

H&F Giving Campaign Launch & Management– April/May – Oct/Nov 2025

We are looking for a specialist to help us shape and launch our upcoming Fundraising Campaign, which will follow from our report "[Building a strong and connected community: Identifying needs in Hammersmith and Fulham - February 2025](#)".

This report summarises key needs in the borough, and we are currently reviewing the findings in line with our strategic discussions and formulating an action plan internally. The report has been soft launched to the community with a formal launch planned for May/June. Our plan is to promote and disseminate some of its key findings; and most critically to articulate a "call to action" or "ask" (via social media and events) that will help us raise funds to support our mission, which we expect to deliver in a campaign over the summer, launched at an event in early June.

We outline below details about H&F Giving and what we would like to achieve with this project.

About H&F Giving

[H&F Giving](#) is a charitable foundation set up to support areas of need in the London Borough of Hammersmith & Fulham (LBHF). Densely populated and diverse, H&F is a borough with stark levels of inequality. We aim to connect the borough, so that every person and every generation can give what they can, or get what they need, to thrive.

Founded in 2018 in partnership with [Hammersmith United Charities](#) (HUC) and [Dr Edwards & Bishop King's Fulham Charity](#) (DEBK), we are part of the wider [London's Giving](#) place-based giving movement, which is designed to mobilise communities to give and support areas in need in their localities. Since we started, we have grown into a charity with an annual turnover of £0.5m+; and are working hard to become the go-to organisation in the London Borough of Hammersmith & Fulham, for funders and donors to understand and meet the needs of local people. Since 2018 we have distributed over £1.5 million to local community groups within the borough. We have also been the conduit to providing essential kit such as computers and refurbished bikes to people that need it in the community.

Our growth has been fuelled by mobilising hundreds of (corporate, foundation and individual) donors to give back to help local people in need. We have also counted with generous support of key organisations including HUC and DEBK as our founding partners, City Bridge Foundation, and the London Borough of Hammersmith & Fulham.

As part of our core activities, we run a range of targeted appeals and campaigns in the borough to unlock support. For example, we run an annual appeal to raise funds for a *Christmas Day lunch* for older and vulnerable people who would otherwise spend the day alone. And a *Digital Support Fund* to enable organisations supporting residents across Hammersmith & Fulham provide devices, data, courses, and training to residents who do not currently have the means to do access resources online.

We have also distributed over £1m of Council restricted grants for heating, food, bills, and other assistance, which has helped thousands of people in need throughout the cost-of-living crisis.

Aims of the consultancy

This consultancy has four aims:

- **To organise a Needs Analysis Launch**, promoting key findings and starting to engage with various audiences. You will review the document published and produce a defined number of communication products and social media activity to promote its content and engage with people.
- **To produce a simple “Strategy document”** focusing primarily on what our upcoming Fundraising Campaign (or Appeal) should look like. This will break down the approach, communication products, and activities that are best suited to different types of donors (individual supporters, high-net worth individuals, corporates, foundations, other).
- **To coordinate this next Campaign (or “Appeal”)**, with a view of raising a target level of income from various sources. This will include shaping and refining a limited number of communication products and taking an active role in promoting them online; or if in other forms, such as in meetings or events, in support of H&F staff.
- **To refresh our Christmas campaign communications assets and plan** to ensure messaging works following on from the new campaign.

Calendar of activity

We estimate that this project will run over 6 months, between April/May and October/November 2025. We also estimate that the consultant will have to dedicate between 30 and 60 days over 6 months, which is 5 to 10 days a month for 6 months. This table shows an approximate calendar for this consultancy:

Launch of Needs Analysis	April to June 2025
Campaign Development & Production of supporting Fundraising Strategy	May to June 2025
Fundraising / Appeal	Preparations from May 2025 Launch June 2025 Note: Cannot clash with our Christmas Campaign which runs from October/November
Refresh Christmas Campaign Assets & Communications plan	For end of September 2025

H&F Giving support

H&F Giving is a charity set up to raise funds, and counts with good experience in the matter:

- Our Executive Director has a background and track record in fundraising.
- Since 2018, we have grown to reach over £500k of income last year.
- We have a diverse funding base including Trusts & Foundations, Companies, Individuals, and government bodies.
- The consultant will be assisted by the team composed of the Executive Director, a part-time Partnerships Manager, and a Grants officer, as well as an active and competent Board of Trustees.

Specific products

The consultant will, as explained above, **not** work in isolation, but will be responsible for specific products that relate to the four aims above, namely:

- Design content and communication products for the **Launch of the Needs Analysis**
- **Campaign Fundraising Strategy** - providing insights to shape and write up such document, ensuring it aligns with our developing organisational and future full fundraising strategy.
- **New Fundraising Campaign** – produce specific products, and project-manage the launch.

- **Refreshing Christmas Campaign content to follow on from the new fundraising campaign**

Details of outputs and targets will be agreed and confirmed at contracting stage.

What we need from you

We are looking for a Fundraising and/or Communications specialist that can produce high quality fundraising products and campaigns; while they can also work with others to successfully launch, and project manage such campaign. We will assess candidates based on the information that must provide following the table below:

General information		
Your name		
Please share with us your LinkedIn profile or a recent CV		
Date from which you are available		
Please state how many days you are available. This must be within a range of 30-60 days in 6 months. Please indicate your estimated availability per month between April/May and Oct/November 2025 if not a consistent pattern.		
Please indicate your overall budget, <i>including VAT</i> and how many days you would expect to put towards the project for this budget. This must not exceed the maximum budget available (see below).		
Information subject to evaluation		
Value for money.		20%
Please share one example of communication products you have designed or led on in another organisation or setting.	[attach]	30%
Please describe in maximum one page how you have worked with others to launch a campaign or event that resembles the Campaign we will launch at H&F Giving. Please indicate how much money this campaign raised.	[attach or describe here]	50%

The H&F Team will interview the two offers with the highest points to make a final decision after a quick interview with a panel consisting of our Executive Director plus 2 Trustees.

Funds available

A maximum of £25,000 (inclusive of VAT) for your work over 6 months.
 In addition, H&F Giving has earmarked a budget of between £15,000 and £25,000 to pay for specific items such as organising and catering at events or focus groups, printing of materials, additional design costs if justified, etc. We will also look to access pro bono support for certain elements to support the campaign.

Indicative Timeline* & Process to tender

Request for proposals: By Wednesday 2nd April.
Decision on how to proceed: By Friday 4th of April
Schedule of Work: Expected to begin in May latest, subject to discussion with successful person.

Thank you & Questions.

Thank you for your interest. If you have any questions or would like to discuss your proposal any point, please contact louise_wilson@hfgiving.org.uk