately on its mission to tell our story across Scotland, England, Northern Ireland and Wales, and empower more people to help us reach the next hungry child by offering their money, goods, skills, time or prayer.

Today, Mary's Meals UK raises awareness and funds under the direction of the executive director, and through the passion, commitment and dedication of our volunteers and staff, led by the director of communications, director of supporter engagement and income, and the director of finance and operations. The organisation currently has offices in Glasgow, Dalmally and London and offers a flexible working model.



Role outline

Role title: Head of Major Giving and Partnerships

Location: Home-working from anywhere in the UK or hybrid/office working from our Glasgow or London office

Contract: Full time, permanent (37.5 hours per week)

Salary: c. £46,093 - £50,676

Benefits: Flexible working, 34 days' annual leave (including public holidays), and a non-contributory pension with employer contributions of 8%. For more information on what we offer, please visit [our website](#)

Reports to: Director of Supporter Engagement & Income

Direct reports: 2x Major Giving Managers (job share) and 1x Major Giving Lead (fixed term until January 2023)

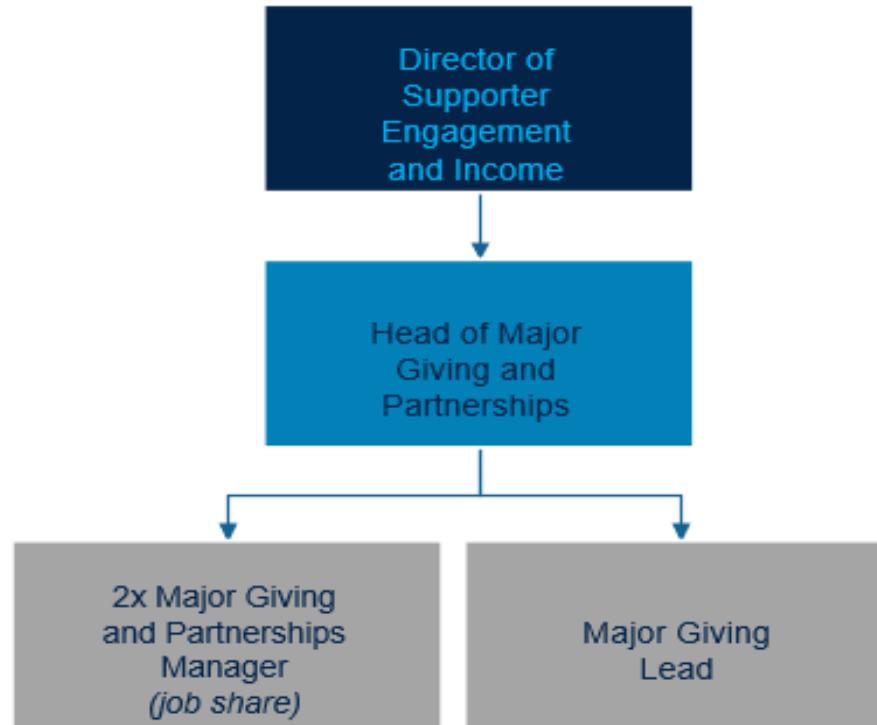
Key relationships:

Internal: Head of Grassroots, Head of Supporter Care, Head of Communications, Board & Leadership, Managers, Staff

External: Marys Meal's International Grants and Development Team and Programme Affiliates, Donors, Foundations and Trusts including Government Officials



Major Giving team structure



Duties and responsibilities

Role overview

A large part of the role will be in leading and motivating the team to enable exceptional long-term relationship-building with donors and the identification and securing of new funding opportunities. Working at senior level, the role will involve leading by example and ensuring our work is managed in line with Mary's Meals values.

Principal duties

- Development and implementation of Mary's Meals major donor fundraising strategy in the UK, aligned to the global strategy to cover sustainable long-term growth from major donor fundraising, grants and trusts, corporate partnerships and legacies
- Delivery and monitoring of income and expenditure budgets in line with organisational timings and requirements, including providing informed forecasts as required
- Ensure that the Mary's Meals approach is adopted in all activities and that there is shared understanding in the major giving and partnerships team of how to build and retain support
- Ensure all delivery of activity has the necessary checks in place to protect the good name and values of Mary's Meals. Ensure all activity is compliant with relevant legislation and fundraising requirements and best practice guidelines
- Lead, develop and manage the major donor and partnerships team, monitoring and evaluating activities through set key performance indicators and providing support with staff development.
- Contribute to key decision making within the UK team.
- Lead and develop support through relevant and timely communications and approaches to major donors and partners, including pro-active identification of opportunities to produce a pipeline of prospects and income opportunities
- Proactively identify opportunities to deliver first-class support, service and stewardship for donors ensuring they feel connected and part of the Mary's Meals family, including direct relationship management of a number of key prospects and donors
- Provide accurate and timely reports and data analysis to the director of supporter engagement and income and the wider senior leadership team
- Lead on delivering effective grant management for current donors and delivering engaging proposals and applications for potential donors leading to multi-year new business income
- Oversee a successful giving programme from the corporate sector to include affinity partnerships, cause related marketing partnerships, charity of the year adoptions and corporate charitable trust and foundation giving

