



It starts on an African farm

APPOINTMENT OF  
**HEAD OF AFRICA  
FUNDRAISING**

**Candidate Brochure February 2025**





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## CONTENTS

03 Introduction

04 About Ripple Effect

07 Role Purpose

09 Person Specification

10 Why Choose Ripple Effect

11 How to Apply



# Introduction

Congratulations on taking the first step towards becoming Ripple Effect's very first Head of Africa Fundraising. We are pleased to be able to tell you more about this unique opportunity to lead our fundraising from Africa as we advance our global impact.

At Ripple Effect, we believe that the most impactful fundraising decisions are made close to the work our donors support. This belief underpins our Africa Forward Together approach, a cornerstone of our 2030 strategy, which sets our ambition that by 2030 our initiatives are guided and directed by our talented and experienced African team. In August 2021, we established our Africa Hub office in Nairobi, led by our Africa Director, to provide leadership and coordination for our work in six African countries Kenya, Uganda, Rwanda, Burundi, Ethiopia, and through a partner NGO in Zambia. The Africa Hub is supported by an Africa Board, which collaborates with our country Boards in Africa and the USA, and the Ripple Effect International Board.

We wish you all the best with your application.



Paul Stuart,  
CEO, Ripple Effect

*"The creation of this role is a key step on our journey to make more decisions closer to the communities we work with in Africa. This is Africa Forward Together in action"*



Fred Ochieng,  
Africa Director

*"We are excited to be welcoming a new member to the team to lead fundraising within Africa."*



Luke Mallett,  
Interim Director, Fundraising &  
Engagement

*"We're looking forward to hiring a fundraising professional who will champion growth and seize new opportunities to sustainably expand income and impact."*



# About Ripple Effect

## **Mission**

To inspire and equip African communities to transform lives and protect the planet.

## **Vision**

A confident, thriving and sustainable rural Africa.

## **Values**

### **Integrity**

Acting with honesty, fairness and honour in all that we do, and treating everyone with equal respect.

### **Compassion**

Believing that every person deserves a life worth living, we are driven by empathy, humanity, and justice towards people and planet.

### **Accountability**

Valuing the support and resources given to us, acting responsibly to ensure we use these with care and consideration.



# History

In 1988 a group of British dairy farmers found a direct and practical way to respond to a desperate need in Uganda, which was in the depths of a famine.

EU quotas were heavily restricting milk production in the UK, so the farmers persuaded other farmers to donate cows, and the public to donate cash. This meant they could fly cows to Uganda, giving families much needed nutrients and manure for their small farms.

Later that year, the farmers set up Send a Cow as a charity and secured a pledge from all the families they helped to pass on their first female calf to another family.

When the BSE crisis hit the UK a few years later, there was a ban on livestock exports, but Send a Cow was able to pivot to buying animals in Africa. In fact, this was not only more cost-effective, but it gave us the opportunity to diversify our support. We began to teach manure-based sustainable agricultural techniques that tripled or quadrupled crop yields and empowered community groups to become self-sufficient.

By the late 1990s, we introduced a robust development model which we tailored to people living in extreme poverty, in the toughest conditions, and in the harshest terrains. We shifted to distributing smaller livestock and training farmers to combat, and build their resilience to, climate shocks which can devastate their land, crops, animals and homes.

As we developed our work, we set up offices and programmes in other countries and now operate in Uganda, Kenya, Rwanda, Burundi and Ethiopia, and Zambia through our partners ZRDF. Our African-designed solutions provide a holistic package of training that involves the entire family in sustainable agriculture, gender and social inclusion, and enterprise.

We've changed a lot since the early days and no longer send cows to Africa. For a long time, sending cows was only a small part of what we did, so in 2022, we also changed our name. Ripple Effect more accurately reflects the incredible, life-changing impact that passing on knowledge and skills to farmers can have on individuals, families and communities. For every farmer we work with, many more benefit and will benefit – far into the future.

As part of our Africa Forward Together strategic priority, our global teams are working towards transitioning strategic development and delivery to Africa. We also partner with other organisations to implement programmes and make our collective voices heard to advocate for change. Farming families in Africa are at the heart of everything we do. They deserve to have the support and skills they need to transform their lives, for good.



# Fundraising in Africa

Over recent years, we have established a Programme Funding Manager in each country we operate in. While these roles are managed locally, they function as part of a network and virtual team across Africa. Last year, this team was responsible for generating more than half of Ripple Effect's income. As Head of Africa Fundraising, you will lead this network, fostering collaboration and knowledge-sharing among team members. You will share the management of these Programme Funding Managers with the Country Director, and you will set the strategic direction for fundraising across Africa.

