



**I CAN**

helps children  
communicate

Director of  
Fundraising



Starfish



# Welcome

Dear Candidate,

Thank you for considering joining us at I CAN. Our purpose - to make sure that no child is left behind due to struggling to communicate – has never been more relevant. And we need good people with us so we can continue to grow our reach and impact.

We have an expert team at I CAN, who use their skills everyday to get more children the help they need to communicate. Our programmes and social enterprise teams give thousands of schools and education professionals the tools they need to support children who struggle with speech and language. Our two special schools in Surrey and Nottinghamshire educate children with some of the most complex speech and language difficulties in the country and allow them to thrive. Our enquiry service and our digital content for families help thousands of families each year to understand their child's situation and options available. And our public affairs team makes the case to Government to make more of this support available so that every child can progress. All of our work is supported by finance, HR, fundraising, marketing and communications professionals who maximise our income and keep our organisation nimble and efficient. Our work is underpinned by a strong evidence base and we are committed to adding to this evidence so that our work gets better year on year.

We are currently refreshing our three year strategy in the light of Covid. We are also undergoing a brand audit to make sure that our future brand lives up to our ambitions and helps to build the right relationships with all our stakeholders, including donors. We want a fundraising leader who can input into these wider organisational debates and make sure we consider donors and funders in our strategic decision-making.

If you want to make a difference to children who struggle with speech and language, get in touch with us. We want people who are aspirational, focused on impact and who care deeply about outcomes for this very neglected group of children. We can offer to you a rewarding workplace with opportunities to learn and grow and a naturally collaborative working culture. I hope you enjoy learning more about us – and good luck with your application.

**Jane Harris**  
**Chief Executive**



# Who we are and why we exist

I CAN is the leading children's communication charity in the United Kingdom. We were originally formed in 1888. Our mission is that no child should be left out or be left behind because of a difficulty speaking or understanding. Our vision is a world where all children have the communication skills they need to fulfil their potential. Our values are to be Impactful, Collaborative, Aspirational and we ensure No Voice is Unheard.

"I find thinking about the right words difficult...I talk really fast sometimes, and I have other things with my speech like I miss saying words a lot." Carlton, aged 10

Communication is the fundamental life skill. Yet over 1.4 million children and young people in the UK struggle to communicate. They might have barriers to:

- using words and sentences correctly
- speaking clearly
- understanding words that are being used, or the instructions they hear, and
- knowing how to talk to and listen to others in a conversation.

Some children have delayed language, meaning they don't meet the developmental milestones for their age but can catch up with the right support. This can be as high as 50% of children in some areas of disadvantage. Other children have long-term difficulties with understanding and communicating. This can be associated with another condition such as autism, learning difficulties or hearing loss, or an isolated condition called Developmental Language Disorder (DLD). DLD alone affects 7.6% of children, or 1 million children across the UK.

Children who are not able to communicate often struggle with:

- Getting a good education – you can't learn to read, write, do maths or learn any other subject if you can't understand language
- Making friends and forming relationships – many children in our schools have never had a sleepover at a friend's house before coming to our schools
- Finding a job – employers rate communication skills as the most important skills for first time jobs
- Their mental health – almost half of young people seeking mental health support have communication problems.



# Who we are and why we exist

## **I CAN exists to change the outcomes for these children by:**

- running two residential special schools for children and young people with severe and complex communication needs
- creating and distributing intervention programmes to support children with delayed language
- supporting parents by giving them access to online resources through the Talking Point website and a free telephone enquiry service with a Speech and Language Therapist
- working with the 36 member organisations of the Communication Consortium to ensure that the issues that impact children and young people are heard
- working in local areas across the UK to train members of the children's workforce, raise public awareness and improve services for children and young people with SLCN, and
- influencing government and policymakers to improve the provision available to children and young people with SLCN.





# Our 2020-2023 plan

In the aftermath of a pandemic, children with speech, language and communication needs are at even more risk of being left behind. We hope that after reading this pack, you are keen to join us in our mission to prevent this from happening.