Duties and responsibilities

- Develop strong working relationships with colleagues to ensure major giving and partnerships plans are understood and supported. Develop strong relationships with our international affiliate development team to develop and maintain detailed knowledge and information on Mary's Meals programme activity, projects and priority areas in order to keep donors updated on our work
- Work closely with the UK communications team in the production of fundraising campaigns, communications and resources, ensuring consistency of Mary's Meals messages and materials
- Travel throughout the UK, working varying hours on occasion
- Act as an ambassador for Mary's Meals, representing the organisation at public engagements and supporter events – and, where necessary, delivering speeches or presentations to a wide range of audiences including media



Qualifications, experience and skills

Essential

- At least five years' experience working within a senior major donor and/or corporate fundraising role with experience of developing and securing high value relationships and gifts
- Proven ability and experience of able managing and developing the capabilities of driven, bright and diverse teams
- Mature and well-developed interpersonal skills, with demonstratable experience in persuading and influencing others
- Ability to establish, develop and nurture collaborative relationships at all levels
- Engaging and inspiring communications skills
- Highly strategic with the ability to analyse, interpret and use data to plan for the future
- Strong management and leaderships skills
- Sound knowledge of legislation, regulations and financial issues related to fundraising
- Relationship management of senior stakeholders, donor relations, key accounts or similar high-level engagements

- Ability to speak publicly in an inspiring and engaging manner
- Experience of developing, delivering, monitoring and reporting on agreed strategy and budget
- Experience of representing an organisation to key supporters, funders and stakeholders
- Senior management experience

Desirable

- Experience of working in a charity or not for profit organisation



Mary's Meals UK manager competencies



Managers at Mary's Meals UK approach their role in line with our 7S competency model:

1. Self

- I build and demonstrate resilience
- I lead by example
- I'm authentic and true to Mary's Meals values
- I develop myself and set stretching goals

2. Service

- I have a vocational attitude to my work
- I inspire hope in others
- I build belief that even difficult challenges can be solved
- I am committed to serving and enabling all who want to be part of the global movement
- I work to ensure our future will be even better than our past

3. Simplicity

- I communicate effectively
- I follow clear decision-making criteria
- I create plans that are easy to follow and contribute to organisational goals
- I embrace inclusivity and diversity
- I focus on delivering results

4. Stewardship

- I pay attention to the things that matter most;
(a) our physical resources; (b) our people
- I nurture, develop and respect our relationships with external stakeholders
- I deliver on my promises
- I am happy to be held accountable and to hold others to account

5. Strategy

- I have a point of view about the future
- I know our stakeholders and see our priorities clearly
- I help others to work in ways that have the greatest impact
- I develop strategy and translate it into action

6. Strengthen

- I create a positive work environment
- I increase the capabilities of my team
- I help people manage their careers
- I find and develop next-generation talent

7. Success

- I ensure my team is technically competent and developing
- I build high performing teams
- I ensure accountability
- I am a catalyst for change



How to apply for this role

To apply for the role of Head of Major Giving and Partnerships, based at Mary's Meals UK, please send a tailored CV and covering letter to: Jobs@marysmeals.org

Your covering letter should make a compelling case for why you feel motivated to apply for this role within Mary's Meals UK, as well as giving a concise overview of your most relevant skills and experience, and should fill no more than two pages of A4.

Recruitment timescales

Closing date for applications:

Friday, 20th May

Please note: If you have any special requirements or adjustments before an interview, please let us know.

A second interview stage will be required.

Mary's Meals UK
Charity No. SC022140
Company No. SC265941
Tel: 0141 336 7094

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Dalmally, Argyll
PA33 1AR

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Unit 6 Claremont Centre
39 Durham Street, Glasgow
G41 1BS

London office
13 Hippodrome Place
Notting Hill, London
W11 4SF



"Together, let's set out on this journey; one step at a time, one meal at a time, one child at a time."

– Magnus MacFarlane-Barrow, Mary's Meals founder