

## ABOUT SNEHA

SNEHA (Society for Nutrition, Education and Health Action) is a Mumbai-based non-profit organization dedicated to improving the health, nutrition, and safety of women and children living in vulnerable urban informal settlements. Our mission is to empower urban women and children through integrated health and nutrition programs, education, and advocacy.

We work through a dual approach—engaging both care seekers and care providers. At the community level, we empower women and families to become agents of change, while simultaneously collaborating with public health and safety systems to drive sustainable improvements in urban health outcomes.

SNEHA’s key programs include:

- Maternal and Child Health
- Empowerment, Health and Sexuality of Adolescent
- Prevention of Violence against Women and Children
- Public System Partnership
- Palliative Care

Between 2016 and 2025, SNEHA directly reached over 620,555 women, children, and healthcare workers, and indirectly impacted a population of over 3.63 million across seven municipal corporations and three municipal councils in the Mumbai Metropolitan Region (MMR). Today, SNEHA is a 500+ member organization with deep grassroots presence and a strong track record of reducing maternal and neonatal mortality, child malnutrition, adolescent anaemia, and gender-based violence— key determinants of health equity for families and communities.

## ABOUT THE DOMAIN

The Fundraising domain is responsible for fundraising activities within SNEHA for both program and non-program funding. The domain is also responsible for donor relationship management along with the respective program teams.

### ***“WHAT’S IN IT FOR ME” (WIIFM) - AT SNEHA***

At SNEHA, our fundamental belief is that prioritizing people is key, demonstrating our strong dedication to nurturing a supportive and growth-driven atmosphere. We uphold an open-door policy that champions transparency and open dialogue. We actively invite employees to voice their ideas, feedback, and concerns, fostering a culture where innovation and teamwork can flourish.

***If you value excellence and are passionate about nurturing individuals, SNEHA is the perfect place for you!!***

For detailed Information visit our website: [www.snehamumbai.org](http://www.snehamumbai.org) and follow us on:

SNEHA - SOCIAL MEDIA HANDLES	
	@snehamumbai_official
	<a href="https://www.facebook.com/SnehaMumbai">https://www.facebook.com/SnehaMumbai</a>
	@SNEHAMumbai
	<a href="https://www.linkedin.com/company/544355/">https://www.linkedin.com/company/544355/</a>
	@snehamumbai

## PROFILE SNAPSHOT

### Designation: Fundraising Manager

- + **Role:** The role of the Fundraising Manager is to develop and execute the organization's fundraising plan. The role involves raising funds for SNEHA's work as per the planned programme and domain budgets. The Fundraising Manager will interface with CSR donors, prospective donors, Indian and international Foundations, Intermediary organisations and Retail donors. Internally, he or she will work actively with SNEHA program teams and domain functions, including Finance, Communications, Admin, IM, and Legal. In addition, there will be interfacing with Crowdfunding platforms (for online donations), software vendor (for donor management software) and Accreditation agencies
- + **Educational Requirement:** Master's degree in any discipline
- + **Experience:** 8–10 years of experience in the services industry, with 1–2 years of exposure to the social/development sector (nutrition, public health, or gender) being desirable.
- + **Location:** Santacruz
- + **Reports to:** Associate Director - Fundraising and Communications
- + **Apply:** Applications are to be sent via email to [diksha.bisht@snehamumbai.org](mailto:diksha.bisht@snehamumbai.org) with the Subject line: "Fundraising Manager"

## CORES RESPONSIBILITIES

1. Understand resource needs through regular interaction with Program teams and Finance team and arrange to fill resource gaps
2. Prospecting of corporates and other institutions/foundations, including RFPs
3. Secure funding support from individuals, foundations, corporates, intermediary organisations
4. Submission of due diligence formats, online proposal forms, accreditations, supported by Fundraising Coordinator or Officer.
5. Manage the data updation, analysis on donor management system including donor profiling

6. Develop and maintain on-going relationship with existing donors
7. Enable timely communication with donors – response to requests, on-time submission of proposals, reports, etc.
8. Organize special donor and fundraising events
9. Work with program and domain teams for timely proposal submission, donor reporting, etc.
10. Work with Communications Manager for targeted fundraising communication material, project or donor-related social media posts and online donations
11. Develop strategy for online and retail fundraising, including payroll giving, and execution of plans
12. Manage visits of stakeholders with potential of fundraising and brand building
13. Any other work that may be assigned to achieve organizational goals
14. Ensure adherence to SNEHA values, policies and guidelines.

#### **SKILLS & COMPETENCIES**

- Strong strategic and implementation skills
- Excellent communication and networking skills
- Passion for the non-profit's mission
- Ability to work with cross functional teams
- Self-reliant, problem solver and results oriented
- An innovative thinker who can translate ideas into action in a timely manner

*“Come and be a catalyst for innovation and positive change—apply today to shape the future with us!”*