



# Christians Against Poverty Philanthropy Lead (Principle Gifts)

**Candidate Pack**  
**September 2025**



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# 1

## Introduction

Hello!

Thank you for your interest in Christians Against Poverty and in this fabulous, new role.

My name is Esther and I lead CAP's new Philanthropy fundraising team of talented and creative fundraisers.

We seek an experienced, philanthropy fundraiser, with first class communications and relationship management skills, and a strong track record in securing five and six figure sums from philanthropists, charitable trusts and foundations.

It is an exciting time to join us as we focus anew on our philanthropy fundraising as an organisation, with three members of our team having just joined us over the summer, setting up a new prospect research function and developing plans for our thirtieth anniversary next year.



If you are ready for a new challenge at a truly inspiring cause, where we really live and breathe our Christian values and daily see vulnerable people's lives transformed, this could be the perfect, next step.

Please contact Nick at Charisma to explore this opportunity further.

We look forward to hearing from you!

With blessings

*Esther*

**Esther Theodore**  
**Head of Philanthropy**

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## About us



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## About Us



### **We are Christians Against Poverty – it's great to meet you!**

Poverty is so much more than going without. It's so much more than lacking materially. Poverty destroys lives. It robs people of joy, hope and opportunities. It tears families apart, isolates those most in need of support, and leads many to believe there is no way out. Before seeking help, 49% of our clients had considered or attempted suicide.

Here at CAP, we won't settle for that.

**Our vision is to see transformed lives, thriving churches and an end to UK poverty.**

#### **What we do**

At CAP, we know it's simply not right that poverty is draining people's hope and destroying lives. We're a UK-wide charity that equips churches to put their faith into action with the tools and expertise to support people facing debt and other financial challenges in their communities.

We do this through a free, face-to-face debt help service, job clubs, life skills groups and money coaching. The services provided offer both practical and emotional support and are completely free and open to all, regardless of background, faith, race, ethnicity, gender, sexual orientation, disability or age. We will always speak up for a fairer, more compassionate society, and to this end we campaign to see meaningful change for all, especially those on the lowest incomes. We won't stop fighting until UK poverty has been completely stamped out.

Through a team of hundreds of dedicated staff members based in all four UK nations, and over 1,000 incredible churches delivering our services, people in desperate need are discovering life-changing freedom and hope every day.

Since 1996, we've seen tens of thousands of families and individuals break free from debt and poverty. And as the impact of the cost of living crisis is felt in households across the UK, we know there is much more to be done.

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## About Us



### Our vision, values and ethos

**Transformed lives. Thriving churches. An end to UK poverty.  
This is the world we want to see.**

Across the UK, millions of people are experiencing a poverty crisis, leaving them feeling trapped, desolate and abandoned. We are Christians Against Poverty. We cannot accept a society where poverty exists.

So we take action. And we also experience the daily privilege of seeing people discover hope as they begin to work with CAP and their local church. Tens of thousands of lives have been positively impacted through the powerful combination of practical help, restorative church communities and Jesus' love.

**Transformed lives. Thriving churches. An end to UK poverty.**

This is the world we want to see. This is the world we passionately seek.

### Our vision

- |                             |   |
|-----------------------------|---|
| <b>Transformed lives</b>    | We want to see people across the UK released from poverty, living with faith in Jesus and hope for the future.                                  |
| <b>Thriving Churches</b>    | We want to see churches that have become the beating heart of their communities, actively serving them and bringing the hope of Jesus.          |
| <b>An end to UK poverty</b> | We want to see a hope-filled society, free from poverty, with churches united to improve the lives of those facing debt and financial hardship. |

### Our mission

We're on a mission to release people across the UK from poverty, to enable churches to help end poverty through their communities, and to encourage people to live with faith, actively served by their church.

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## About Us



*The best thing is how much God's used us as a charity. Since 1996, thousands of people have become debt free and so many people have come to faith.*

Kgosi, Debt Advisor



### Our values

#### Christ-centred

Jesus first. Always. We share the gospel and are guided by his teaching. We demonstrate unwavering compassion, faith and integrity with each other as well as those we serve, partner with and are supported by.

We're Christ-centred when we seek to behave like him in every action. We know that it's in God's strength, as his co-workers, that we do our work to bring his kingdom here on earth. Prayer and worship are patterns of our daily behaviour, and we inspire and equip churches as a channel of God's grace to the world.

