

# A life-changing opportunity:

## Fundraising Intern





We believe in the rights of all children, everywhere and that they should be valued, protected and met by all.

We exist to make this the reality for children in northern Ghana, where more than half of all families live in poverty and 1 in 15 children die before their 5<sup>th</sup> birthday. Our award-winning work keeps thousands of children happy, healthy, safe and in school every year.

Everything we do is led by local staff with the simple approach of listening to their communities and empowering them to make sustainable changes themselves.

By working with all levels of society - from parents and community groups, to the government and private sector - we ensure **child protection, education** and **health** systems work for all children, especially the most vulnerable. Ultimately, this is helping families break the cycle of poverty for good.

### How we break the cycle of poverty



#### We empower children

to secure their own futures by building their knowledge and confidence, teaching them about their rights and giving them a voice in decisions that affect them.



#### We put communities on their feet

By helping families to grow their income and educating communities to value, protect and meet the rights of all children, now and in the future.



#### We demand that government delivers

By strengthening and influencing authorities and other agents to improve child protection, education and health services and ensure they reach all children.

**1 million+**  
support cases since 2002

#### Locally-led solutions

All of our projects are designed and delivered by a team of local staff and volunteers who have the expertise, dedication and trust of their communities to make real change happen.

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#### Making changes that last

If it's not sustainable, it's not development. All of our work empowers local people to make changes themselves that they can sustain without our ongoing support.

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#### Steadfast principles

Our robust policies and procedures ensure we are transparent and accountable for everything we do and that we protect and uphold the dignity of the people we exist to serve.

International Charity  
of the Year

Charity Times  
Awards

Transparency &  
Accountability

Third Sector  
Excellence Awards

Humanitarian  
Award

Bond International  
Development Awards

Outstanding  
Contribution

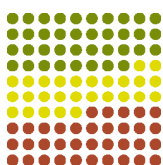
Government of Ghana

# ONE MILLION SMILES

We believe in the rights of all children, everywhere,  
and that they should be valued, protected and met by all.

We exist to make this the reality for children in northern Ghana, where currently:

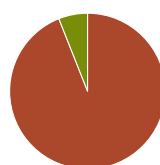
## THE CHALLENGE



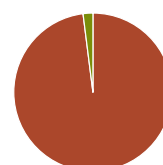
62% of people live in poverty  
35% live in extreme poverty



1 in 16 children die  
before their 5<sup>th</sup> birthday



94% of children  
experience violence



just 2% of primary school  
students can read

## THE OPPORTUNITY - WHAT WE WILL DO

Over the next five years we will listen to local people and empower them to make sustainable changes themselves in order to:



### ENSURE MEANS

Ensure families and young  
people have secure  
livelihoods to meet children's  
needs and protect their rights



### BUILD MOTIVE

Create Champion  
Communities that understand,  
value and protect the rights of  
all children



### CREATE OPPORTUNITIES

Improve education, child  
protection and health services  
to ensure all children can be  
healthy, safe and learn



### ADVOCATE

Share evidence of our impact  
to mobilise others to extend  
our successful approach  
across Ghana and protect  
more children's rights

## IMPACT

Reaching one million people to achieve:

**32,420**  
Secure  
Families



**235**  
Child Champion  
Communities



**320**  
Communities with  
improved  
Education



**224**  
Communities with  
improved  
Child Protection



**232**  
Communities with  
improved  
Health



## HOW WE WORK

Locally-led  
solutions and  
leadership

Listen,  
empower,  
sustain

Safeguarding to  
keep children  
safe

Transparency &  
accountability

Respect for  
people and  
planet

Partnership and  
collaboration

Continuous  
organisational  
development

[Find out more and get involved](#)





## Job Description

# Fundraising Intern

### Terms:

- Six months
- Starting: ASAP
- Salary: Travel expenses £7 daily
- Reports to: Philanthropy Manager
- Based: Office/home based, see p.6
- Part Time or Full Time
- Flexible working available

### To apply:

Please email your CV and Cover Letter form to: [hr@afrikids.org](mailto:hr@afrikids.org)

Please quote "Fundraising Intern" in the subject line.

### Deadline:

**Midnight (23.59) 8 August 2022**

We are at a pivotal moment in AfriKids' history. We are expanding our programmes and investing in digital fundraising. Join us at this exciting time to take our fundraising to the next level. We have a bold strategy to reach more children than ever over the next decade and you can help make it possible.

### Summary of role

We are looking for an energetic, enthusiastic and proactive Fundraising Intern to join our passionate and talented team as we significantly grow our income and reach more children than ever before.

