



THE CARES FAMILY

PARTNERSHIPS ASSOCIATE (CORPORATE FUNDRAISER)

ROLE FEATURES

- Full time, 12-month contract
- Salary: £30,000 (negotiable for exceptional candidates)
- 26 days' annual leave plus bank holidays
- Flexible working hours
- Based in London

The Cares Family is an anti-racist organisation committed to advancing anti-racism. We particularly welcome applications from Black, Asian and Minority Ethnic people, who are under-represented in our organisation. We are an equal opportunities employer.

ABOUT THE CARES FAMILY

The Cares Family helps people find community and connection in a disconnected age. Our objectives are to **reduce loneliness and isolation** by creating and supporting meaningful mutual relationships between people who might not otherwise interact; to help people feel **belonging, purpose and power** in a rapidly changing world; and to bring people together to **reduce the gaps across social, generational, digital, cultural and attitudinal divides**.

Over the past nine years, we have worked towards that mission by building five local charities in big cities, which each bring older and younger people together to **share time, new experiences and friendship**. We have focused here because older and younger people are most at risk of loneliness, particularly in cities which can feel anonymous and isolating. Those charities – North London Cares (established 2011), South London Cares (2014), Manchester Cares (2017), Liverpool Cares (2018) and East London Cares (2019) – have brought **18,000 older and younger people together** to share over **500,000 interactions** through **5,000 social clubs** and **20,000 one-to-one hours**.

Now, we have **expanded our approach** to help more people find connection in disconnecting times through our 'Action, Voice, Power' strategy. We have started a new 3G project bringing young children and their parents (themselves amongst the loneliest in the UK) together with older neighbours. We are developing a Multiplier, to help 50 people to progress their own projects in their own communities in their own ways. We are working to raise up the stories of people whose relationships across perceived divides have helped them feel valued and visible. And we are exploring new ways to drive systemic and culture change so that **more people can feel part of our changing world, rather than left behind by it**.

That vision is built on the back of nine years of progress, through which our work has influenced the creation of the world's first ever **government loneliness strategy** which was launched by the former Prime Minister at a Cares Family event; and nine years of recognition at home and abroad. Our work has featured in The Economist, The Guardian, The Times, the Chicago Tribune and on BBC and Channel 4 News, and our Founder has been recognised as one of the inaugural 20 Obama Fellows. The Cares Family is therefore at a moment of opportunity to make an even bigger difference in the future, and we're looking for a new colleague who can help us to achieve that mission of **building a world that is kinder, more connected and more empathetic**.

ABOUT OUR PROGRAMMES

The Cares Family has developed four core programmes as well as substantial projects and we're always developing new ways to build connection and community, and partnerships to make those projects happen. Our four core programmes are:

SOCIAL CLUBS are group activities bringing older and younger neighbours together to share new experiences and friendship through dance parties, film and 'Desert Island Discs' nights, 'back to work' business visits, yoga clubs, quizzes and more. Sessions in local businesses, pubs, parks and community centres take place between three and six times a week, including **during evenings and weekends** when older people report feeling most lonely and when young people have time to contribute to their communities. During Covid-19, these clubs have moved online and onto the phones.

LOVE YOUR NEIGHBOUR is a one-to-one friendship programme that helps bring a little of the outside world in for people who may struggle to get out. Younger people visit their older neighbours once or twice a week to share stories and cups of tea, to watch a film or play board games together, or to get to a local café where possible. Friendships are supported and challenges navigated in collaboration with our teams. During Covid-19, friendships have moved to the phones.

Our unique proactive **OUTREACH** identifies people most at risk of loneliness in our communities and invites and inspires them to get involved. Young people are recruited through social, digital and employment networks and by the power of sharing positive stories online, while older people are mobilised through door-knocking and through interactions in locations like supermarkets, GP surgeries and chemists. During Covid-19, Outreach has prioritised referrals to and from community partners.

Finally, **COMMUNITY FUNDRAISING** offers a fourth way for younger and older neighbours to share experiences and relationships. Events, challenges, corporate partnerships and online campaigns all offer the chance for neighbours to share fresh camaraderie as well as to raise money to support the networks they love and to keep all our activities free. In our last full year, around 40% of our income was raised this way. During Covid-19, new campaigns have enabled this work to continue.

Through each of these integrated programmes, inspired and led by neighbours, the **relationships created are two-way and harness the heritage of the local community**. Older people benefit from a regular, familiar place to go and the company of young people showing an interest in their lives; while younger people receive the advice, humour and stories of older people.