#### Collaborative

We know we can't solve poverty alone, so we collaborate. We deliver our services in mutual relationship with the UK Church, and partner with individuals, groups and people of influence to reach our vision. We learn from all voices, welcome diverse perspectives and remain agile in our approach. We innovate together to solve problems and make a dynamic impact on UK poverty.

We're collaborative when we work transparently, pursue excellence and remove hierarchy. We co-design with those who've experienced poverty, knowing their expertise delivers stronger solutions for everyone. By working together in this way, we collectively bring Jesus' message to the world.

#### Compassionate

Jesus wept. And so do we. Driven by a deep hunger for justice and mercy, we put others first and understand their experiences, showing empathy and care for those we serve, our partners, supporters and each other. We're moved to action every day by the poverty we see in our broken world.

We're compassionate when we're intentionally kind, listen actively, set boundaries, prioritise wellbeing, and offer and receive thoughtful feedback. With faith in Jesus' restorative justice, we pursue restoration and seek reconciliation.

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## About Us

### Joyful

Whatever the reality of poverty throws at us, we choose joy. The deep joy that comes from being rooted in Christ is our strength and brings strength to others. Every day, we embrace thankfulness, rejoicing with our church partners when those we serve experience moments of faith and hope on their journey, discovering life to the full.

We don't ignore or minimise challenging circumstances, but intentionally focus on God's goodness amidst them, remaining thankful through the difficult and rewarding journey of serving people who experience poverty. We're joyful when we celebrate every win, big or small, for those we serve and partner with.

### Bold

Poverty won't give up, so neither will we. Our team and ministry is dynamic and determined. We stand uncompromisingly on our faith in Jesus and fearlessly follow him into the darkest places. We embody courage and conviction in all we do, presenting the gospel message in words and actions.

We're bold when we take full responsibility for our actions and outcomes to deliver exceptional service to our church partners and those we serve. Boldness means speaking truth to power, challenging the injustices that drive poverty, inspiring others to take action, offering prayer and choosing Christ-like actions.

### Our ethos

We believe that everyone should be treated with dignity, live in freedom and have equal opportunities. When we can draw on our differences, each of us feels accepted and able to contribute.

We also believe that God gave us responsibility for stewarding the Earth well. This includes caring for both humanity and the environment.

As God's people, our prayer is that where God's heart breaks, ours will too. We're committed to improving our society, so that it more closely reflects God's kingdom and values. As we do this, we're taking steps towards our vision.

### Our faith

Faith is hugely important to those of us that work at CAP. It's the fuel in our engine.

Find out more about [our faith](#).

