

# GARDEN MUSEUM

<b>Role:</b>	<b>Freelance Fundraising Consultant: Trusts, Foundations and Corporate Support</b>
<b>Contract type:</b>	<b>Freelance: 2 days per week</b> (76 days worked across c 38-40 weeks)
<b>Fee</b>	<b>£350 per day</b> (ie Total Fee for the Contract £26,600)
<b>Location:</b>	<b>Garden Museum, London, SE1 7LB</b>
<b>Line manager:</b>	<b>(The Deborah Loeb Brice) Director of Development</b>

## 1. Introduction

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The Garden Museum is seeking a freelance consultant to support our fundraising from charitable trusts and corporate sponsors, to drive forward our charitable work.

Founded in the 1970s, we are an independent museum and rely on our commercial operations (our award-winning Café, shop, venue hire and admissions) and fundraising to generate income. The Museum's turnover is c.£4m, of which Development represents c.30%. This includes income from our Friends and Patrons, major donors, trusts and foundations, corporate sponsorship, international fundraising trips, and our status as an ACE National Portfolio Organisation (which represents 5% of our annual income).

The Fundraising Consultant will be responsible for securing new funding from trusts and foundations, with a focus on multi-year grants and five figure gifts, primarily to support:

- Learning: The Museum has an extensive programme for schools, families, and communities, as well as food learning
- The Archive of Garden Design
- Our gardens and horticulture

A skilled fundraiser, they will be expected to craft compelling proposals and prepared to meet funders at the Museum, in Lambeth, as required. They will also grow our corporate support, both via exhibition sponsorship and through corporate membership, including upcoming exhibitions *Tulip Manias* and *Pre-Raphaelite Gardens* (title TBC) in 2028.

support the fundraising for our new vision for green space and horticultural training in our neighbourhood, Lambeth Green, as well as seek out new opportunities to support our learning, Archive of Garden Design, and collections. This is a rewarding and busy role with plenty of scope to shape and develop.

Working closely with our small team alongside the Director, Director of Development and Individual Giving Manager, the postholder will be self-starter, able to take initiative and work independently, drawing upon their previous experiences. Although some time in the office is expected, we are happy for this role to be remote for the right candidate.

## 2. The Garden Museum

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The Garden Museum, located in Lambeth, was founded in 1976 and is now London's busiest centre of ideas, research and celebration about the design, history and culture of gardens. It

is a place where garden paths meet, from art and architecture, to food and fashion, literature and design, and community.

Since we re-opened in June 2017 after an £8.2 million restoration, refurbishment and extension thanks to a major grant from the National Lottery Heritage Fund, the Garden Museum has grown from strength to strength. Five galleries of garden history and an archive of garden design are housed within a former medieval and Victorian church. The modern extension is formed of two pavilions for learning and a café opening on to a garden, designed by Dan Pearson. Temporary exhibitions explore gardening stories, from Derek Jarman's Dungeness garden (Exhibition of the Year 2021) to our recent Seeds of Exchange dedicated to the relationship between English botanist John Bradby Blake (1745-1773) and his Chinese interlocutor Whang At Tong 黃遠東. The Museum and its award-winning Café are overseen by a Director and a Senior Management Team of four, working with a fantastic team consisting of approx. 33 permanent staff, plus a number of casual staff and 75+ volunteers.

The Museum has a very strong track-record in fundraising. Our redevelopment was supported by over 100 charitable trusts and foundations, and during the pandemic our emergency appeal and Director's Sponsored Swim raised over £524k from over 1,000 individuals. We now have more members than ever – 2,000 Friends and 120 Patrons - and are keen to expand these groups even further in the coming years. The Museum has a sister-site, Benton End in Hadleigh, Suffolk, the former home and art school of Sir Cedric Morris and Arthur Lett-Haines, which we are reviving with the support of the National Lottery Heritage Fund. Closer to home, we are creating Lambeth Green, a new public garden designed by Dan Pearson and horticultural training hub for our Lambeth's youth people, in partnership with Lambeth Council and TfL. This fundraising is led by our Director and Director of Development (0.8FTE), supported by an Individual Giving Manager (0.8FTE), and Friends Officer (0.2 FTE), as well as a HF-funded freelance fundraiser for the Benton End project.

### 3. Role, responsibilities and deliverables

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#### 3.1. Trusts, Foundations and Statutory Bodies

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- Lead on prospect research, including actively seeking grant opportunities
- Lead on sized grant applications of up to £50,000 and develop the number of multi-year grants the Museum receives
- Support the Museum Director and Director of Development in large grant applications, often including capital project fundraising
- Report against grants received to funding bodies
- Stewardship of trusts and foundations
- Support the delivery and management of funded projects
- Support the Director of Development in reporting to statutory bodies including Lambeth Council and NLHF

#### 3.2. Corporate Supporters

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- Research and approach prospective corporate sponsors for exhibitions and programmes
- Devise and deliver corporate sponsor benefits packages
- Stewardship of corporate supporters

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### 3.3. General responsibilities

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- Briefing, liaising and working with colleagues to ensure the success of fundraising activities and also the timely and accurate collation of information for input into funding and grant applications
- Contribute to the Fundraising Paper presented by the Director of Development at quarterly Board meetings

## 4. Skills and experience required

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Our ideal candidate will be an experienced development professional with a track record of successful fundraising from trusts and foundations and/or corporate supporters. While cultural/arts/horticultural experience is not essential it would be an advantage.

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### 4.1. Essential

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- Demonstrable development experience.
- Demonstrable experience raising funds from trusts, foundations and/or corporate supporters.
- Excellent written and verbal communication skills.
- Experience stewarding supporters.
- Demonstrable expertise in fundraising compliance and best practice.
- Ability to work independently, efficiently and with initiative.

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### 4.2. Desirable

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- Good understanding of the cultural fundraising landscape.
- Professional arts, heritage and/or horticultural experience.

## 5. Application Process

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Please apply by submitting a CV and covering letter outlining your interest, skills and experience in relation to the job description via our website:

[www.gardenmuseum.org.uk/work-with-us/](http://www.gardenmuseum.org.uk/work-with-us/)

Or by email to: [recruitment@gardenmuseum.org.uk](mailto:recruitment@gardenmuseum.org.uk)

Please ensure you mark the subject line: **FREELANCE FUNDRAISER**, and include details of two referees in your application, who we can contact if you are selected for interview.

Closing date for applications: **10am on Monday 29<sup>th</sup> June**,

First interviews will be held at the Garden Museum on **15<sup>th</sup> July**, with second interviews on **22<sup>nd</sup> July**.

## 6. Equal Opportunities

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The Garden Museum aims to be an inclusive organisation where everyone is treated with respect and dignity, and where there is equal opportunity for all. The Garden Museum respects and values diverse characteristics. We are committed to positively engaging and celebrating the differences of our diverse staff and users, to enable us to achieve our aims within the organisation and the external community.