

Sands

Application Information

Senior Philanthropy Manager

April 2026

About Sands

Sands exists to save babies' lives and ensure that anyone affected by pregnancy loss or baby death receives the support and care they need.

We provide bereavement support services both nationally through our Freephone helpline, online community and resources, as well as locally through a network of around 100 regional support groups based across the UK and run by trained befrienders.

Working in partnership with professionals, trusts and health boards, we offer a range of training programmes and bereavement care resources to ensure that every bereaved parent and family receives the best possible care wherever they are in the UK.

Additionally, we promote improvements in practice and support research to better understand the causes of deaths and save babies' lives.

Sands raises awareness of baby loss and works with government, key influencers and other stakeholders to make reducing the number of babies dying a priority nationally and locally.

Over the past 46 years, Sands has grown into a national charity with a powerful vision shared by dedicated volunteers, fundraisers, members, donors, healthcare professionals, partners, staff and bereaved parents and families.

Sands has grown its income by 40% since 2012 and, as part of our strategic plan, is focusing on how we can make the biggest difference to the lives of bereaved families and save babies' lives. To find out more, visit www.sands.org.uk

Our vision at Sands is for a world where fewer babies die and anyone affected by the death of a baby receives the best care and support for as long as they need, wherever they live in the UK.

Join us and help create a world where fewer babies die.

Sands Staff Benefits

Annual Leave

Staff receive 28 days annual leave per annum pro rata, plus bank holidays. Staff will be required to take 3 days annual leave during the period between Christmas & New Year.

Employee Assistance Services

As part of its commitment to employee wellbeing, Sands offers all Staff access to the Bupa employee Assistance service which offers free and confidential counselling and wellbeing support. Support is available on a range of issues including legal, financial, emotional, health, and work-related concerns.

Sand Cycle to Work Scheme

Sands has teamed up with Cycle Solutions to provide a Cycle to Work Scheme, which you can join to make considerable savings on the cost of a new bike and equipment.

Sands Pension Scheme

Subject to eligibility, you will be automatically enrolled into the Aviva Personal Pension scheme as soon as your employment commences. You can decide whether to remain in the scheme and/or make additional voluntary contributions if you wish.

Life Insurance

All Staff are covered by a Life Insurance Policy which pays 3 x annual salary to nominated beneficiaries. Staff also have access to Canada Life's WeCare wellbeing platform including 24/7 online GP, mental health counselling and financial and legal support. Additionally Staff have access to Bereavement Counselling and a Probate Helpline.

Flexible Working

All Staff can apply for flexible working with effect from their first date of employment.

Maternity Pay

Staff on maternity leave are paid their full salary for the first 26 weeks of their period of leave.

Leave for the Death of a Baby or Pregnancy Loss

Any member of Staff affected by the death of baby or pregnancy loss will be granted leave paid at their normal salary, regardless of the type of loss.

Sands is a vibrant, growing charity!

With a clear strategy, Sands is repositioning as a learning, developing organisation which aims to achieve excellence through people and offers a collegiate, collaborative working environment - making it an especially exciting time to join the charity.

Sands is an inclusive and diversity-friendly employer. We are committed to promoting equality, valuing diversity and working inclusively. We welcome and encourage applications from people of all backgrounds and do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion, sexual orientation, age or any other category protected by law.

About the role

This newly created and pivotal role comes at a crucial moment in Sands' strategic journey. As Senior Philanthropy Manager, you will lead an ambitious, integrated high value fundraising programme spanning major donors, charitable trusts, foundations and statutory funders - driving the growth needed to fuel research excellence, strengthen bereavement support, and save more babies' lives.

During the last strategic period, Sands successfully doubled its income, powered by a strengthened pipeline, compelling propositions and increased donor engagement. As we enter the next strategy cycle, the expectation is to match - and build on - this success, with the Senior Philanthropy Manager playing a central role in delivering the next major uplift.