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## About Us

### Why work at CAP?

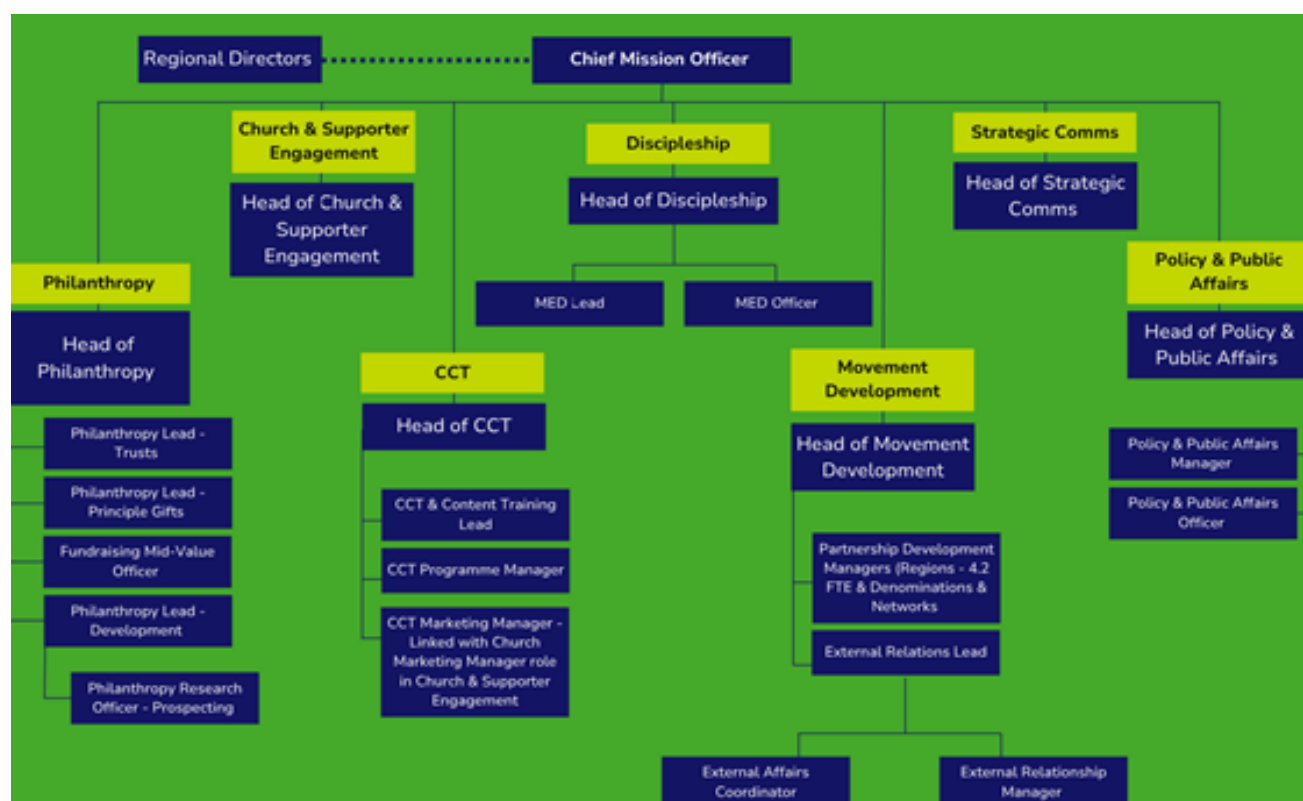
**We are on a mission to end UK poverty. We're all about making a meaningful difference through our everyday work, using our skills and our faith to serve the UK Church.**

The work we do makes a difference. We're a community of skilled, dedicated people driven by our Christian faith. Together we serve the UK Church, empowering it to make a real impact on UK poverty. Join us on our mission.

If you want to see lives changed for the better, while developing your own professional skills, then CAP is a rewarding place to be! Through our work, we help 2,500 people become debt free every year, and tens of thousands receive face-to-face support to break free from poverty.

We pride ourselves on a fun and supportive culture, where we value you as a whole person and offer opportunities for you to grow.

### Organisation chart - Mission & Movement



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## Job description



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## Job description



### Role details

**Job title** Philanthropy Lead (Principle Gifts)

**Salary** £40,000

**Location** Remote with travel

**Hours of work** Full time (37.5 hours)

**Contract** Permanent

**Annual leave** 34 days per year (including bank holidays)

**Pension** Minimum CAP contribution 6.5%, Employee contribution 1.5%  
CAP will match any additional personal contribution up to a maximum 3.5%

**Benefits include**

- Cycle to work scheme
- Length of service awards
- Employee Assistance Programme
- Mental health days
- Wellbeing awareness days
- Sick pay
- Emergency care days
- Flexi-time
- Revive days
- Conferences
- Apprenticeships
- Personal development
- Mentoring and coaching
- Accredited qualification
- Aspiring Leadership Programme
- Development for managers and leaders



*After a long career in secular organisations, I love making a difference that has an eternal impact.*

Andrew, Head of England & Church  
Network Operations





## Philanthropy Lead (Principle Gifts)

*CAP celebrates the value of diversity and our aim is for our workforce to be as inclusive as possible as well as representing the communities we serve. With this in mind, we welcome and encourage job applications from people of all backgrounds. We particularly welcome applications from candidates from black and ethnic minority backgrounds. We are committed to continue building an environment that embraces diversity and includes all.*

### Context

We are building a church-based movement against poverty, delivering the right messages at the right times to inspire action and support. Our goal is to strengthen the CAP supporter and church movement to "Face it, Fight it, End it - Together."

We inspire our supporters to give, act, and pray, demonstrating hope to those burdened by debt and poverty. We highlight how God uses CAP to mobilise people and churches, transforming lives, churches, communities and society itself.

We are driven to raise the necessary funds and partnerships needed to achieve CAP's vision of transformed lives, thriving churches, and an end to UK poverty. We collaborate with other fundraising and communications teams to provide a fantastic and rewarding supporter experience.