The Head of Africa Fundraising will need extensive experience in international fundraising, particularly in philanthropic and institutional funding. A key aspect of your role will be securing multi-country proposals and guiding them to successful funding, and managing the most significant donor relationships on behalf of the team in Africa. As well as being a member of the Senior Leadership Team in the Africa Hub, you will also represent Africa and global fundraising at Africa Hub Board meetings.

You will work in close partnership with lead fundraisers in the UK and USA as we seek to maximise the effectiveness of our global fundraising workforce, to bridge capacity and capabilities, and to ensure our commitments on compliance and full cost recovery are achieved and that we are able to grow our unrestricted funding as a result.

## **The Coordinating Table and Global Fundraising Leadership**

One of your initial tasks as Head of Africa Fundraising, in collaboration with our Interim Fundraising Director, will be to establish The Coordinating Table. This forum will bring together leaders from our fundraising markets in Africa, the UK, and the USA to discuss opportunities, decide global approaches and to develop strategy.

As Head of Africa Fundraising, you will chair The Coordinating Table and gradually assume responsibilities from the UK based interim global Fundraising Director, over your first few months in the role. This will include working with other fundraising leaders to ensure the representation of fundraising at the Ripple Effect International Board, Fundraising, Comms, Advocacy Committee, and Senior Leadership Team (SLT) meetings.



# Role Purpose

A core goal of Ripple Effect's Africa Forward Together 2030 strategy is to move strategic leadership and accountability progressively to Africa. The Head of Africa Fundraising will play a key part in this transition.

The Head of Africa Fundraising will be responsible for overseeing a network of Programme Funding Managers based in Kenya, Ethiopia, Uganda, Rwanda and Burundi, and in Zambia at our partner organisation, ZRDF. As a member of Ripple Effect's Africa Senior Management Team, the role will report to the Africa Director in Nairobi and the Ripple Effect CEO in the UK. Over the first few months of you being in post you will be coached and mentored by our Interim Director of Fundraising, supporting you as you take on the wider responsibilities of the role and establish the global leadership team.

The Head of Africa Fundraising will be accountable for all fundraising within Africa and will collaborate with fundraising leaders in the UK and USA.

## Key Responsibilities

### Strategic Management and Leadership

- Lead on the development of a global strategy and approach for income generation to secure income growth through to 2030 and beyond.
- Build on and enhance the culture of fundraising and philanthropy within the charity, ensuring smooth and harmonious working between the global fundraising teams.
- Lead fundraising in Africa and collaborate on global fundraising across Ripple Effect International.
- Direct, support and guide the Africa Programme Funding Managers to achieve ambitious fundraising goals and targets and collaborate with Country Directors to effectively meet funder requirements, submit multi-country bids, and manage fundraising across the African market.

### Budgets and Reporting

- Own and manage Ripple Effect's global income generation budget and work with the other fundraising market leads and Country Directors to align growth plans with the charity's budgetary needs and strategic goals.
- Prepare and present quarterly Board updates and the Income Generation Report to the Ripple Effect International and Africa Boards. Work with and draw on support from other fundraising leads.

# Role Purpose

## Fundraising Strategy

- Bring together Ripple Effect’s fundraising leaders to develop a global approach and strategy including programmes / projects for funding, and agreeing donor stewardship and ensuring active and effective compliance.

## Donor Relationship Management

- Manage key donor relationships within and beyond Africa.
- Champion and ensure we deliver consistent, world-class stewardship of our supporters and donors.
- Lead the development of multi-country project proposals and connect these opportunities to donors.

## Compliance, Data Management and Insight

- Work with UK and US fundraising leads, Programme Funding Managers and Country Directors to fully comply with international fundraising legislation, standards, approval processes and all relevant regulations wherever Ripple Effect fundraising takes place.
- Understand and comply with Ripple Effect policies.

## Trust and Transparency

- Work closely with colleagues in finance and UK Programme Funding to efficiently manage approval processes and to maximise full cost recovery. .
- Model high standards of behaviour and integrity and ensure the fundraising team maintains these standards.

## Other Duties

- Consistently act in line with Ripple Effect’s values and support our Africa Forward Together approach.
- Take on other related responsibilities as required by your line manager(s).





# Person Specification

## Qualifications

- A degree or post graduate qualification in fundraising, or in a related discipline such as marketing or business, plus five years' experience at senior management level in fundraising.

## Or

- 7 years' experience in fundraising management, without a degree or qualification.

## Experience and Knowledge

### Essential:

- Strong fundraising experience and a track record of securing high-value funding particularly from institutions, partnerships, philanthropists, and foundations.
- Able to demonstrate strategic fundraising leadership experience gained in a charitable environment.
- Successful track record of leading major fundraising initiatives, meeting income targets and working internationally with country-led fundraising teams to achieve growth.
- Significant experience of leading change in a non-profit or allied setting.
- Credible, engaging, and inspiring communicator, able to deliver clarity in both spoken and written communications.
- Strong stakeholder engagement skills and demonstrable experience of proactively building internal and external relationships and influencing change.
- Able to act as an advocate for Ripple Effect's strategic goals.

