We stand for ambition.

LEVEL 3 FUNDRAISER APPRENTICESHIP
Level 3 Fundraiser Apprenticeship

Learning from our experts with specialist expertise in philanthropy, major donors, charitable giving and legacies, our Level 3 Fundraiser Apprenticeship programme will provide you with the knowledge and skills to identify, build and maintain relationships to raise support for your charitable cause.

Course content

**Foundations of Fundraising:** We begin with an overview of fundraising and the charity sector, the importance of building relationships with donors and stakeholders, and the ethical considerations and regulations that affect fundraising.

**Key Fundraising Concepts and Principles:** Next we focus on key fundraising concepts and skills including the case for support, communication methods with internal and external stakeholders, effective supporter care and stewardship, the importance of accurately recording supporter information, and key financial principles such as budgeting and forecasting.

**Philanthropic Fundraising in Practice:** The final section covers problem solving skills, how to analyse and understand external and market factors, and the key components of a fundraising plan.

Meet the teaching team

Dr Beth Breeze worked as a fundraiser before co-founding the Centre for Philanthropy at the University of Kent. She has conducted many studies on fundraising and charitable giving, co-authored *Why Rich People Give* and led the annual Million Pound Donor report.

Dr Lucy Lowthian has a long career in the charity sector having worked in community fundraising for charities such as Macmillan Cancer Support and the British Heart Foundation. Lucy is leading on the development and launch of the Fundraising Apprenticeship.

Becky Phillips has worked in various fundraising and leadership roles and led the trailblazer group that created the Fundraiser Apprenticeship standard. As well as tutoring, designing the curriculum and assessing for the Fundraiser Apprenticeship, she helps young people from underrepresented backgrounds find careers in fundraising.
**Duration**

The programme will be studied over 13 months, not including End Point Assessment and will be taught over three academic terms. The End Point Assessment typically lasts for two months. Our next intake will be September 2024.

**Delivery**

This programme is taught online to fit around apprentices’ work and home commitments. In addition, there are two 2-day residential events which will be held at the University of Kent’s Canterbury campus.

**Fees**

Funding support makes this exciting opportunity affordable to all charities based in England. If you pay the apprenticeship levy it is free. Alternatively, we can support you to apply for government co-investment funding which covers 95% of the cost, leaving you just £400 to pay in instalments over the course of the apprenticeship. Employers outside England can still participate by paying the total cost of the apprenticeship at £8,000.

**Contact us**

To register your interest, email recruitapprenticeships@kent.ac.uk

---

“It’s great to have the opportunity to develop myself as a professional fundraiser through this apprenticeship. As well as learning the skills and techniques to be a successful fundraiser, I am getting a stronger insight and understanding into the different methods of fundraising, and the chance to meet people from all sorts of other charities at similar points in their careers.”

Abi Gilbert
Marie Curie Apprentice
This brochure was produced in April 2024. The University of Kent makes every effort to ensure that the information contained in its publicity materials is fair and accurate and to provide educational services as described. However, the courses, services and other matters may be subject to change. For the most up to date information, see kent.ac.uk/ug and for full details of our terms and conditions, see kent.ac.uk/termsandconditions.