



Phoebe Broad

Fundraiser, Drinkwater Broad Fundraising

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SUMMARY

I am a confident, enthusiastic and self-motivated fundraiser with excellent communication, income generation and project management skills. I have extensive experience in the charity sector both freelance and employed across a variety of fundraising streams and roles. I am task and target driven and have considerable experience of generating income through bid writing and relationship fundraising, developing and implementing strategies and working to deadlines. I trained with internationally acclaimed National Arts Fundraising School and have raised millions of pounds for small and large charities around the world.

KEY ACHIEVEMENTS

- Generated multiple 5 and 6 figure gifts totalling over £1 million for freelance clients from Trusts and Foundations for a wide variety of local, national and international charities from places such as Arts Council, Sport England, Tudor Trust, Trust House and National Lottery.
- Supported clients to develop their fundraising strategy and double/triple their turnover
- Generated £100k+ during the COVID-19 pandemic through local and national funders, local authority and individuals for a community response project
- Secured £200K in 6 months through trusts, foundations and corporates for a local arts charity
- Exceeded local hospice fundraising target by 25% in one year
- Board member and fundraising strategic lead for a local charity

CAREER

2021-PRESENT

Founder and Fundraiser

DRINKWATER BROAD FUNDRAISING

- Working with clients all over the world to generate income through bid writing and prospecting, strategy development and implementation and relationship fundraising (i.e. corporate, individual giving and legacies).
- Clients have included sports, arts, education, disability, health, children, homelessness, youth work, churches, community charities and infrastructure organisations
- Fundraising for Capital Appeals for National and Local organisations
- Project management and leadership of internal teams and projects
- Campaign development and management

2020-2021

Community Producer

HEY SMILE FOUNDATION

- Head hunted to design, develop, deliver and project manage a befriending service throughout Covid-19.
- Secured over £100k of funding for continuation of the project from major donors, local authority, trusts and corporate sponsorship
- Supported VCSE networks, providing training and resources, supporting small charities with strategy and bid writing.
- Working to influence and support other local organisations through this infrastructure organisation.

2019-PRESENT

Board Member

FITMUMS AND FRIENDS

- Responsible for overseeing fundraising strategy and activity including bid writing, corporate partnerships individual giving and lottery.
- Lead for managing statutory contracts with funders
- Responsible for overall charity governance
- Work closely with CEO to ensure governance best practice is followed
- Writing regular reports and updates for funders and the rest of the board
- Provide line management and wellbeing support to CEO and Deputy CEO

2019-2020

Development
Manager

ABSOLUTELY CULTURED

- Responsible for all income generation through trusts and foundations, statutory bodies, individuals, corporates, campaigns and events
- Developed and delivered a fundraising strategy
- Responsible for building and maintaining relationships with existing and potential funders
- Secured over £200k in my time there from corporates and trusts/foundations
- Managed the development team

2015-2019

Community
Fundraiser

DOVE HOUSE HOSPICE

- Responsible for corporate, major donor and community supporters including recruiting, retaining and stewardship
- Wrote and implemented a legacy giving sub-strategy
- Responsible for (and delivered) £1.6m budget
- Focus on analysis, budget tracking, relationship building and research
- Responsible for writing and implementing new supporter journey
- Devised, developed and implemented digital fundraising campaigns, exceeding target by 15%
- Responsible for researching, devising, planning and delivering a calendar of fundraising events
- Exceeded annual target by 25%
- Events included mass participation, high value, in memory appeals and international treks.
- Developed and delivered a brand new unique 25th Anniversary Appeal, exceeding target by 20%

Events
Co-Ordinator

2013-2015

Volunteering
Adviser

Fundraising
Manager

MACMILLAN CANCER SUPPORT

- Volunteer Management consultant for fundraising and cancer services across the North of England
- Responsible for all corporate, committee, individual giving and group income in South Yorkshire.
- Responsible for stewarding all new, current and potential donors
- Worked closely with the media to highlight our work
- Managed all local volunteers
- Project managed a local appeal including researching appropriate funders, raising £75k from funders and the local community

EDUCATION
2013

UNIVERSITY OF HULL

BMus Music

- 2:1 including Certificate of Higher Education in History

2002-2009

WOLVERHAMPTON GIRLS' HIGH SCHOOL

A-Levels • English Literature, Music, History and General Studies

GCSE's • 11 A*-B grades including English, Maths and Science

SKILLS

I possess excellent IT skills and have extensive experience of CRM systems, Canva and video conferencing. I am a fast learner with excellent organisational, time and project management skills. I have excellent communication skills and am a confident public speaker. I excel at juggling multiple priorities at once and working to deadlines.

INTERESTS

I have two young sons, so my time outside of work is mostly spent at the park, building lego or watching Bluey! I also create a podcast with my Dad and am part of a Ladies Darts team. When I have chance, I love baking, crafting and DIY as well as going to the theatre to watch Musicals.

REFERENCES AVAILABLE ON REQUEST