



How Can Cath Help?

About Cath

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Cath Longley

Lead Consultant & Director of Good Fundraising

With over 25 years' experience, Cath has successfully raised funds for national, regional and local charities, not-for-profit organisations and community groups across the UK. A fully certified member of the Chartered Institute of Fundraising (MInstF Dip), she holds a Diploma in Fundraising alongside Master's degrees in Charity Resource Management and Museum Studies.

Cath is the lead consultant at Good Fundraising, where she specialises in Major Gift Fundraising, grant funding, capital appeals and the development of effective fundraising strategies. Her experience includes supporting numerous capital projects, particularly the refurbishment and development of community buildings, giving her a strong practical understanding of complex fundraising programmes.

Alongside her consultancy work, Cath volunteers as Chair of Prosper, a local grant-maker, providing her with valuable insight into funder perspectives and priorities. She regularly attends Yorkshire Funders Network meetings across the region. Outside of work, Cath enjoys exploring the countryside and coastline with her family.

Areas of Expertise

- 💡 Strategy Development
- 💡 Fundraising Reviews
- 💡 Bid-Writing (Major bids e.g. Arts Council, NLHF, Reaching Communities)
- 💡 Recruitment (Fundraising Teams and Trustees)
- 💡 Training and Mentoring
- 💡 Trustee Board Development and Training