### Purpose

The Philanthropy Leads, reporting to the Head of Philanthropy, are responsible for inspiring new prospective, cultivating and stewarding high-value donors into greater involvement with Christians Against Poverty. They aim to draw supporters closer to the work we do, deepening their relationship and support of CAP. Income from CAP's major donors is vital for the future expansion of CAP in the UK.

Each Philanthropy Lead may be allocated one or more area of Philanthropy engagement in order to specialise in, but will be expected to support in any area as required. Such areas include:

- Principle gifts
- Philanthropy prospecting and development
- Trusts and Foundations

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## Job description



Along with seeking direct support for the organisation Christians Against Poverty, there is also an expectation for the postholders to support the raising of funds for the wider movement, particularly for local Church frontline partners.

They themselves will be an experienced and confident relationship builder, communicator and fundraiser, cultivating relationships with high-value donors and partners to achieve ambitious targets.

### Passion

Our supporters are more than donors, they are a crucial part of the work we do. We are passionate about ensuring our supporters feel connected, engaged, inspired and committed to tackling poverty in the UK through CAP. We want to give our supporters the best experience of Christians Against Poverty.

## Role accountabilities

### Strategic Implementation & Fundraising

- Implementation of a strategic plan to significantly increase major donor income, with a target of 17.5% of overall revenue within 3 years.
- Implement a comprehensive fundraising strategy for major donor income, aligned with CAP's overall strategic priorities.
- Execution of market research and competitor analysis to identify new funding opportunities and best practice in Philanthropic fundraising.
- Build strong relationships with key internal stakeholders, in order to identify points of engagement and draft appropriate funding bids.
- Represent CAP at high-level events and conferences to build relationships with potential donors and partners.



*What I love about it is that people genuinely want to look after each other. My story is that I've been so invested in by CAP and now I get to invest in others.*

Justine, Head of People Operations



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## Job description



### Major Donor Development

- Manage a designated caseload of high-net-worth individuals or trusts, cultivating deep and meaningful relationships.
- Conduct face-to-face meetings, personalised communications, and bespoke stewardship plans to cultivate and steward major donors.
- Develop compelling restricted funding projects to attract major donor investment.
- Implement a donor recognition program to acknowledge and celebrate major donor support.

### Philanthropy Team Membership

- A member of the Philanthropy Team of our Mission and Movement Directorate.
- Providing peer support and development with other members of the Philanthropy Team, fostering a high-performing and collaborative environment.
- Work with the Head of Philanthropy to set ambitious targets and KPIs for the postholder, ensuring they are aligned with overall fundraising goals.
- Ensure the timely submission of funding applications and effective stewardship of grant and donor relationships.
- Implement robust systems and processes for donor relationship management, data analysis, and performance tracking.

### Impact & Reporting

- Ensure that the CRM is updated with engagements, proposal submissions and engagement plans in a timely fashion.
- Develop compelling narratives and impact reports that effectively communicate the impact of major donor support.
- Track and analyse key performance indicators (KPIs) to measure the effectiveness of fundraising efforts and identify areas for improvement.
- Provide regular updates on fundraising progress to the Head of Philanthropy.



*I came from an extremely stressful job and was completely burnt out. The culture has enabled me to refresh myself.*





## Innovation & Best Practices

- Stay abreast of current trends and best practices in major donor fundraising.
- Implement innovative fundraising strategies, such as engaging new philanthropists, digital engagement, corporate engagement and high-impact events.
- Evaluate philanthropy activities with the rest of the team and the Fundraising Insight & Innovation team to develop a deeper understanding of supporters and identify new prospects, making data-informed decisions.
- Champion a culture of continuous learning and improvement within the Philanthropy Team.
- Create opportunities for supporters to engage at a senior level and deepen their relationship with CAP, working with the CEO and other senior staff.

## Communications & Campaign Management

- Plan philanthropy initiatives that in order to produce excellent bids, proposals, events, and reports, delivered on time and within budget.
- Coordinate with the Brand and Digital Engagement teams to align messaging and campaigns.
- Ensure philanthropy plans align with brand guidelines and fundraising regulations.

