

Sophie Erskine

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Objective

I am a fundraiser with strong writing and editing skills.

Experience

Freelance projects (2021-2024)

Fundraising Consultant at Women's Consortium (May-June 2024)

Key achievements:

- Raised £8k in 40 hours of work promoting two Big Give campaigns supporting women and girls through provision of physical and mental health services.
- Successfully applied to two additional Big Give campaigns for the autumn/winter.

Fundraiser at Avon Counselling and Psychotherapy Service (January-May 2024)

Key achievements:

- Worked one day a week, sent out 12 applications and raised £6,000 from the first application to respond.
- Provided advice on how to restructure the fundraising budget.

Corporate and Major Donor Fundraiser at CPU London (March-December 2023)

Key achievements:

- Worked ten hours a week, introduced the charity to The Big Give and following my written application, raised £12k from a large corporate foundation (a new organizational donor).
- Wrote the charity's first ever annual thank you letter to regular donors (which includes high net worth individuals). This generated £10k.
- Introduced the charity to major gift fundraising: researched potential new donors and introduced the charity to new prospects.
- Created new document templates for the charity to facilitate major donor fundraising.
- Researching fundraising regulations and advising the charity on how best to comply.

Fundraiser at The Bloom Appeal (October 2021-March 2023)

Key achievements:

- Worked two days a week, helping the charity to more than double its income between financial year 2020-21 and 2021-22 (from £13k to £30k).

- Working independently without a line manager but liaising with trustees in order to raise funds effectively.
- Raised c. £25k net from my own self-generated activities, mainly grant writing, and providing remote events support. My achievements in trusts and foundations fundraising included securing a donation of £10,000 from a major Merseyside trust and securing two donations of £5,000 – one from a major Merseyside Fund, the other from a Scottish trust.
- Translating complex information (for example medical information) into content that is accessible to a lay audience.

Employment (2009-2018)

Donor Research Manager (Elton John AIDS Foundation, 1 Blythe Road, London) (March 2016-July 2018)

Key achievements:

- Consistently refreshing the pipeline by adding ten new major donor prospects each month between January 2017 and January 2018. Increasing the number of major donors by identifying new prospects.
- Raising £43k in new income from major donors.
- Acting as an essential part of a two-person team delivering five large special events (raising roughly £1-4 million each). Presenting complex information in an engaging way in order to raise as much money as possible. Utilizing contemporary fundraising techniques, including the PayPal and IZettle apps.
- Using the grants team's Salesforce account to report on funded projects to donors.

Public Fundraising Officer (Changing Faces, 10 Queen Street Place, London) (September 2009-May 2015)

Key achievements:

- Managing all aspects of public fundraising for the charity, including individual giving, challenge events, community fundraising, direct marketing, legacies, corporates, major donors and special events.
- Adapting my communication style based on which audience I was writing for.
- Using my numerical and analytical skills to set and manage income (c. £500k) and expenditure (c. £40k) budgets in Excel for all these areas. Working towards targets and regularly reporting on progress.
- Using my verbal communication skills to secure a new COTY partnership with Sainsbury's HR Team, which brought in £2k, and forged good links between Sainsbury's HR Team and the policy team at Changing Faces.
- Using my writing skills to successfully apply to be COTY of The Centre for Strategy and Communication (which brought in six free days of training for the charity, plus bonus days as and when they became available throughout 2015). Putting together a compelling argument in order to secure new support.
- Leading the public fundraising team of two and growing the charity's public fundraising income from less than £200k in 2009 to c. £500k in 2015.
- Updating Chief Executive and fundraising team on news and innovation within the fundraising sector.