

# Ms Diana Safieh

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## Professional Experience

### **Co-Founder of the Goddess Temple, Twickenham**

**Jan 2022 – Present**

We are a non-denominational, all-inclusive and accessible spiritual wellness centre dedicated to celebrating the Divine Energies. We offer the opportunity to celebrate the seasons and hold spiritual events and workshops. We also offer a sacred space for quiet contemplation.

### **Charity & Business Consultant, Twickenham**

**Oct 2018 – Present**

Working with charities and businesses on their fundraising, marketing and operations. Past and current ongoing contracts include St John of Jerusalem Eye Hospital Group and The Balfour Project. Areas of specialism include sight, healthcare and international development.

### **Individual Giving Manager, St John of Jerusalem Eye Hospital Group, London**

**Apr 2013 – Sept 2018**

The only charitable provider of expert eye care in the Palestinian Territories, treating people regardless of race, religion or ability to pay. My main responsibilities and achievements include:

- Fundraising solely or contributing to fundraising over £3m per year, my proudest moment was contributing significantly to fundraising for two new hospitals in Hebron and Gaza;
- Developing the Legacy and Regular Giving Programme, increasing income from these streams and introducing an Annual Visionaries Forum for legacy pledgers, regular givers and other active supporters;
- Implementing a diverse event programme, including lecture series with ambassadors, Lord Mayors and celebrities, an annual Christmas Fair at Chelsea Old Town Hall, champagne receptions at venues such as the Royal Mews, stewardship events at venues such as Buckingham Palace, Apsley House and Leighton House, a dinner at Mansion House which raised over £600,000 and currently planning a gala dinner at Guildhall in the presence of HRH The Duke of Gloucester and HRH Queen Noor of Jordan;
- Producing our Jerusalem scene newsletter three times a year, monthly newsletters and the Annual Review and Trustees Annual Report in conjunction with the chairman;
- Implementing the communication programme, setting the charity up on social media platforms such as Facebook, Twitter and Instagram;
- Coordinating the production of video footage, including an award winning film on our with stage and screen legend Vanessa Redgrave;
- Managing community fundraising, including sponsored events such as the Virgin London Marathon, and the Guild, a sub-committee of fundraising committee who raise £70,000 a year;
- Media, Department for International Development, Foreign Office and Parliamentary liaison;
- Managing budgets and preparation of annual accounts;
- Organising and leading donor visits to the field, including navigating the complex permit

system and political situation to gain access to visit our new hospital in Gaza;

- Deputising the Director of Fundraising, in particular when she was on maternity leave;
- Stewarding relationships with organisations such as St John Ambulance, reaching out to its county groups, and the Knights Templar, who give £150,000 a year, as well as securing ad hoc gifts from them such as £200,000 in 2014 for our new Hebron Hospital and £100,000 each year for three years to sponsor our Director of Nursing in 2017. I am also responsible for managing the relationship with the St John branches (called priories and associations) around the world, preparing funding requests, updates on sponsored staff members, and recently attending a conference in Washington DC and Perth in Australia.

In recognition of my service, I was admitted into the Order of St John, an honour appointed by HRH Queen Elizabeth II, rarely achieved by employed staff members.

**Managing Director, The Galilee Foundation, London**

**Jan 2012 – Mar 2013**

The Galilee Foundation runs a scholarship programme for Palestinians in Israel, supporting over 100 students a year. My main responsibilities and achievements included:

- Developing communication plans and fundraising strategy;
- Managing relationships with project partners in the field, including monitoring, evaluating, and supervising monthly project field budgets and reconciling accounts;
- Securing sponsorship for a programme of fundraising and advocacy events, including a major fundraiser at Kensington Roof Gardens, a London Chambers Orchestra concert, a series of film screenings and sponsored sporting events;
- Updating project reporting mechanisms in compliance with donor requirements;
- Fundraising from individuals, major donors and institutions for a £300,000 scholarship programme, as well as other projects;
- Creating and managing an online communication strategy, comprising of new website and content, newsletters, social media campaign, and optimising the mailing list;
- Compliance, including Charity Commission and Companies House reporting.

**Operations Manager, PSEPS Ltd, London**

**Jan 2010 – Jan 2012**

PSEPS compiles an online directory of private equity and venture capital firms. My main achievements and responsibilities included:

- Creating and implementing this start-up company's business development strategy;
- Increasing web traffic (to over 40,000 unique visitors per month in over 200 countries);
- Developing and implementing an internship programme, and recruitment, training and management of over 40 interns in 2 years;
- Expanding and maintaining the central database of over 120,000 pieces of information about investors, funds and deals;
- Completing UK and USA directories ready for publication on website;
- Introducing outsourcing strategy and monitoring team of over 20 global contractors.

**Consultant, The Faisal Hussein Foundation, Ramallah**

**Nov 2009 – Dec 2009**

Feasibility study for a London branch of the Faisal Hussein Foundation, including procedures, legalities and costs involved. The report included information on Companies House and Charity Commission requirements, relevant employment laws in the UK, Gift Aid advice, fundraising strategies, and estimated budgets, including start-up costs, annual costs and insurances required.

**Programmes Coordinator, Welfare Association, London**

**May 2006 – Nov 2009**

Welfare Association provides development and humanitarian support to Palestinians. Main achievements and responsibilities included:

- Media and Parliamentary liaison, including working with the Independent on their Christmas Appeal, and coordination with the Department for International Development, the European Commission Humanitarian Office, the Big Lottery Fund and the Foreign Office on advocacy and projects;
- Organising volunteer teams for special events and campaigns;
- Developing and submitting of proposals to trusts and foundations;
- Creating publicity materials, such as new website, social media, annual reviews, fundraising leaflets, parliamentary briefings;

## **Education and Professional Qualifications**

**Prince 2 Project Management Qualification**

**Jan 2010**

**MSc in Practising Sustainable Development, Pass with Merit (P/T)**

**Oct 2006 – Oct 2008**

Royal Holloway, University of London

Subjects included development theories, globalisation, human and physical geography research methods, hazards, vulnerability, women, water issues, ITC for Development and international law.

*Dissertation Title:* The Separation Wall and Basic Human Rights in East Jerusalem

**BA(Hons) in Environment, Society & Education, First Class Degree**

**Sept 2003 – Jun 2006**

King's College, University of London

Subjects included environmental policy, political ecology, environment education, third world development, livelihood debates, global environmental change, economic and social policy.

*Dissertation Title:* National Identity amongst Young Palestinians Living in London

**International Baccalaureate Diploma, 36 points**

**Sept 1999- Jun 2001**

American Community School, Hillingdon

## **Other Skills**

Languages: English (fluent), French (intermediate), Flemish/Dutch (intermediate), Arabic (beginners), Portuguese (beginners). Full clean driving licence and own car.

## **Hobbies and Interests**

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Travelling (most recently to Vietnam and Bali), alternative cross-stitching and baking.

**References available upon request.**