You will shape and drive a step change in high value fundraising: building a sustainable long-term pipeline, cultivating transformational supporters and unlocking new networks with emphasis across the UK health and research landscape. A key focus will be aligning fundraising closely with the organisation's new research and Saving Babies' Lives ambitions - identifying and engaging donors passionate about research excellence, and translating research innovation into compelling, donor-led opportunities.

Confident in pairing organisational priorities with supporter motivations, you will open new doors and deepen engagement with those capable of driving meaningful impact.

With management responsibility for the Trusts & Statutory team, you will strengthen organisational resilience and contribute to sector leading fundraising performance at a time of significant ambition. You will bring a values driven, collaborative and curious leadership style, alongside excellent communication, relationship building and influencing skills. Highly organised, you thrive in fast-paced environments and deliver under pressure. A true team player, this role offers a rare opportunity to shape

transformative fundraising and make a profound difference to families and babies across the UK.

To apply:

Please submit your CV, together with a supporting statement that demonstrates how you meet the criteria in the person specification to recruitment@sands.org.uk.

CVs and supporting statements should be sent as attachments to an email in either Word or PDF format. **The title of the attachments should be your first name, surname and either CV or supporting statement e.g. "NAME CV"**

Please also complete the Diversity and Equality Monitoring Form and send this with your application.

Closing date for applications: 19th April 2026 23:59pm

Interview Date: W/c 27th April 2026

As we have limited staff resources we are unable to provide candidates with feedback about their applications. **Interviews will be held online**

Job Description

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| Job Title: | Senior Philanthropy Manager |
| Responsible to: | Head of Partnerships & Philanthropy |
| Line Management: | Trusts & Statutory Fundraising Manager |
| Location: | Homebased |
| Contract: | Permanent |
| Hours: | Full Time - 35 Hours per week, Monday to Friday 9.30am - 5.30pm (with a 1-hour unpaid lunch break) |
| Salary: | £53,745 per annum plus a home working allowance of £312 per annum |

The overall aims of this role are to:

- lead and grow an integrated high-value fundraising portfolio across major donors, charitable trusts, foundations and statutory funders
- build a sustainable long-term pipeline, developing new prospects and networks to secure transformational income
- shape and drive organisational understanding of high-value fundraising, acting as a thought leader during a pivotal new strategic period
- collaborate closely with Communications, Engagement and Fundraising teams to deliver compelling, coordinated and insight-driven supporter experiences
- inspire, support and develop the Trusts & Statutory Fundraising team, ensuring strong performance and preparing for future growth

- ensure all high-value fundraising activity meets the highest standards of strategy, compliance, planning, reporting and stewardship
- strengthen organisational resilience by embedding evidence-based cases for support, high-quality donor engagement, and a culture of excellence across fundraising

Key Responsibilities

Strategic Leadership & Income Growth

- Develop and lead an integrated high-value fundraising strategy across major donors, trusts, foundations and statutory funders, aligned to organisational priorities.
- Drive income growth through a portfolio capable of generating five-, six- and seven-figure gifts, securing multi-year partnerships and transformational commitments.
- Lead long-term pipeline development, informed by robust research and insights, prioritising prospects with the highest strategic value.
- Work collaboratively across the organisation to shape compelling propositions and articulate clear, evidence-led cases for support.
- Drive diversification of income by scaling matched-funding appeals, and launching strategically targeted campaigns to deepen engagement and unlock transformational gifts.
- Act as a thought leader within the organisation, sharing insight, modelling best practice, and strengthening organisational understanding of high-value fundraising to inform strategic decision-making.

Major Donor Fundraising

- Personally manage and grow a portfolio of high-value supporters, cultivating relationships with HNWLs, philanthropists, influencers and senior volunteers.
- Lead on building the major donor programme from the ground up; identifying, researching and qualifying new prospects to establish a robust long-term pipeline.
- Develop tailored cultivation and stewardship plans that inspire long-term commitment and deepen engagement, ensuring

high-value supporters feel informed, valued and connected to impact.