AfriKids is committed to ensuring that our supporters have an amazing experience with us. You will ensure AfriKids' supporters feel valued, building relationships through written and verbal communication. You will produce weekly 'magic moments', creating and sending stories and messaging to our mailing list to inspire donors to continue giving. You will also engage fundraisers to raise money for AfriKids through challenge events or community-based activities.



## What you will do

- Create weekly creative content to then email to our mailing list to inspire giving and interaction with AfriKids
- Build relationships with existing community and challenge event fundraisers, motivating them as they raise money for AfriKids
- Recruit new community fundraisers by contacting schools, community groups, festivals and others to inspire them to support AfriKids
- Recruit new challenge fundraisers for example marathon runners, cyclists, hikers and inspire them to support AfriKids
- Manage records of fundraisers, donations and activities on our database; Salesforce

## Candidate Requirements

### You have the essentials

(please demonstrate all of these)

- Keen and fast learner with a positive, can do attitude
- Strong attention to detail
- Excellent interpersonal and communications skills
- Confident copy writer and excellent written skills
- Ability to work under your own initiative, instruction from others and as part of a team
- IT literate with good knowledge of Microsoft Office
- Interest in international development and an understanding of AfriKids' vision, mission and aims

### You may also have

(you are not be expected to have these, but if you do, we'd love to hear about it)

- Experience working with fundraising or sales databases (we use Salesforce)
- Experience working with Adobe Creative Cloud Suite

### Application

Please send your **CV and Cover Letter** to: [hr@afrikids.org](mailto:hr@afrikids.org)

Please quote "Fundraising Intern" in the subject line.

Deadline: Midnight **8 August 2022**.

For more information about AfriKids, please see our website and social platforms:

[www.afrikids.org](http://www.afrikids.org) | [facebook.com/afrikids](https://facebook.com/afrikids) | [twitter.com/afrikids](https://twitter.com/afrikids)

If you have any questions, please call 0207 269 0740 or email [hr@afrikids.org](mailto:hr@afrikids.org)

### Equity, Diversity and Inclusion

We are committed to being a diverse, inclusive and equitable employer; actively promoting diversity at all levels of our organisation and ensuring everyone feels included, valued and supported to fulfil their potential.

We actively encourage applications from all backgrounds and our recruitment process is designed to prevent unconscious bias, foster diversity and recognise the potential that you can bring to AfriKids, over what you have already achieved.

If you have any questions about applying in reference to our diversity, equity and inclusion policy, we strongly encourage you to get in touch.

### Routine due diligence

AfriKids can only consider applications from candidates who have the legal right to work in the UK.

Successful candidates will be subject to screening for safeguarding purposes relevant to their role and will be required to sign and comply with AfriKids' Global Safeguarding Policy.

References may be required at the final stage of recruitment for verification purposes (eg to confirm qualifications/experience).

# Please note

## Requirements of all AfriKids staff and associated personnel (contractors, volunteers, etc.)

- All staff are contracted to work from the AfriKids office in central London every Wednesday. Flexible working may be agreed discretionally, so please discuss any requirements for this at the start of the recruitment process.
- You will also:
  - be a teamplayer, working collaboratively and “pitching in”
  - attend and support with AfriKids’ events as needed, which may involve alcohol
  - respect and uphold our Principles and Fundraising Values at all times (see pages 8-9)
  - know and uphold the AfriKids policies and procedures which are applicable to your role and level (we will train and support you with this)
  - strive to give AfriKids your best, embracing opportunities to learn and progress with our support
  - positively uphold our commitment to equity, diversity and inclusion, respecting that abuse and discrimination of any kind will not be tolerated
  - sign and uphold our Code of Conduct, which includes a commitment to the highest standards of safeguarding

## The support you will get from us

- A full induction including information on AfriKids’ history and current work; introductions to all staff that you will work with; training in policies and procedures that are relevant to your role and level; training in our systems and ways of working as applicable to your role; handover information as relevant.
- A dedicated point of contact who will ensure you are clear on your role and equipped to do it (a line manager for staff or key contact for associated personnel)
- The tools and equipment you need to do your job
- The support to do your job safely and in a way which protects your well-being and work/life balance. This includes flexible working options.

## Health and Safety Responsibilities

All AfriKids staff and associated personnel have personal responsibilities to take reasonable care for the health and safety of themselves and others. This means:

- Understanding the hazards in the work they undertake;
- Following safety rules and procedures as outlined in AfriKids’ Health and Safety policy;
- Using work equipment, personal protective equipment, substances, and safety devices correctly; and
- Working in accordance with the training provided and only undertaking tasks where appropriate training has been received.
- Employees shall co-operate with the Charity by allowing it to comply with its duties towards them.

