




LOTTIE RUGG-EASEY

CHARITY PROFESSIONAL

CONTACT

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-  London, UK

EDUCATION

BA English and Theatre,
First Class (Hons)
University of Sheffield
2010-2013

TRAINING

Clore Emerging Leaders, 2017

Deaf Awareness Training,
Fingersmiths, 2017

Trustee Leadership for
Fundraisers, Arts Fundraising
and Philanthropy 2017

Visual Awareness Training,
SRSB, 2017

Negotiating Skills,
UK Theatre, 2015

Social Media for Charities and
Campaigners,
Guardian, 2015

PROFILE

I thrive on effectively communicating the power and impact of charitable activities to different audiences. I am an experienced copywriter, negotiator and relationship manager.

I am looking for my next opportunity to work with businesses to develop high-impact partnerships that generate income and celebrate the power of collaboration.

PROFESSIONAL EXPERIENCE

Corporate Fundraising Manager

Speakers for Schools

2021 – present

- Developing a corporate fundraising strategy to grow income
- Leading communications strategy around charitable messaging to include complete revamp of Speakers for Schools website
- Internal communications to improve understanding of need for fundraising.

Development Manager

Ministry of Stories

Ministry of Stories is a small charity with a national profile and a turnover of around £500k p.a.. We support young people in east London to write a brighter future for themselves.

2020 – Sept 2021

- **Managing successful partnerships**
Creating and developing partnership vision and objectives, managing and reporting on KPIs, writing impact reports. Stewarding relationships.
- **Line management of the Development Coordinator**
Leading the team to reach targets of £500k p.a. Setting and managing objectives in line with business plan.
- **Securing grants and new partners**
Securing grants up to six-figures, volunteer partnerships and in-kind support as required. Forging new relationships with potential supporters and businesses.
- **Developing and implementing digital fundraising strategy**
I transitioned Ministry of Stories' digital fundraising strategy, from reactive to proactive, planning and delivering campaigns to support the business plan.
- **Preparing Board and Sub-Committee reports**
Presenting fundraising strategy to the Board, advocating for fundraising and communicating challenges and achievements.

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VOLUNTEERING

Trustee, Dragonfly Schools Foundation, 2021

Vaccine centre welcome team, North London Partners NHS Trust, 2021

Food distribution volunteer, The Felix Project, 2021

COVID support volunteer, Manor Gardens Trust, 2020

Writing mentor, Ministry of Stories, 2018 - 2021

REFERENCES

Rob Smith

Director

Ministry of Stories

0207 294159

rob@ministryofstories.org

Claire Murray

Director of Fundraising and

Communications

Sheffield Theatres

01142093831

c.murray@sheffieldtheatres.co.uk

- **Advocating and influencing for Ministry of Stories**

Pitching to senior teams in person and via written proposals, managing relationships to secure grants.

- **Communications**

Leading and implementing a successful COVID-19 comms strategy, communicating changing programme delivery and keeping donors informed. I identified an opportunity for a digital campaign which was launched and completed in six weeks.

Development Coordinator

Ministry of Stories | Aug 2018 – August 2020

Working across funding streams; corporate partnerships, trusts & foundations, events and individual giving. During my time as Development Coordinator, I was responsible for securing a £400,000 grant from a major corporate partner, representing 86% of Ministry of Stories target income across funding streams for that year.

Key roles and achievements include:

- Event management; cultivation, fundraising events off-site;
- Communications; copywriting, designing layouts in Adobe Illustrator and InDesign;
- Writing applications to corporate foundations and private trusts;
- Preparing board reports, presenting at sub-committees and board meetings;
- Managing celebrity and author ambassadors, maximising opportunities for PR

Corporate Partnerships Officer

Sheffield Theatres | Feb 2015 – July 2018

Sheffield Theatres is the largest producing theatre outside of London and a Registered Charity. As Corporate Partnerships Officer, my role entailed:

- Managing a portfolio of circa 40 partners worth over £80,000;
- Planning varied events from Business networking lunches, to Gala dinners which raise over £40,000 annually
- Developing and implementing a fundraising strategy for growing business support, which include the introduction of tiered corporate giving, which lead to growth in high-level partnerships and streamlined partner recruitment and management

ADDITIONAL INFORMATION

- Roving reporter @thecroissantreport on Instagram, reviewing croissants and rating them in sticks of butter
- Wild swimmer (weather permitting)
- Office sunflower growing champion 2018 - 2020