

BUSHRA AHMED

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An experienced charity sector leader and strategic community consultant skilled in working with civil sector, non-profit organisations and charities to optimise their growth and impact. Has developed strategy, fundraising proposals and policies, delivering training and workshops. Has good experience of board governance, having served on the finance and fundraising committees for various boards at local, regional and national level.

In-depth knowledge of social justice including on serious youth violence, domestic abuse and empowering women. Expertise in building community cohesion and family resilience through asset-based community development. Instrumental in bringing forward initiatives and projects to raise awareness. Acts as an ambassador or "voice" for organisations working in the community.

Passionate about increasing diversity, inclusion, equity, and equality, and changing the cultures of non-profit and corporate boards to better serve the communities they represent. Brings lived-experience and commitment to the values of integrity and honesty with a pragmatic approach.

SKILLS

Leadership | Working with CEOs, boards, and community-led groups to grow supporter engagement and deliver transformational change. Nominated as one of 2022 Most influential list of Fundraisers by Fundraising Magazine.

Mentor and Coach | Mentor, speaker and advocate, with referenceable ability to inspire and influence others.

Capacity Building | Extensive experience of leveraging civil, corporate, and third sector networks to build productive, collaborative, and sustainable relationships, regionally and nationally.

Communication | A proven track record of brokering, facilitating and developing cross-cultural and cross-sector networks.

Recruiting | Excellent knowledge of the recruitment process, practices and policies.

TRUSTEE / COMMUNITY ROLES (Current)

Lloyds Bank Foundation Trustee

July 2022 — Present

- An independent charitable trust funded by Lloyds Banking Group
- Partnering with small and local charities across England and Wales, helping people overcome complex social issues
- Lead trustee for Local Motion programme

Legacy Youth Zone Trustee

Feb 2022—Present

HomeStartUK Trustee

Oct 2021— Present

Expert Advisory Group, Greater London Authority

Mar 2021 – Present

- Member of the GLA expert advisory group and community panel
- Reviewing grant applications and building grantees resilience through mentoring and advice.

Survivors Advisory Forum, National Emergencies Trust

Jan 2021 – Present

- Member of Evaluation Working Group
- Bringing lived experience to inform future response to major incidents and disasters in the UK.

Trustee, Sheila McKechnie Foundation

Sept 2020 – Present

Co Vice Chair Croydon Refugee and New Communities Forum

Oct 2021– Present

Ambassador for Terriers Tour and Eve's Story – Royal Liverpool Court Theatre

Aug 2021 – Present

Civic Futures Leader, Greater London Authority

Sept 2019 – Present

- Pilot programme by the Mayor of London, partnering with Dark Matters Lab, Koreo and the Young Foundation
- Provides personal development and empowerment for community leaders, embedded in their local communities nominated and chosen for the program because of their strong local networks and knowledge.

Co Chair - Big Local Broad Green

May 2014 – Present

Visits & School Tours Team, Baitul Futuh Mosque

Oct 2003 – Present

- Breaking down barriers around cultural and faith issues through leading guided tours for school children and adult visitor groups.

Founder, West Croydon Voice

Sept 2011 – Present

- Founded this post-riots campaign from personal experience during the Riots in 2011
- Represented the affected communities on TV, radio, local and national press to secure millions of pounds of compensation for the owners of nine burnt out shops and 40 flats
- Organised a screening of the award-winning documentary, [Riot From Wrong](#)
- Participated in the Riot Act review, giving evidence and helping to shape the way the law needed to be brought up to date
- Responsible for bringing the [Terriers Project](#) on gang and youth violence to Croydon schools, raising funds in collaboration with council, police, business and charities, reached over 1000 children, culminating in a VIP stakeholders and partners event in Croydon
- Subsequently brought the Terriers Project to the Old Bailey and City Hall
- Led a successful campaign to rename the London Road area to reflect the history and restore pride to an area hardest hit by the Riots.

TRUSTEE / COMMUNITY EXPERIENCE (Historic)**Chair, Small Charities Coalition**

Nov 2018 – Sept 2020

- Led the transformational strategy at a pivotal time for the charity, focusing on building member engagement.

School Governor, Chestnut Park GLF Academy.

Mar 2015 – Jan 2020

- Foundation governor with the school, from inception through to its recent outstanding Ofsted report.

Equalities Independent Advisory Group, Crystal Palace FC

April 2018 – Mar 2021

Trustee, Mayor of Croydon Fundraising Committee

May 2014 – May 2020

Vice-Chair, Asian Resource Centre Croydon

Nov 2016 – May 2021

Trustee, Age UK Croydon Board

May 2017 – May 2020

Stop and Search Community Monitoring Group Croydon

March 2014 - Jul 2021

Ladies Association of Morden, Founder and Chair

Jan 2010 – Jan 2020

- Community- led programme, in collaboration with council, to empower local migrant women
- Hosted seminars on democracy and equality.

EMPLOYMENT HISTORY**Strategic consultant**

Nov 2020 — Jan 2022

- Worked with a charity donation platform as part of the executive team to advise on the strategy and direction of the organisation.
- Role included mentoring interns around comms, marketing and fundraising.
- Acted as an ambassador for the organisation, using my extensive networks to build relationships and awareness.

Self-employed Landlord

Sept 2004 – Present

Director of Fundraising, Humanity First International

Jan 2009 – Aug 2003

- Recruiting and managing a team of 12 Regional community fundraisers
- Held major events to raise funds and awareness, both internally in the faith community and externally with major charities like CARE and AGE Concern
- Raised £240,000 over four years for global disasters such as the Pakistan floods, Haiti, Japan and Katrina
- Led the production of a successful range of merchandise from the concept and design process through to ordering and delivery.

Business Manager, Crystal Clean Dry Cleaners & residential properties

Sept 1993 – 2004

- Day-to-day running of a family owned business.