



Head of Fundraising & Partnerships

Candidate information pack

April 2024

## A message from the CEO

Thank you for your interest in applying for the role of Head of Fundraising and Partnerships at British Home. We are a charity with a long history of providing excellent healthcare and wider support to adults living with complex health conditions. Over the next three years we will invest in research and development, new and emerging technologies, as well as adapting our beautiful building to create a centre of excellence for neuro-rehabilitation. As our Head of Fundraising and Partnerships, you will lead creative campaigns and develop enduring relationships with a range of donors to source and secure new revenue funding to deliver on the charity's ambition.

Situated within the community of British Home, you will work alongside a dedicated and value-led team and experience first-hand the positive impact that fundraising income will make towards improving people's lives. If you share our commitment towards ensuring that everyone with neuro-disability is able to live as full and independent a life as possible, then we would love to hear from you. I look forward to receiving your application, and thank you once again for your interest in this role.

[Eastside People](#) is supporting [British Home](#) in the recruitment of this role. We want you to have every opportunity to demonstrate your skills, ability, and potential; please get in touch with [Renu Gundala](#) at Eastside People if you require any assistance or adjustment so we can help make the application process work for you.

**Paul Perkin, Chief Executive**



## “Helping people living with neuro-disability to rediscover what they can achieve.”

British Home is a Royal Charter charity with over 160 years’ experience of providing specialist residential care, therapy, support, and hope for adults living with neuro-disability. We have a bold ambition to be recognised as Outstanding by the CQC by 2024 for providing safe and patient-centred care and, ultimately, then aim to be recognised for having Level 2 Rehabilitation Centre status after 2025.

Our new three-year strategy focuses on achieving our ambition by raising our capabilities in neuro-disability care provision and concurrently helping ensure the sustainability of the charity in the long term.

We are recruiting our next Head of Fundraising and Partnerships to revitalise our fundraising strategy and lead the implementation to help deliver our strategic goals. This is a great role with huge potential and an opportunity to build a small team. You will be an experienced fundraising professional working at a senior level with strong strategic and team leadership experience. With demonstrable experience overseeing diverse income generation activity, you will lead a capital appeal project to refurbish our iconic building and to introduce new technologies and specialist equipment to improve the lives of British Home’s beneficiaries.

At British Home, our strong reputation for high-quality care and innovation is your canvas to paint success, fostering robust relationships that translate into impactful income through corporate and trust fund partners.

By working closely with our committed CEO, you will identify funding priorities, develop project requirements and produce tailored applications for a diverse range of trusts and foundations, and nurture strong relationships with corporates and high-net individuals to support our work.

This is a great opportunity for a senior fundraising professional who is a self-starter and passionate about creating a meaningful impact on the lives of our residents and their families. Here, you’ll have the freedom to put your own stamp on the role and be a driving force behind our ambitious mission. Every team member plays a crucial role, and your enthusiasm and dedication will be key to our success. If you share our commitment towards ensuring that everyone with neuro-disability is able to live as full and independent a life as possible, then we would love to hear from you.



## Why should you join us?

In the words of one staff member, we are 'simply not a big brand provider'. We take pride in being a charity, offering a unique environment with a staff-centred approach. Here, we provide our residents with the time and individual support they need. Experience first-hand the positive impact your fundraising expertise will have on transforming the lives of our residents. Make a difference with British Home!



# Head of Fundraising and Partnerships

## Key Information

<b>Salary</b>	£60,000- £65,000 per annum, depending on experience.
<b>Location</b>	Streatham, SW16 3JB. Hybrid. Three days in the office and two days working from home.
<b>Contract Type</b>	Permanent, 37.5 hours per week.
<b>Hours</b>	Full Time (Possibility of 4 days)
<b>Reports to</b>	CEO
<b>Direct Reports</b>	None. Potential to build a small team in the near future to support the aims of this role.
<b>Benefits</b>	Contributory pension of 10%, Salary sacrifice schemes, Hot meal, Parking ,Eyecare voucher schemes, Blue card (A discount scheme similar to NHS) Counselling support, Season ticket loan, Annual leave 25 days plus Bank holidays

This role requires the postholder to undertake an enhanced criminal record check, i.e enhanced DBS or equivalent.

## Job Purpose

- To develop and implement a fundraising strategy with a focus on sustainable channels of income to deliver British Home's strategic goals.
- To be responsible for the overall management, growth and diversification of British Home's restricted and unrestricted fundraising, ensuring fundraising targets and associated KPIS are met.

- To work collaboratively with senior stakeholders such as the CEO, Trustees and external partners to raise the charity's profile

## Key Responsibilities

- Work closely with the CEO and the Finance and Risk Committee to develop and implement a fundraising strategy.
- Work with the CEO to plan and launch a capital appeal project to support the charity's plans to refurbish the building and procure emerging technological equipment to enhance the rehabilitation of people living with neurodisability.
- Develop and nurture long-term partnerships with corporate sponsors, high-net individuals and trusts to maximise both restricted and non-restricted charitable donations
- Identify funding priorities, develop project requirements and produce tailored applications for donors
- Oversee individual giving campaigns from inception through to evaluation to generate funds and improve engagement from supporters.
- Build the budget across all income generation activity, keep accurate income and expenditure records, and create timely reports for the senior leadership team.
- Maintain a client database (Raisers' Edge) of all existing and prospective funders and Manage relationships with all existing donors as legacy prospects
- Work with the new Head of HR to ensure all staff are aware of the key fundraising activities and take active responsibility to share this with prospective donors when there is an opportunity.
- Represent British Home at appropriate external meetings, as requested by the CEO
- Support and promote diversity and equality of opportunity in the workplace.

