



Head of Philanthropy & Impact
June 2026

Job Title	Head of Philanthropy & Impact - Executive Team
Reporting to	Co-CEOs
Hours	3 days per week (0.6FTE)
Location	Flexible work schedule and predominantly working from home
Direct Reports	Grant Writers - two staff members (1.2 FTE total) Impact Coordinator (0.4 FTE)
Purpose of Position	This is an Executive Leadership position responsible for: Delivering a third of Eat Up revenue (\$1.5M+) annually with strong growth expectations by establishing a multi-stream strategic plan to drive multi-year, sustainable philanthropic revenue. Specifically, develop, diversify and grow Eat Up's philanthropic funding base — encompassing grants, major gifts, and individual donors/campaigns. Integrating impact evidence into compelling funding propositions and stewardship activities. Leading the Grants team (2 team members) and Impact Coordinator to secure sustainable, multi-year philanthropic income that drives Eat Up Australia's mission to ensure no child goes hungry at school.
Key Effectiveness Areas	To develop and implement a 3-year Philanthropic Funding Strategic plan (20% effort) that: • Leverages existing grant and impact resources to deliver preset KPIs. • Positions Eat Up's impact evidence as a central driver of philanthropic revenue acquisition and retention. • Works with the Co-CEOs to build and nurture strong, multi-year relationships with key philanthropic stakeholders: trusts and foundations, major donors and Eat Up's individual giving donors/communities. • Collaborates across the Eat Up Marketing team to ensure all philanthropic touch points reflect consistent, compelling Eat Up branding, messaging and impact narratives.



	To grow a sustainable philanthropic revenue base (80% effort) via: - Establish and grow major donor revenue stream. Leverage existing connections, engage and steward Eat Up major gift donors, especially high-net-worth individuals. - Oversee Eat Up's successful Grants team to deliver higher value, multi-year grants and preset KPIs. - Develop and grow an individual donor program, including appeal campaigns (EOFY, Sandwich Day). - Embed impact data and storytelling into all philanthropic engagement.
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Key Responsibilities:

Philanthropic Engagement Strategy:

- Create and execute a philanthropic fundraising strategy, ensuring alignment with Eat Up's goals and evolving priorities. This multi-year engagement plan will encompass grants, major gifts and individual giving, with clear objectives, target audiences, acquisition and retention strategies, actions and KPIs. Execute donor-centric campaigns and fundraising activities according to the philanthropic engagement strategy.
- Work with the Co-CEOs to build and nurture strong relationships with key philanthropic funders: trusts, foundations, and major donors.
- Identify new philanthropic funding opportunities that align with Eat Up's mission and strategic priorities.
- Oversee and monitor activity to ensure timely action and adherence to plans.
- Implement the philanthropy strategy to meet ambitious year-on-year revenue targets and fund Eat Up's growing program.

Grants/ Trust and Foundations

- Set the strategic focus and key deliverables for the Eat Up Grants program.
- Oversee the development and implementation of Eat Up's successful competitive grants program in collaboration with Grant Writers and aligned with Eat Up Strategic Plan. Deliver key KPIs.
- Support the team to cultivate relationships with new multi-year funders.
- Actively steward existing granting partner relationships using proven engagement strategies.
- Engage grant funders with proactive messaging on the difference grants are making to delivering Eat Up's mission.
- Support the grants team to deliver the grant application process, including submission deadlines, required documentation, and follow-up communications.
- Oversee Eat Up Grant Writers and support by identifying suitable funding opportunities and developing compelling grant 'asks', reviewing meaningful and timely acquittals and



developing presentation templates that effectively communicate Eat Up Australia's mission, impact, and funding needs to develop long-term, sustainable funding partnerships.

- Regularly report on granting performance, successes and learnings.
- Engage with Impact Coordinator to ensure meaningful acquittal data is obtained and presented in a compelling manner by agreed deadlines.

Major Donors

- Generated a pipeline of high-value opportunities and securing major gifts.
- Personally secure high value gifts (typically \$20-30k+, with scope to grow). Steward, cultivate and manage a portfolio of high-net-worth individuals, delivering on strategic targets aligned to organisational strategic priorities and advance Eat Up's mission.
- Drive outreach to new donors, through research, networking, and strategic community engagement.
- Manage a portfolio of major donors with best-practice cultivation, solicitation, and stewardship to deepen and increase support. Seek Co-CEO involvement as needed.
- Monitor and regularly report on major donors fundraising performance, donor data and program performance.
- Develop tailored giving opportunities that match donor interests.
- Seek and secure multi-year, sustainable major gift funding.
- Lead personalised stewardship plans with Co-CEOs involvement to engage, inspire and retain major donors. Facilitate donor engagement opportunities, including 'day in the van', public session attendance, and other opportunities for donor engagement and recognition.
- Strengthen donor retention through activities including thank-you letters, progress reports, and personalised communications, according to donor engagement plan.