- Create and implement proactive development strategies to open new networks, unlock warm introductions, and strengthen the organisation's presence within relevant philanthropic circles.
- Ensure close strategic collaboration with the Individual Giving team, coordinating on joint appeals and supporter touchpoints to strengthen consistency and impact across all fundraising activity.
- Lead high-value donor engagement activity, expanding this area to include:
 - Designing and delivering bespoke events, briefings and tailored cultivation moments.
 - Amplifying key organisational events to maximise donor attendance, visibility and conversion opportunities.
 - Creating high-quality materials, narratives and touchpoints that elevate the supporter experience.
 - Working with internal teams and senior leadership to choreograph strategic involvement, ensuring meaningful interactions that support long-term giving.

Trusts, Foundations & Statutory Fundraising

- Oversee high-quality applications and reporting to charitable trusts, research funders and statutory bodies.
- Apply a strategic and innovative approach to navigating a highly competitive funding environment, adapting propositions and identifying new angles to maximise success rates and secure high-value support.
- Ensure rigorous pipeline management, forecasting, compliance and impact reporting.
- Support the team to build strong funder relationships, identifying opportunities for renewal and multi-year support.

Team Management

- Line manage the Trusts & Statutory Fundraising Manager, providing coaching, strategic direction and professional development, with the potential to shape and grow the team as income and organisational ambition expand.

- Champion a culture of collaboration, excellence and curiosity across the fundraising directorate, working closely with colleagues in Communications, Engagement and Events to ensure integrated planning and sector-leading supporter experiences.
- Conduct regular line management responsibilities including 121s, supervision and performance check-ins, and lead the annual performance cycle for direct reports, covering annual reviews, objective-setting, development planning and feedback.

Governance, Insight & Performance

- Lead budgeting, forecasting and KPI management for income streams.
- Work with Data and Insight colleagues to continuously improve intelligence, segmentation and prospecting processes.
- Ensure best practice and compliance with fundraising regulation and ethical standards.

General

- To undertake other duties as required by the Director and Assistant Director of Income and Engagement
- To work flexibly and proactively with other members of the team.
- To maintain confidentiality over personal information relating to staff.
- Abide by all Sands Policies and Procedures.
- Undertake all mandatory training as required.
- Participate in annual appraisal and personal development review.
- The post holder must familiarise themselves with matters relating to Health & Safety Management, as affecting themselves, their department and the organisation as a whole.
- Promote the Sands vision and values at all times

Personal Specification: Skills & Experience

Fundraising Expertise

- Proven track record of securing five- and six-figure gifts from major donors, charitable trusts and statutory funders.

- Strong experience building and managing sustainable pipelines, cultivating prospects through the full donor cycle, and securing multiyear commitments.
- Demonstrable ability to craft clear, compelling and evidence-led cases for support, ideally within a health, science or research environment.

Strategic & Relationship Skills

- Excellent relationship-builder, confident engaging with HNWI, trustees, senior stakeholders, clinicians, researchers and external partners.
- Strategic thinker with strong judgement, able to prioritise high-value opportunities and balance long-term ambition with day-to-day delivery.
- Experienced and skilled at translating complex programme, clinical or research information into clear, persuasive donor-focused narratives.

Management & Operational Capability

- Experience managing fundraisers or coaching individuals to high performance.
- Strong planning, budgeting, forecasting and KPI management skills.
- Ability to work autonomously, make informed decisions and operate effectively in a fast-paced environment.

Personal Specification: Core Competencies

- Demonstrates the ability to inspire confidence, provide clear direction and influence colleagues and senior stakeholders across the organisation.
- Works effectively across teams, particularly with Communications, Engagement and Events, to ensure joined-up planning and integrated supporter experiences.
- Brings innovation and a solutions-focused mindset to challenges, identifying new approaches that strengthen competitiveness and impact.

- Understands sector trends, identifies long-term opportunities, and makes decisions aligned with organisational priorities and ambition.
- Communicates with clarity and impact, tailoring messages for different audiences and translating complex information into compelling narratives.
- Remains focused, resilient, motivated and effective when navigating ambiguity, shifting priorities or high-pressure situations.
- Uses insight, evidence and performance data to guide decision-making and continually refine fundraising approaches.