

## **INVITATION TO TENDER: FUNDRAISING SERVICES**

We are looking for a fundraising consultant to lead income generation in support of The Wilbur & Niso Smith Foundation and/or our flagship programme, the Wilbur Smith Adventure Writing Prize.

We are a UK-based Foundation, registered as a charity in the UK, and are looking to diversify our income streams in the short and long-term. The chosen candidate will have a proven track record securing multi-year fundraised income and will have an understanding of our potential supporters.

### **Mission, Vision and Values:**

The Wilbur & Niso Smith Foundation was established in 2015 by the late bestselling author Wilbur Smith and his wife, Niso. The Foundation empowers writers, promotes literacy and advances adventure writing as a genre, working to uplift, inspire and educate writers and readers of all ages across the world.

### **Background and Aims:**

We are currently founder-funded, with a small proportion of additional income earned or donated by trusts, individuals or received through in-kind support. We have previously undertaken a period of fundraising consultancy and, based on the findings, envisage the initial focus of this work to be on securing income from grants and/or sponsorship of the Wilbur Smith Adventure Writing Prize.

Over three years (by December 2027) we wish to double our income, in order to increase the work we can deliver.

### **The Work:**

We imagine funds raised will be on a full-cost recovery basis, as we look to secure core funding as well as project funding. On top of the Foundation's overheads, which includes one full-time and one part-time staff member, and three/four specialists working across projects, there are a number of programmes to fundraise against. These include:

- The Wilbur Smith Adventure Writing Prize: an annual writing prize with awards for published, unpublished and young writers. Support could be for the Prize as a whole, or broken down by activity. In brief, the Prize comprises:

- **Best Published Novel** includes a volunteer librarian shortlisting panel, and a judging panel of adventure or literary experts; suites of marketing materials for each of the six shortlisted novels, for authors, publishers and readers to use online and off; reading group shadowing; podcast interviews; various press opportunities
- **New Voices** sees five unpublished, aspiring writers taken through a one-to-one editorial and mentoring programme to develop their work from initial idea to first full draft every year
- **Author of Tomorrow** sees 500+ young writers, age 21 and under, submit short adventure stories to be considered for publication, a cash prize, and book tokens for their school. Submissions are read and reviewed by a team of volunteers, before ten young writers are shortlisted. They receive professional editorial feedback, and an additional 80 are sent feedback from the Foundation. A partnership sees this anthology published via an app, BookSmart. We hope to create an audiobook in the near future.

On an annual basis, we work with circa 50 volunteers who read and review submissions, and advocate for the writers we champion in their communities, whether that is a library, book group, or school.

You will enable us to expand our current programmes and also increase capacity to start those in the pipeline below.

**Pipeline programmes include:**

- Travel grants – a pot to fund authors (published or unpublished) to travel to research their novel-in-progress (similar grants previously offered)
- Literary agent surgeries – a one-to-one development opportunity for underrepresented aspiring novelists to receive feedback and support from a literary agent (pilot conducted)
- Digitising audio/audio-visual content from past writing events and marketing support to increase reach for classes that are already online
- A writer’s podcast with monthly episodes
- An adventure-themed literacy initiative to get books into the hands of readers aged 10 – 13 years.

The Foundation is based in the UK, as are circa 50% of our beneficiaries. The remainder are global with the strongest presence in English speaking territories such as the USA, Australia, Ireland. The pipeline programmes will all be UK-focused.

We hope that this work will be the base for expanding the Foundation's output and team in the future. We are looking at this to lay the financial building blocks of a long-lasting and diverse income portfolio.

**Key Information:**

We see this as the first step to meet our three-year goal. We imagine a target of circa £30,000 in year one, followed by £75,000 in year two and £150,000 in year three.

To express your interest, please tell us how you would meet these goals and what your approach to this campaign would be, as well as sharing details of previous experience and relevant successes in the format you feel most appropriate. Your expression of interest will be reviewed by the Foundation Director and a minimum of one trustee.

**Timeframe:** Please outline your availability, and capacity for continuation if we are able to progress past year one. We anticipate 10-12 project days to be allocated in 2025.

**Deadline for expression of interest:** Monday 13th January, end of day.

**Selection:** Interviews will take place online, the w/c 30th January if we wish to take your application further.

This is a freelance, remote opportunity. You will be working closely with and reporting to the Foundation Director who has oversight of this project, and the board of trustees. You will have the opportunity to meet the team online or at the Foundation's office in Finsbury Park, London, but are not required to work from this location.

You will adhere to our [Privacy Policy](#), and our [Safeguarding and Child Protection Policy](#), as well as our [Code of Conduct](#) and the Fundraising Regulator's Code of Fundraising Practice.

To send an expression of interest, or if you have any queries regarding the brief, please email Georgina Brown, Foundation Director on [georgina@wilbur-niso-smithfoundation.org](mailto:georgina@wilbur-niso-smithfoundation.org).

Please note that the Foundation is closed over the holiday period from 24<sup>th</sup> December – 2<sup>nd</sup> January inclusive. Any queries will be answered outside this time.