Individual Donors and Appeal Campaigns

- Develop a multi-year individual giving strategy to grow Eat Up's donor base, including recurring giving, one-off campaigns, and appeals.
- Design and oversee individual donor campaigns (e.g., end-of-financial-year, Sandwich Day awareness campaigns) in collaboration with the Marketing team.
- Data mine Eat Up CRM to segment, build and maintain a pipeline of mid-level donors with potential to transition to major gifts.
- Develop and implement a donor recognition and stewardship framework that supports retention and upgrades across all individual donor segments.
- Create fundraising appeals on Raisely and leverage Mailchimp to drive calls to action. Work with Eat Up Marketing to ensure consistency of the Eat Up brand and tone of voice.
- Leverage Eat Up's impact data and stories to create compelling donor communications and campaign materials.

Impact Integration and Management

- Manage and support the Impact Coordinator to collect, analyse and communicate Eat Up's program impact data in ways that build PR, philanthropic engagement and philanthropic funding.



- Ensure impact evidence is embedded across the organisation, and within the philanthropic team specifically, including grant applications, major donor 'asks', acquittals, donor reports, appeals and presentations.
- Work with the Impact Coordinator to develop and maintain an impact reporting framework aligned to Eat Up's strategic goals.
- Champion a culture of impact measurement across the organisation, ensuring teams understand how their work contributes to Eat Up's funding narrative, and ensuring they are able to easily communicate Eat Up's impact in a variety of settings.
- Oversee the production of impact reports, case studies, and data visualisations that bring Eat Up's mission to life for all philanthropic stakeholders.

Data Management and Reporting:

- Maintain accurate and up-to-date records of all donor interactions and engagement activities in Salesforce.
- Track progress towards fundraising goals (trust & foundations, major donors and individual donor campaigns) and prepare regular reports for the Co-CEOs and other relevant stakeholders.
- Analyse donor data to identify trends, identify areas for improvement, and inform future engagement strategies following best practice guidelines.
- Regularly review CRM data to identify dormant donors and reactivate relationships.

Leadership and Collaboration:

- Mentor and support a high-performing grants and impact team.
- Champion a culture of collaboration and shared goals.
- Set goals in accordance with the strategic plan. Monitor performance against KPIs and adjust and re-plan as appropriate.
- As a member of the Executive Team, work with co-CEOs, Head of Operations and Head of Marketing and Partnerships to set the 3 year strategic plans and future direction of Eat Up.
- As a member of the Leadership team, collaborate effectively with the Marketing and Partnerships team, Operations (metro and regional) team and Co-CEOs to review operational matters.
- As needed, represent Eat Up at relevant PR opportunities and networking events.
- As needed, build and maintain relationships with key stakeholders within the broader nonprofit sector.

Effective Communication:

- Oversee the development and implementation of a communication strategy for all philanthropic audiences that ensures timely, compelling and consistent communication with grant funders, major donors, individual donors and prospects. Ensure that all communication materials are consistent with Eat Up's brand and messaging.
- Develop compelling major donor funding proposals in collaboration with Co-CEOs



- Partner with Marketing to communicate the impact of philanthropy through powerful storytelling and campaign activity

Other Duties as Assigned:

- Stay abreast of current trends and best practices in fundraising and philanthropic engagement.
- Collaboratively work with Senior Eat Up leaders to advance Eat Up's mission.
- Contribute to the overall success of Eat Up.

Qualifications:

- Bachelor's degree in a relevant field (e.g., Non-profit Management, Development, Communications, Public Relations) or equivalent experience.

Experience:

- Nonprofit sector experience is required.
- Minimum 7 - 10 years' experience in fundraising, donor relations, or philanthropy leadership roles.
- Proven success in managing high-value donor portfolios (trusts, foundations and major donors) and cultivating major philanthropic relationships.
- Demonstrated ability to lead and inspire small teams to achieve stretch fundraising goals.
- Strong commercial and community acumen, with the ability to translate complex projects into donor-relevant narratives.
- Comfortable working in dynamic, relationship-driven environments with competing priorities and high expectations.
- Proven success in using impact reporting to steward grant funders, major donors and individuals.

Systems:

- Proficiency with CRM systems (e.g., Salesforce).
- Experience with fundraising platforms (eg Raisely) highly regarded.
- Valid driver's license for occasional travel.

Soft Skills:

- Strong leadership and team management.
- Collaborative skills and flexible approach to deliver shared goals.
- Excellent written and verbal communication, interpersonal, and presentation skills.
- Strong research, analytical, and problem-solving skills.
- Strategic thinking and planning.
- Ethical conduct and transparency.
- Results-oriented mindset



- Passion for Eat Up Australia's mission and a commitment to feeding hungry kids.
- Commitment to live Eat Up's values: Fun, Energetic, Caring, Impactful and Collaborative.