## Measurable Outputs

- Implementation of an annual philanthropy plan that contributes to the wider long-term fundraising strategy.
- Deliver assigned agreed annual income targets for philanthropy which may include:
  - Major Donor income
  - Trusts & foundations income
  - Corporate income
- Deliver key philanthropy targets including:
  - Number of major donor prospects engaged and converted to a managed relationship
  - % of major donor caseload met
  - Number of trusts applied to
  - Average gift size from major donors

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## Job description



### Culture

- Clearly live out and embrace the cultural values of CAP.
- Clearly demonstrate a heart and passion for the charity.
- Sincere acceptance, understanding and practice of the Christian ethos and purpose of the charity.

### Other responsibilities include

- Being willing to pray with staff and fully engaged with our Christ-centred culture.
- Encouraging friends, family and other contacts to support the charity through the Life Changer program, and other fundraising initiatives.
- Attendance at CAP staff conferences.
- Completing all compulsory CAP training within given timescales.
- This role falls within the scope of the FCA's conduct rules, and you will be provided with training as to how these apply to the role. It is your responsibility to ensure that you follow these conduct rules.

The above job profile is a guide to the work you may be required to undertake but does not form part of your contract of employment. It may change from time to time to reflect changing circumstances.



*CAP gets it right in so many things like work/life balance, good holiday allowance and the opportunity to connect more on revive days*



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## Person specification



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## Person specification



### Person specification

#### Education

##### Essential

- HND level or equivalent experience of critical thinking

##### Desirable

- A relevant qualification in fundraising/marketing or equivalent in a relevant discipline (communications, sales).

#### Experience

##### Essential

- Proven track record of success in securing significant major gifts (5-6 figures) from high-net-worth individuals.
- Minimum 3 years of experience in high-value fundraising.
- Demonstrated ability to build and maintain strong, long-term relationships with high-net-worth individuals.
- Exceptional interpersonal, communication, and presentation skills.
- Strong strategic planning, analytical, and problem-solving skills
- Strong understanding of fundraising best practices and regulatory requirements.

##### Desirable

- Experience of managing budgets for projects and campaigns.
- Knowledge of fundraising databases and CRM systems and Salesforce in particular.

#### Skills/Abilities

- A proven fundraiser who can inspire, influence and deliver results
- Strong negotiation and influencing skills, particularly in securing philanthropic support and building partnerships
- Excellent interpersonal skills to build strong and collaborative relationships with internal and external stakeholders
- Excellent and passionate written and verbal communication skills
- Highly organised and able to manage competing priorities
- Strong financial literacy, including experience managing budgets, tracking performance and forecasting income
- Able to analyse complex situations, identify challenges, and make sound, data-driven decisions
- A high level of emotional intelligence

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## Person specification



### Christian commitment

- The candidate must be able to give both verbal assent to and practical demonstration of Christians Against Poverty's Statement of Faith and Core Values.
- Must be able to actively participate in prayer and worship, whether individual, small group or corporately, as an expression of their own personal faith and in line with CAP's Statement of Faith.

### Safeguarding

All adults working in or on behalf of CAP have a responsibility to safeguard and promote the welfare of children and adults. This includes:

- A responsibility to ensure a safe environment in which CAP services can be delivered.
- Identifying children and adults where there may be safeguarding concerns.
- Following the CAP Safeguarding policy in addressing any concerns appropriately.

“

*I love how people look out for you and just the general support I felt especially being a first time mum with no family close by, The flexibility of hybrid working is something you can't put a price on.*

”

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## How to apply



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## How to apply



Christians Against Poverty is working in partnership with Charisma Charity Recruitment.

**Applications should be submitted through the [Charisma website](#) and include:**

- A comprehensive CV
- A supporting statement, explaining how you believe you match the requirements of the role and describing any potential conflicts of interest.

For an informal and confidential discussion about the role, please contact:

Nick Thomas, Senior Consultant, Charisma Charity Recruitment on 01962 813300 or email [info@charismarecruitment.co.uk](mailto:info@charismarecruitment.co.uk).

We welcome and encourage applications from people of all backgrounds. We do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion\*, sexual orientation, age, veteran status or other category protected by law.

*\* In accordance with the equality act 2010 it is a genuine occupational requirement that the post holder is a practicing Christian.*

**Closing date: Applications are being reviewed on receipt and interviews will be conducted on a rolling basis. When a suitable candidate is found the role will close, so please apply without delay to avoid disappointment.**



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