## Person Specification

### Experience, Skills, and Knowledge

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#### Essential

- Track record of developing and delivering income generation strategy and the activity required to deliver against targets – including prospect research, pitching to prospective partners, winning business through bid submissions
- Experience in planning and launching a capital appeal project
- Experience in fundraising through various approaches such as corporate and high net-worth individuals, individual giving and legacies.
- Excellent knowledge of a wide range of trusts & foundations, with a proven track record of securing significant grants.
- Exceptional writing skills are essential, enabling you to craft compelling and concise content within specified deadlines.
- Self-motivated, able to meet deadlines and have strong planning and organisational skills.
- Ability to set and manage budgets, working with and presenting financial information
- Experience and knowledge of communications, including traditional channels and digital media with the ability to leverage these skills for income generation.
- Excellent understanding of GDPR legislation and Fundraising Code of Practice.
- Knowledge of Microsoft Office systems: Outlook, Word, Excel and PowerPoint.
- Use of fundraising or CRM database (Raiser's Edge or similar)

#### Desirable

- Degree or equivalent higher education qualification
- Knowledge and/or experience of working within a health or social care environment
- Experience in building a new team to support and deliver fundraising goals

# How to apply

[Eastside People](#) is supporting [British Home](#) in the recruitment of this role. [Please click here to apply](#) by submitting your CV and a cover letter. Please respond to the following areas in your cover letter:

- Evidence of a track record of developing and delivering income generation strategy and the activity required to deliver against targets.
- Experience in planning and launching a capital appeal project
- Experience in fundraising through various approaches such as corporate and high net-worth individuals, trusts & foundations, individual giving and community fundraising and legacies.
- Experience/knowledge in relation to the other relevant skills and experience specified in the person specification.

If you would like a call to discuss the role in more detail, please email Renu Gundala at [renu@eastsidepeople.org](mailto:renu@eastsidepeople.org) to arrange a convenient time. Having a call of this kind will not influence the success or otherwise of your application.

The closing date for applications is **Wednesday, 1 May 2024**, and longlisting interviews held by Eastside People will take place the following week. **We recommend you apply at the earliest opportunity, as we will be shortlisting and interviewing on an ongoing basis.**

Interviews with British Home for shortlisted candidates will be **on 15 or 17<sup>th</sup> May 2023**.

We want you to have every opportunity to demonstrate your skills, ability, and potential; please get in touch with us if you require any assistance or adjustment so that we can help make the application process work for you.

## Our commitment to diversity

British Home is committed to promoting equal opportunities in employment. We are committed to ensuring that our employees and all job applicants will receive equal treatment regardless of age, disability, gender, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex, gender reassignment or sexual orientation (these are known as protected characteristics).



## About British Home

British Home is a Royal Charter charity with over 160 years' experience of providing specialist residential care, therapy, support, and hope for adults living with neuro-disability. Based at Crown Point, near Streatham Common, there is capacity for 80 people on site, with each resident having their own, private accommodation. Services are delivered through a multi-disciplinary team and as the nature of neuro-disability is unique to each individual, so the range and frequency of facilities and services people use will be tailored to their own needs and aspirations.

The impact of a neuro-disability is very personal, we believe that care and therapy should be as well. That is why our compassionate staff and supportive community are there for every resident and their families, every step of the way. We give our residents the time and individual support that they need. We understand the big things that really help and the little things that really matter. We want to create a brighter life for people affected by neuro-disability. Our five-year strategy details how we will deliver more specialist care and rehabilitation, including the development of Level-2 neuro-rehabilitation provision, and the transformation we will make to enable us to do it. We have over 130 staff across care and therapy teams, administration, services and maintenance.

Over the next five years we will continue to invest our charitable income in developing a centre of excellence of specialist rehabilitation. In doing so, we will enable more people to manage their disability and illness more effectively, with an emphasis on increased independence, pain relief and greater enjoyment of life (including those approaching end of life). In line with this new strategy, British Home will continue to raise charitable income to refurbish our current building into a more modern aesthetic and introduce new facilities and technology to enable rehabilitation. We will develop a therapeutic environment, making use of the existing features of the whole site not just the building, using technology to facilitate this. We provide a wider range of accommodation for our residents, including specially adapted, self-contained accommodation to promote independent living.

## Our goals

### Our 2020 – 2025 strategy focuses on four goals:

1. We will achieve specialist neurological care home status to ensure the care we offer our residents is high-quality, personalised and enabling
2. We will maintain and enhance the physical environment of the Home so that it supports our ambition to be a specialist neurological care home
3. We will raise our profile in the local community and with commissioners to ensure that we can leverage additional social impact through an open attitude and strategic partnerships
4. We will be operationally break even or deliver a surplus to ensure the British Home is sustainable and can invest further into delivering high-quality care

## Our Values

- British Home puts the individual at the heart of their care
- We understand that every individual will have their own targets and motivations, and that rehabilitation is a process that people take at their own pace
- Recognising the advantages that our diversity provides, we will harness the talent and energy of everyone at British Home: staff, volunteers, residents, families and carers
- We are committed to the highest standards and embrace innovation and models of best practice
- In everything we do, we will act with integrity, openness and honesty

Our values are our commitment to our residents, our staff, and to everyone whose lives are impacted by what we do. They reflect our considerable history and show the organisation we strive to be at all times.



# Eastside People

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Eastside People is the trading name for Eastside Consulting Ltd. Company number: 4958922.