

## **Job Title: Fundraising Associate**

**Department:** Fundraising

**Reports To:** Chief Executive Officer

**Location:** Mumbai (Goregaon) | On-site

**Employment Type:** Full-time

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## **About Veruschka Foundation**

Veruschka Foundation empowers individuals with developmental disabilities to become contributing members of society through the power of food. Using cookery as a medium, the organisation provides sustainable livelihood opportunities and promotes independence through entrepreneurship, mainstream employment, and life skills development.

**Website:** <https://theveruschkafoundation.org>

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## **Purpose of the Role**

As Veruschka Foundation enters a strategic phase of growth, the Fundraising Associate will play a key role in securing the resources needed to scale the organisation's impact. The role involves supporting end-to-end fundraising processes, identifying and converting new funding leads, stewarding donor relationships, and managing grant-related communication and reporting. The Associate will also contribute to the creation and management of high-quality fundraising collaterals and events.

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## **Key Responsibilities**

### **1. Donor Research and Lead Generation**

- Identify and research potential donors including CSRs, HNIs, and family foundations.
- Initiate outreach through cold emails and calls, and coordinate introductory conversations to build a strong fundraising pipeline.

### **2. Donor Engagement and Conversion**

- Prepare for meetings with potential donors by developing tailored decks and proposals.
- Ensure timely and effective follow-ups with donors. Maintain high-quality interactions that build trust and increase the likelihood of donor conversions and retention.

### **3. Proposal and Pitch Development**

- Design, maintain, and update core fundraising documents such as the organisational pitch deck, proposal templates, concept notes, donor FAQs, and case studies to ensure consistency and relevance. Work cross-functionally with internal team members, volunteers/ interns, and external consultants to ensure that all fundraising collaterals are up-to-date.

### **4. Relationship Management and Stewardship**

- Assist the CEO in building and nurturing long-term relationships with existing and potential donors. Ensure timely communication, acknowledgment, and high-quality reporting to enhance donor trust and retention.
- Ensure due diligence processes are completed on time. Collaborate with the CEO to nurture donor partnerships and encourage continued or increased contributions.

### **5. Donor Reporting and Communication**

- Coordinate with the programmes team to collect data and insights for timely donor reports. Ensure sharing accurate and engaging documentation of impact in donor reports, and meeting all reporting deadlines and donor expectations.

### **6. Event Support and Campaign Execution**

- Support the planning and execution of fundraising-related events (for example, centre visits, community engagement sessions, marathons, etc).
- Design and execute donor-focused events and crowdfunding campaigns that raise awareness, build credibility, and engage potential supporters meaningfully.

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## **Key Requirements**

### **Education**

- Bachelor's degree in any field (mandatory)

### **Experience**

- 1–2 years (minimum), with at least 6 months in the social sector (via job, fellowship, or volunteering)
- Prior experience in Fundraising is preferred

### **Skills and Knowledge**

- Strong written and verbal communication skills in English
- Fundraising aptitude with a proactive, goal-oriented approach
- Strong interpersonal and relationship-building skills
- Proficiency in MS Office (Word, Excel, PowerPoint) and Canva
- Ability to synthesise large amounts of information into clear, compelling content
- High attention to detail and Process-orientation
- Resilience and initiative in following up and securing funding leads
- Basic design and storytelling skills

### **Desired Attitude and Mindset**

- Strong sense of ownership and ability to work independently
- Resilient and not easily discouraged by setbacks
- Deadline-oriented with effective self-planning and follow-through
- Curious and open to learning, with a growth mindset
- People-centric, empathetic, and confident in external interactions
- Innovative and willing to explore new fundraising strategies and sources

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## **Collaboration and Stakeholder Interaction**

The Fundraising Associate will closely work with:

- **Internal:** Chief Executive Officer, Programme Managers, Programme Officers, Programmes and Partnerships Lead, Volunteers/ Interns
  - **External:** Donors (current and potential), Grant Writer (Consultant)
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## **Why Join Veruschka Foundation?**

At Veruschka Foundation, we empower individuals with intellectual disabilities through a unique culinary-based model that blends disability advocacy, skill-building, and livelihood creation. As we grow, we offer our team:

- A chance to build systems from the ground up in a dynamic, scaling organization
  - Opportunities to lead, problem-solve, and make decisions
  - A diverse, collaborative team culture with professionals from multiple sectors
  - A positive, supportive work environment with strong mentorship and leadership access
  - Regular team bonding activities, an open-door policy, and an emphasis on personal growth
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