## Desirable

- Experience of commercial income generation including areas such as social enterprise/financing and the global carbon market.

## Skills and attributes

### Essential:

- Adaptable to meet the needs of the role, responsive to change, and able to identify and act on new opportunities.
- Committed to Ripple Effect's mission, vision and values of integrity, accountability and compassion.
- Development and commercial expertise that help to create value for stakeholders and the charity.
- Role model who leads by example and with integrity and impartiality.
- Guided by, upholds and promotes ethical principles.
- Works effectively and equitably across boundaries and creates an inclusive and diverse culture to achieve positive outcomes.
- Models resilience and provides strong and clear leadership, especially in challenging times.
- Operates across global teams and encourages cross-functional working to build a culture of collaboration to achieve goals.
- Respect for Ripple Effect's Christian background and ethos.

# Why Choose Ripple Effect?

You may think this process is about Ripple Effect choosing you, but we believe it's as much about you choosing us.

**Impactful Mission:** At Ripple Effect, you will join a team dedicated to making a transformative difference in the communities we serve. Our vision is a confident, thriving, and sustainable rural Africa. Driving positive and lasting change is at the core of everything we do, providing a sense of purpose and fulfillment for our team.

**Supportive Environment:** We foster a collaborative work culture where everyone's ideas and contributions are valued. We provide opportunities for professional growth and development, ensuring you have the resources and support you need to succeed.

**Strategic Location:** Based in our Africa Hub office in Nairobi, you'll work closely with our skilled and experienced team on the ground. This strategic location allows us to make well-informed decisions that directly impact the communities we serve, offering you a rewarding work experience.

**Global Collaboration:** You will have the opportunity to collaborate with colleagues from around the world, including the UK and the USA. This global perspective enhances our ability to innovate and achieve our fundraising goals.

**Leadership Growth:** Ripple Effect offers opportunities for leadership and career advancement. As the Head of Africa Fundraising, you will play a key role in shaping our fundraising strategies and driving our mission forward.

**Safeguarding:** Ripple Effect creates safe and rewarding environments for all of our people including staff, participants, partners, volunteers, children, and vulnerable adults. We share responsibility for treating everyone properly and protecting them from harm, exploitation, and abuse, as outlined in our robust Safeguarding Policy. Everyone working with us must follow this policy and if individuals have any serious concerns, they can raise them confidentially using our whistle-blowing procedure.

As well as a rewarding career with a global charity, you'll get access to a range of benefits, including:

- Pension
- Generous annual leave
- Training and development opportunities
- Medical insurance for yourself and dependents



# How To Apply

The ideal candidate is a strategic and visionary leader with extensive experience in international fundraising, particularly in philanthropic and institutional funding. You will also be a skilled collaborator, able to bridge fundraising efforts across Africa, the UK, and the USA while fostering a culture of philanthropy and sustainable income growth within the organisation. This is a full-time role.

If this sounds like you and you are keen to apply please submit the following by e-mail to [ireti@ngorecruit.com](mailto:ireti@ngorecruit.com):

- A CV in Word or PDF format (please include 3 employment references).
- A 1-page cover letter outlining how your skills and experience align with Ripple Effect's mission and the unique qualities you could bring to this role.

If you would also like to have a confidential discussion about the role, please do not hesitate to contact us.

## **Application Deadline:**

The deadline for applications is 3 March 2025. NGO Recruit will carry out an executive search alongside the public advertisement of the role. Longlisted candidates will be invited for an interview with NGO Recruit.

If you are interested, we encourage you to apply ASAP. We will only contact candidates we shortlist. For more information about Ripple Effect, visit their [website](#) and [LinkedIn](#) account.

## **Equal opportunities**

Ripple Effect embraces diversity, equity and inclusion so welcomes applications from all individuals. We encourage applications from people with disabilities and non-disabled people and from all backgrounds and experiences. Ripple Effect is open to creating work environments that are adapted to individual needs, and recruit those who show a personal drive to work for their mission and have the relevant and essential skills required.

## **GDPR Compliance Statement**

By submitting your application, you consent to the processing of your personal data in accordance with NGO Recruit's privacy policy and the General Data Protection Regulation (GDPR). Your data will be used solely for recruitment purposes and will not be shared with third parties without your consent. If you wish to access, update, or delete your personal data, please contact us at [hello@ngorecruit.com](mailto:hello@ngorecruit.com). Your application data will be retained for 18 months unless you request its deletion earlier.

