



Fundraiser – Brief

Location: Preferably Scotland

Contract Value: £11,200 plus VAT

The Froglife Trust is a national wildlife conservation organisation with a specific focus on our native reptile and amphibian populations and their habitats, for more information about Froglife visit www.froglife.org. We have a highly esteemed, professional reputation for creating and restoring wildlife sites across the United Kingdom, and for delivering a creative and educational programme of public engagement. We are in the process of developing a new project in Scotland. We have worked extensively in Scotland through other project delivery.

We are seeking to recruit a fundraiser with specific expertise in raising funds from private individuals, corporate sponsorship and through general fundraising activities. The project will be operating in Ayrshire, South Lanarkshire and the Lothians, therefore fundraising efforts should focus on individuals and corporates within these regions. Likewise fundraising activities, such as crowd funding or sponsored events should also focus on these regions.

The fundraiser will work with the CEO during the development phase in securing the co-funding and will report to the CEO. The CEO will be responsible for securing the required additional grant funding.

If it is envisaged that funding will be secured against delivery any of the following activities that will be delivered during the delivery phase of the project:

- ✚ Digital outputs – 3D film highlighting how the geology of the region has informed the evolution of reptiles and amphibians over millennia; QR codes on Speaking Statues; Augmented Reality around a nature trail and existing digital outputs such as Dragon Finder APP and Pond Visualiser.
- ✚ Neighbourhood Wildlife Corridors: wildlife corridors created by local communities.

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Charity Patrons: Jules Howard & Kate Bradbury



- ✦ Natural Art sessions & workshops: to create a nature trail, designing of Speaking Statues (nature-based statues to be manufactured and installed at nature sites), and creating a Mapestry (nature focused tapestry), the Mapestry will tour built heritage venues in the final two years of the project delivery phase.
- ✦ Wildlife Gardening Workshops: using lego to create mock wildlife gardens. Some of the gardens will go on tour in the final two years of the delivery phase of the project.
- ✦ Sound & movement workshops with school children & youth groups: a performance artist to support Froglife staff in delivering performance art workshops in schools, focusing on the movements and sounds of amphibians and reptiles.

The delivery phase of the project, if successful, will be mainly funded by National Lottery Heritage Fund (NLHF) at approximately 71% of total costs with the balance of approximately 29% derived from other sources of funding.

The fundraisers contract will be for 32x days from January – August 2025, at a rate of £350 per day plus VAT with a total contract value of £11,200 plus VAT.

There is a fundraising target of £175,000.

For further information we are attaching the following:

- ✦ Project Development Application form.
- ✦ Project Delivery Budget.
- ✦ Froglife Strategy.

Interested consultants should contact Kathy Wormald, Froglife CEO by email on Kathy.Wormald@froglife.org, we will arrange a virtual meeting to discuss the requirements further.

Deadline for Expressions of Interest is 30th October 2024.