ABOUT THIS ROLE

In your role as The Cares Family's Partnerships Associate, you will work closely with our Director of Development, Head of Development and Head of Community Fundraising to **generate at least £200,000 from businesses and national corporate partners** across the five branches of The Cares Family as well as for our new national projects.

This is an exciting time to join our ambitious fundraising team. Thanks to the expansion of corporate partnerships this year, you will be responsible for **managing and delivering all volunteering and engagement opportunities with current partners** to sustain and grow their support. New business development is also a core part of this role so you will create a robust pipeline of prospective corporate partners and convert new multi-year collaborations, sponsorships, and employee engagement and fundraising into income.

With so much of this role depending on relationships, we need a real **people-person**. You will have excellent organisational and people management skills to engage new businesses and deliver volunteer engagement opportunities. You will be ambitious, innovative and confident in scoping and pitching.

YOUR KEY COMPETENCIES

We are looking for an exceptional corporate fundraiser with experience in and the highest standard of donor stewardship, and of course written and storytelling skills – someone who is ambitious about raising income and exceeding targets to make a difference. Specific responsibilities include:

Partner stewardship and new business development

- **Identifying, researching and engaging local businesses and national corporate partners**, to exceed your personal income target of £200,000 a year;
- **Tailoring plans** for specific corporate partners, including managing employee engagement (administration and execution), fundraising activities and marketing opportunities;
- **Working closely with colleagues** from across the organisation to collate information, engagement materials and reports to demonstrate the impact of partners' support;
- **Collaborating with corporate partners** to increase engagement and understanding across their businesses, by identifying opportunities for presentations to staff, as well as developing new engagement and donor activities;
- **Being creative and innovative in generating funds**, including developing new fundraising products for corporate partners;
- **Composing clear and compelling written 'Charity of the Year' applications and reports**, in order to secure new business, renew income and uplift existing gifts;
- **Keeping abreast of funding opportunities** to grow our prospect pipeline by researching, identifying and securing meetings with prospective corporate partners and senior leaders;
- **Supporting The Cares Family's Development Board** with bespoke materials and events, in order to secure new business;
- **Understanding the local need and context of each charity**, as well as The Cares Family's aims, values and programmes to inform compelling cases for support;
- **Building relationships at receptions and industry events**, organising meetings and presentations and submitting reports in line with internal and external deadlines.

Strategy and communications

- **Developing strong relationships and communications** with internal teams to ensure all engagement opportunities with corporate partners and any funding lines are achievable, realistic and aligned to The Cares Family's mission and values;
- **Maintaining accurate, up-to-date, database records** of corporate partners, funding applications made, grants received, progress reports due and meetings attended;
- **Contributing to a supportive and collaborative fundraising team culture**, participating actively and creatively in team meetings, strategic conversations and events.

YOUR SKILLS AND EXPERIENCE

To perform this role to a high standard, you will need:

- **At least two years' experience of corporate fundraising** including strategic, multi-year collaborations, sponsorship, employee engagement and 'Charity of the Year' partnerships;

- A track record of **securing income of at least £200,000** a year;
- **Experience working with corporate partners to deliver volunteering and engagement activities** with the ability to plan, implement and deliver bespoke sessions, events and initiatives to agreed deadlines often with conflicting priorities;
- Strong **presentation skills** with experience of presenting to senior leaders and large groups;
- **Experience working independently** or with minimal supervision to manage a number of partnerships, including prospecting and stewarding, accurate reporting and renewals, whilst also seeking new business opportunities;
- **Experience of working with UK brands** to build new business partnerships;
- **Experience researching a pipeline** of prospective corporate partners;
- **Experience using a bespoke CRM database** (preferably Salesforce);
- **Strong and persuasive interpersonal and communications skills**, with an ability to build and nurture productive long-term relationships;
- **High level IT competence** including excellent internet research skills;
- The ability to **work calmly and accurately under pressure**, prioritise tasks and meet deadlines;
- To be personable, motivated, enthusiastic and target driven.

ADDITIONALLY

- You have the **flexibility** to work evenings and weekends in order to attend any required events or meet specific work targets with time off provided in lieu.
- You are able to obtain high quality references and a **clear DBS certification** (provided).

Please read the full job description above and to apply please send a CV of a maximum of two pages, along with a covering letter outlining your qualification for the role, of no more than one page, to recruitment@thecaresfamily.org.uk, stating clearly in the subject field 'Partnerships Associate application.'

Deadline: Wednesday November 4th, 2020, at 9am.