



THE CARES FAMILY

## HEAD OF DEVELOPMENT (MAJOR GIFTS)

- Salary: £34,000-£39,000 (dependent on experience)
- Permanent role: 37.5 hours per week
- Location: Remote working during the pandemic, then based in London, Liverpool or Manchester.
- Reports to: Director of Development
- Annual Leave: 26 days' holiday per year plus bank holidays

***The Cares Family is an anti-racist, anti-discriminatory organisation. We particularly welcome applications from Black, Asian and Minority Ethnic people, people with disabilities and people from lower income and diverse educational backgrounds who may be under-represented in our organisation.***

The Cares Family offers flexible working hours and will consider reduced working hours for high performing candidates.

### **ABOUT THE CARES FAMILY**

The Cares Family's mission is to **help people find connection in a disconnected age**. Our objectives are to **reduce loneliness and isolation**; **improve people's connection**, belonging, purpose and power in a changing world; and **bring people together** to reduce social, generational, digital, cultural and attitudinal divides.

Over the last decade our model has grown from a tiny idea in a single place into a national leader. Combined, North London Cares (founded in 2011), South London Cares (2014), Manchester Cares (2017), Liverpool Cares (2018) and East London Cares (2019), have connected some **25,000 older and younger neighbours** to share nearly **1 million interactions** and **250,000 hours**.

Those relationships have had a dramatic impact. 98% of young people involved say they have a **stronger connection to the community** and **98% say they are able to contribute** in new ways. 73% of older people involved say their **isolation is reduced**; 86% are better **able to appreciate the changing world**; and 77% say their **relations with young people have improved**. Neighbours report feeling a deeper sense of belonging, and **'part of something bigger'** than their own lives.

But as the **pandemic** has shown, loneliness is not just a **personal crisis**; it's also a broader **public health crisis** and a national **political crisis**. It affects millions of people – from people working from home or cooped up in university halls, to new parents; middle aged men to digitally savvy teenagers; LGBTQIA+ people to new migrants. In fact, those who are **already marginalised in society experience its consequences the most**. This matters deeply, because loneliness causes depression, anxiety, strokes and heart attacks. In a world in which people are increasingly withdrawing from one another and spending less time with people who are not 'like them' it is also contributing to wider **inequity, stereotyping, polarisation and othering**.

The Cares Family has been improving **individual** lives and community togetherness for ten years, and more recently we've been growing our work to **challenge systemic and cultural norms** – through new projects, storytelling and campaigns that are rapidly increasing the profile of our work to help make more lasting change. In 2018, the then Prime Minister launched the government's first ever loneliness strategy at a Cares Family social club. The same year, our CEO was appointed one of **20 inaugural Obama Fellows**, bringing global attention to the issues of loneliness and disconnection and the work we are doing at The Cares Family to reduce them. We have received coverage in The Economist, The Times, The Guardian, The Telegraph and on BBC1's News at Ten and Channel 4 News.

With the arrival of the pandemic, **loneliness and disconnection are better understood than ever and empathy for people experiencing them has increased**. The Cares Family therefore has an opportunity to make an even bigger difference in the years ahead. Our current three-year strategy to achieve that is threefold:

- To **consolidate our operations** to ensure we make the biggest impact possible.
- To **go deeper with our existing local intergenerational communities** to make the biggest difference we can in people's lives.
- To **spur a national ripple effect across the UK** by sharing what we have learnt to help others to develop organisations connecting their own communities in their own ways, and to help influence broader systemic, cultural and public behaviour change.

## **ABOUT THIS ROLE**

This is a **key fundraising position** in an ambitious organisation that is continuing to **grow its income, impact and influence at pace**. In the past four years, The Cares Family has grown from a small organisation working just in London to a group of six charities working in five city locations with a major national presence. Our **annual income has grown from £0.75m to £2.5m** in that period and we have an income target of £2.7m per year for the next three years.

We already have a number of **strategic partnerships in place with national and local foundations, major donors, corporate partners and individual community-based donors**. We also have a clear strategy for the next three years to further develop those income lines, focusing on deepening partnerships, working with more major donors and philanthropists, creating **membership and legacy opportunities, diversifying our challenge fundraising and events income**, and delivering **new campaigns** and communications to support our fundraising.

In order to deliver our fundraising strategy, we have re-shaped our team of 11 fundraisers to maximise return on investment and subsequently created the post of Head of Development (Major Gifts). **This newly created role** will report directly to the Director of Development and work closely with fellow senior fundraisers (including two further Heads of Development) to achieve our fundraising goals effectively and efficiently.

We are looking for an **experienced major gifts fundraiser**.

You will need to have a good understanding of the fundraising arena and of issues and innovations within major gift fundraising and philanthropy at a local and a national level. You will be a creative and **proactive new business development manager** with significant experience of developing high value relationships with major donors (and ideally corporates), along with excellent relationship management and communication skills.

This is a great opportunity to join a dynamic organisation with an entrepreneurial culture, to **build our major donor programme**, and to apply your ambition and tenacity to **drive forward new business, with great autonomy and independence**.

We are looking for someone who is **ambitious about raising income**, has the ability to engage and influence individuals at all levels, and enjoys working as part of a warm, collaborative and busy team.

