

**Brief: Review fundraising & income-growth potential of Rewilding Britain**

Review title:	Rewilding Britain Income Generation Review
Rewilding Britain lead:	Kate Barclay, Director of Partnerships & Fundraising
Budget:	Up to £10,000 (negotiable)
Response due date:	11 March

The Objective

Rewilding Britain is at a pivotal inflection point. To meet the scale of the nature and climate emergencies, we are moving towards a systemic 'step shift' in our operations, aiming to grow income by 30% over the next two years with a view to doubling the income within five years. We're seeking a visionary and insightful consultant to interrogate our current model of fundraising and help us to achieve the transformational change required for nature across Britain.

The primary goal is to provide a roadmap for exponential income growth that transcends traditional charity sector constraints. You will evaluate our current trajectory against our systemic ambitions, identifying where to pivot, where to double down, and how to restructure our internal capacity to bridge the gap between our foundational core costs and the multi-million-pound requirements of our large-scale partnership projects. You will provide the Senior Leadership Team and Board with the strategic "green light" and evidence base required for significant investment in our fundraising infrastructure.

Purpose & scope of the review

The review will provide high level recommendations to support income growth that is essential for achieving Rewilding Britain's transformational strategy, [Wild by Nature](#), in the short and longer term.

This will help us to understand:

- the potential to significantly increase income
- the best approach required to support income growth
- the right resource allocation to achieve our objectives

The review will provide confidence that we have the foundations that we need to fundraise effectively, outlining the potential for income growth, within what we all know is an exciting but very challenging context for generating income. It will provide senior management and Board level confidence in any further investment required in fundraising.

By the nature of how we work, the review will need to balance big thinking with clear and actionable recommendations. It is important to note that it is not intended to be a detailed review of each income stream, rather it is to look at how we are placing our efforts and resources across different income streams, and to assess if those efforts match the opportunity and potential for Rewilding Britain.

We are also in the process of developing collaborative large-scale partnership projects that will depend on high levels of non-core funding for their completion. These projects are additional to our current budgeted costs, but would support the delivery of the wider strategy across different levels of the system (power, public and practice).

Key Deliverables

- **Benchmarking review:** A systemic analysis comparing our potential against analogous high-growth sectors and the evolving rewilding landscape, mapping high-value opportunities against external risks.
- **Review of current internal approach & resourcing:** An analysis of our current set up, providing options for further investment in resources for sustainable growth and improved ROI.
- **Collaborative strategy workshop(s):** A generative session with key internal stakeholders to test emerging hypotheses and ensure recommendations are both bold and actionable.
- **Final presentation:** A high-level delivery of findings to the SLT, providing options for further resourcing to reach a clear "North Star" for our income generation over the next five years.

Are you interested?

We'd welcome the opportunity to work with someone who has big, bold ideas that are rooted in insight and experience around fundraising, who is aligned with our [values](#), and who is experienced in systems change approaches. Given that we are a highly collaborative organisation we expect to work with someone who leans on consultation and generative thinking to help inform the final report.

Timeline

We are open to suggested proposals and timescales for delivering this review, but are aiming towards an interim set of findings by Monday 20 April, closely followed by final presentations. We would consider a longer timeframe if the right candidate requires it.

How to submit your proposal

Please send an outline of your approach and proposed methodology, timelines, quote and examples of previous work by 15 March 2026 with the email subject 'Rewilding Britain Fundraising Review' to jobs@rewildingbritain.org.uk

Please note that if we receive strong applications for this role sooner than 15 March, we may close the job advert. We anticipate interviewing candidates on or around 19 March.

Appendix:
Rewilding Britain's strategy and approach

Rewilding Britain's approach to changemaking is rooted in systems change. We work to shift the ecological, economic, and cultural systems that underpin biodiversity decline and climate breakdown. Our role is to create the enabling conditions for rewilding to flourish, connecting practice, policy, and people so that nature recovery becomes self-sustaining and socially just.

Nature is no longer a "nice to have"; it is a foundation of national resilience. Rewilding is one of the most effective ways to restore nature, respond to climate breakdown, and support thriving, resilient communities. Amid accelerating ecological decline and growing geopolitical and economic uncertainty, it offers a practical, evidence-based approach that delivers ecological, social, and economic benefits.

Our vision is for 30% of Britain's land and seas to be rewilding, guided by local communities, culture, and context. We focus on creating the conditions that move rewilding from margins to mainstream. By targeting key levers across policy, investment, and delivery, and connecting practitioners, communities, policymakers and funders, we help embed rewilding in decision-making and ensure its benefits are equitably shared.

Our strategy, Wild by Nature, sets out three interlinked strands of work to rewild the system:

- Reshape the structures of **power** – such as policies, financing and legislation – to enable rewilding as a mainstream approach.
- Reframe the **public** narrative - normalising rewilding as part of how we see the future of our land and sea.
- Nurture rewilding in **practice** – supporting a growing movement of rewilders to innovate and scale up their work as a powerful, collective force for change.

Our focus is about creating the enabling infrastructure (connections, tools, research, policy, thought leadership etc) in these three areas for those that are directly delivering, or have potential to deliver, rewilding on land and sea. We are not an organisation that itself owns land or delivers direct action on the ground. We work in close partnership with others to deliver work that delivers our objectives with a common thread to all we do: Think Big, Act Wild.