## Data Protection

In order to protect the confidentiality, integrity and availability of Charity information, including information provided by fundraisers, donors, customers, partner organisations, and other third parties, where applicable, employees will comply with the Charity’s Data Protection and information security policies.

We will process your personal data in accordance to AfriKids’ Privacy Policy which can be found on our website ([www.afrikids.org/privacy-policy](http://www.afrikids.org/privacy-policy)).

## Amendments to this position post-appointment

This reflects the core activities of the post. As the organisation and the post-holder develop, there will inevitably be changes in the emphasis of duties. It is expected that the post-holder will recognise this and adopt a flexible approach to work and be willing to participate in training.

# Our Principles

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## We are truly local

Our team of local staff in Ghana design and run all of our life-changing programmes from start to finish. Qualified, experienced professionals, they have a deep, personal commitment to improving life for children in their communities, and being known and trusted by the communities they work in is what makes them so effective, especially with some of our most complex work changing traditional beliefs. Fundraising and donor due diligence is led from the UK, but all to support local people delivering the right solutions in their own communities.

## We are transparent and accountable

We are fiercely committed to 100% accountability for all of the money we receive and spend in the UK and Ghana. We maintain robust governance policies and procedures including regular internal and external audits to ensure this. We publish independently audited accounts annually and encourage donors to ask us anything, anytime.

## We Say No to Pity

We will not trivialise the injustice of poverty or compromise the dignity of anyone we work with through pity advertising or by using inappropriate images or language when discussing sensitive issues. We hope sharing the positive stories of how our work is making a difference will inspire people to help us do more.

## We listen

Our programmes are developed by listening to what local people tell us they really need. Our exceptional stakeholder consultation gives every level of society a say on what we do, and gives us a clear view on what the government and other actors are doing. This ensures our projects are always truly needed, wanted and bought into by everyone it takes to make them work.

## We empower

Our approach is always to help children, families and communities help themselves. Our projects bring people together, equip them with knowledge and show them how to make and demand the changes needed for all children to have a better life in northern Ghana.

## We sustain

If it's not sustainable, it's not development. For us, this means two things:

### Addressing the root causes of issues as well as the symptoms

As well as providing direct support to children at risk now, we are also improving the education, child protection and healthcare systems of northern Ghana, to stop suffering in the first place, and improve every child's start in life.

### Creating changes that are sustainable without ongoing aid

All of our projects create change by educating local people and empowering them to make changes themselves. This way the changes we help make with each new project become permanently embedded, and continue to benefit children long after our involvement ends. While there is a lot of work to be done and making permanent changes take time, our projects will evolve and move, rather than create dependence on us and aid funding for changes to be sustained.

This is how we are helping people secure better futures for children that ultimately don't rely on aid.

## We respect people and planet

We work together with communities to end harmful traditional practices and protect children, while respecting local culture, heritage and environment.

We are conscious to minimise the impact of our operations on the environment and employ a reduce, reuse and recycle approach.

## We always want to do better

An ethos of learning and improving is ingrained in everything we do, from supporting training for all of our staff to continuously developing our Monitoring, Evaluation and Learning tools to measure our impact and inform our strategy. We welcome feedback from all of our stakeholders.

# Our Fundraising Values

Our four fundraising values are the qualities and standards that guide our conduct (how we “behave”) in raising funds. Underpinning our Integrity value is our registration with the Fundraising Regulator and compliance with its Code of Fundraising Practice.

## Integrity

We aspire to deliver the best in class; to be impactful, to be honest, to be respectful and to be accountable for all we do. We always act in the best interests of the children and communities we serve and we never compromise their dignity.

Specifically:

- We will never do anything we are not proud of
- We treat others with compassion
- We set clear expectations and systematically account for them

## Community

We nurture a culture of openness and listening, providing inspirational donor experiences and building quality, long-lasting relationships.

Specifically:

- We build a community that is as equitable, diverse and inclusive as possible
- We are friendly, polite, positive to everyone
- We skilfully and respectfully challenge and resolve issues
- We work together united in passionate service to our mission
- We invite people in and make them feel welcome and valued for their unique contribution

## Agility

We are responsive to our environment and we adopt adaptive approaches that enable us to secure sustainable long-term funding.

Specifically:

- We commit to continuously analyse our internal and external environment to inform our decisions
- We follow lean processes to innovate new products, systems and ways of working
- We will regularly ask ourselves if we are operating in the most efficient and impactful way

## Ambition

We are bold in our approach and will always find creative solutions to broaden our reach. We will always challenge ourselves, so our supporters remain engaged to ensure our lasting impact on the lives of more children in Ghana.

Specifically:

- We will set and deliver ambitious goals
- We take measured risks
- We commit time to finding inspiration to enable creative solutions



Registered with  
**FUNDRAISING  
REGULATOR**