## **RESPONSIBILITIES**

- **Delivering our ambitious fundraising strategy** for growing income from major donors, including a personal income target of over £300,000 per year.
- **Generating new business** at the local and national levels from major donors and philanthropists, corporate partners, members and more by identifying, researching and developing relationships with suitable prospects, and **cultivating a community and pipeline of engaged and passionate supporters**.

- **Coaching fellow team members** to engage new major donors and philanthropists in London, Liverpool, Manchester and beyond.
- **Building excellent working relationships with donors and volunteers** to identify new prospects and funding opportunities.
- **Developing creative proposals, impact reports and stewardship materials** tailored to the specific interests of each donor, securing new income, renewals and uplifts.
- **Supporting our Development Board** that coordinates a suite of activities from annual gala dinners to supporter breakfasts and special events, and more.
- **Launching a membership community to engage new major donors** and supporting with new innovations such as legacies, giving circles and more.
- **Working with the Director of Development and Finance team** to ensure budget projections and income management are accurate and on track to meet our goals.
- **Ensuring fundraising systems and processes within your donor portfolio are fit** for purpose and well maintained, from Salesforce to donor platforms, and compliant with charity, fundraising and data regulations.
- **Representing The Cares Family** in media and at events, pitching to prospective donors and engaging people with our work and inspiring them to support us by telling powerful stories.
- **Supporting The Cares Family with strategic priorities** to secure new income.
- Any **other duties** as reasonably required by The Cares Family to support our mission.

## **ESSENTIAL SKILLS, EXPERIENCE AND ATTRIBUTES**

- Income generation, strategy and leadership
  - At least three years' experience working in major gift fundraising at a senior level, with an individual target of over £300,000.
  - Proven experience of philanthropy fundraising and new business, with an excellent track record of initiating new relationships, securing five and six figure donations.
  - Identifying, cultivating, and stewarding major donors to build a pipeline of major gifts.
  - Fundraising event management experience specifically to cultivate major donors, grow networks and secure new income.
  - Experience of developing a major donor fundraising strategy at a national charity to grow major donor income.
  - Experience of managing volunteer relationships and/or other stakeholder relationships in order to create new opportunities.
  - Effective communication with supporters and other external and internal stakeholders;
  - A goal-driven self-starter, happy to initiate donor visits, meetings or calls and to network to increase the profile of The Cares Family in the philanthropy community.
  - Experience of coaching and mentoring colleagues to achieve success in major gift fundraising.
- Desirable
  - Experience in developing a membership community/high value giving club to grow major donor income.
  - Experience of working with Development Boards, working with ambassadors/celebrities and other influencers.
  - Experience of securing income from Corporate Partnerships
  - Strong business acumen, financial and budget planning.
- Personal attributes

- o You lead by example and are hard-working, fun, approachable, a good listener and a collaborative team player.
  - o You are an authentic, high-quality communicator with the ability to build relationships with a diverse range of stakeholders and colleagues.
  - o You are ambitious in nature and work with great autonomy and independence to manage your donor portfolio.
  - o You are mission driven and empathetic, with a powerful connection to our mission.
  - o You are results and impact-oriented with the highest standards in terms of delivery and performance, seeking to continuously improve and learn.
  - o You embrace The Cares Family's values and champion behaviours that demonstrate these in your day to day work.
  - o You are collaborative, seeking to work with others to achieve a shared vision and to build relationships by sharing information and expertise.
- Other
    - o Experience working with Salesforce;
    - o Good knowledge of fundraising compliance and charity law;
    - o Flexibility to work evenings and weekends (with time off in lieu);
    - o Able to obtain a clear CRB/DBS certification (provided);
    - o You can provide the details of two references from paid work (referees will only be contacted after a successful interview process);
    - o You have the right to work in the UK.

## **HOW TO APPLY**

To apply for this role, please read this job description and the below application task descriptions carefully, and submit your application by **Wednesday 2nd February 2022, at 23:59:**

### **Task 1:CV**

Please attach your CV

**Requirements:** Word or PDF document. Maximum of two pages.

Please name your file: [YOURNAME]CV

**Note:** We do not need to see your educational history. We are most interested in your previous work experience, whether that be paid or voluntary.

### **Task 2: Your skills, experience and personal qualities**

Please submit a document or audio recording highlighting what makes you right for this role, including your knowledge, skills and experience. As part of this task, please tell us about or include a link to a piece of work which demonstrates your significant experience in major gifts fundraising, the impact your work has made, and why you're proud of it.

**Requirements:** Audio file no longer than three minutes or write your answer and save it in a Word or PDF document. We're looking for no more than 800 words. Please name your file: [YOURNAME]Task2.

Successful applicants will be invited to attend an interview in the week beginning **7th of February 2022.**

If you would like to know more about the role or The Cares Family before applying, please join our online information session on **Tuesday 25<sup>th</sup> January at 5.30pm**, which will be hosted on Zoom. This session will give you a chance to meet some of the team and ask questions about the role and the charity. Please note that we will not be assessing or interviewing anyone during this session: **it is informal and will not influence or impact your application.** [Click here to register.](#)

If you have any questions about this vacancy or recruitment process, please email

[ellenor.baron@thecaresfamily.org.uk](mailto:ellenor.baron@thecaresfamily.org.uk)

**[CLICK HERE TO SUBMIT YOUR APPLICATION](#)**