**SUPPORT  
VULNERABLE  
CHILDREN**



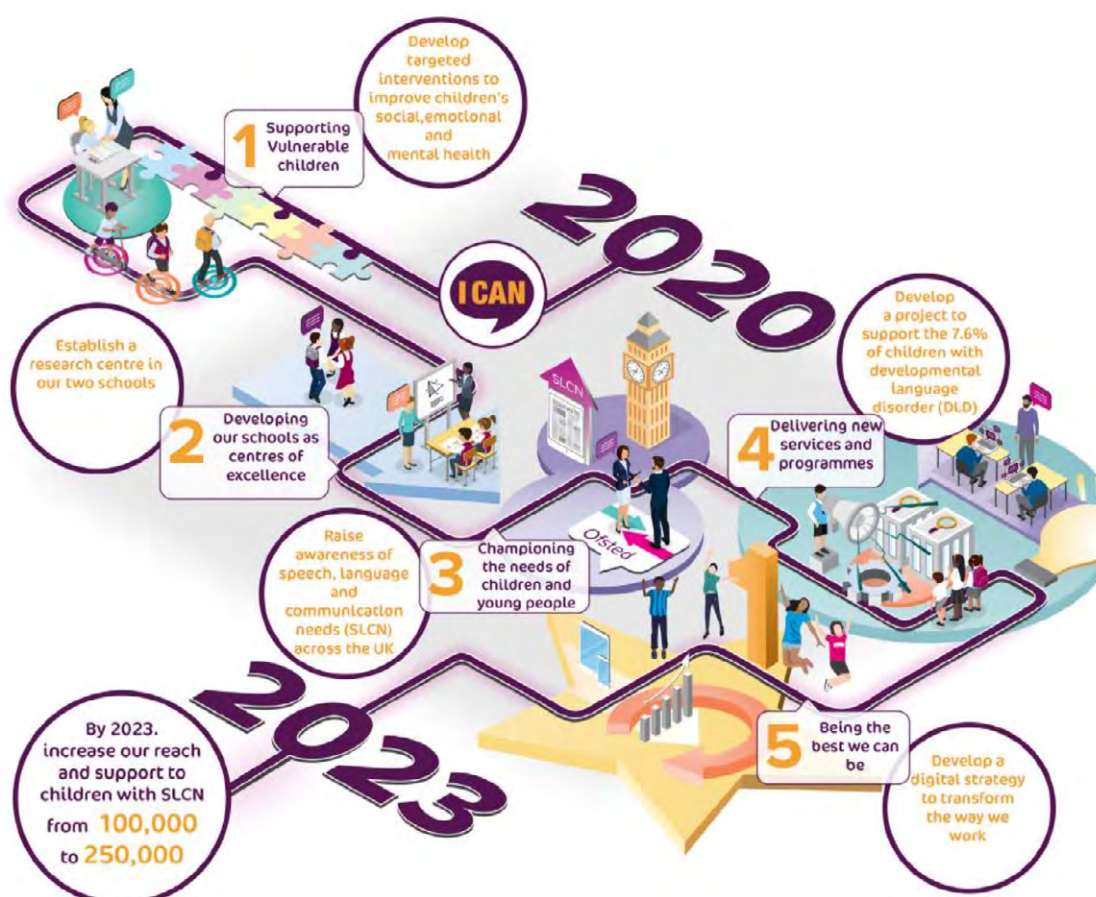
**DEVELOP OUR  
SCHOOLS AS  
CENTRES OF  
EXCELLENCE**



**DELIVER NEW  
SERVICES**



**CHAMPION  
THE NEEDS OF  
CHILDREN**



# Our Reach and Impact

**In 2019-20, we directly supported over 84,000 children and young people.**

**This included:**

- 139 pupils with severe communication difficulties who attended our specialist schools, Dawn House and Meath School.
- Over 82,000 children with delayed language who took part in our 'Talk Boost' series of interventions.
- Almost 900 children living in disadvantaged areas who participated in our regional projects.
- Almost 500 children from families we advised on our free helpline.
- In addition, we reached an estimated 48,180 children indirectly, through teachers and childcare.
- professionals who were trained to recognise and support SLCN by our licensed I CAN trainers.
- By training those who work with children, we aim to change perceptions and professional practice around speech, language and communication. Last year we reached over 6300 professionals.

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**This included:**

- Over 1700 practitioners who were trained to become I CAN licensed tutors or took part in our projects .
- 1100 early years practitioners who were trained to identify and support SLCN early on.
- An additional 3500 who were trained to support children's communication by our licensed tutors.

**The difference we made:**

- 74% of children and young people with language difficulties became more engaged with learning after taking part in our projects.
- 84% of children made good progress in their language after taking part in a Talk Boost programme or attending one of our schools.
- 77% of children with delayed language reached expected levels after taking part in a Talk Boost programme
- 83% of professionals felt their practice had improved.
- You can read more about our impact in our latest impact report on our website.

# Our values

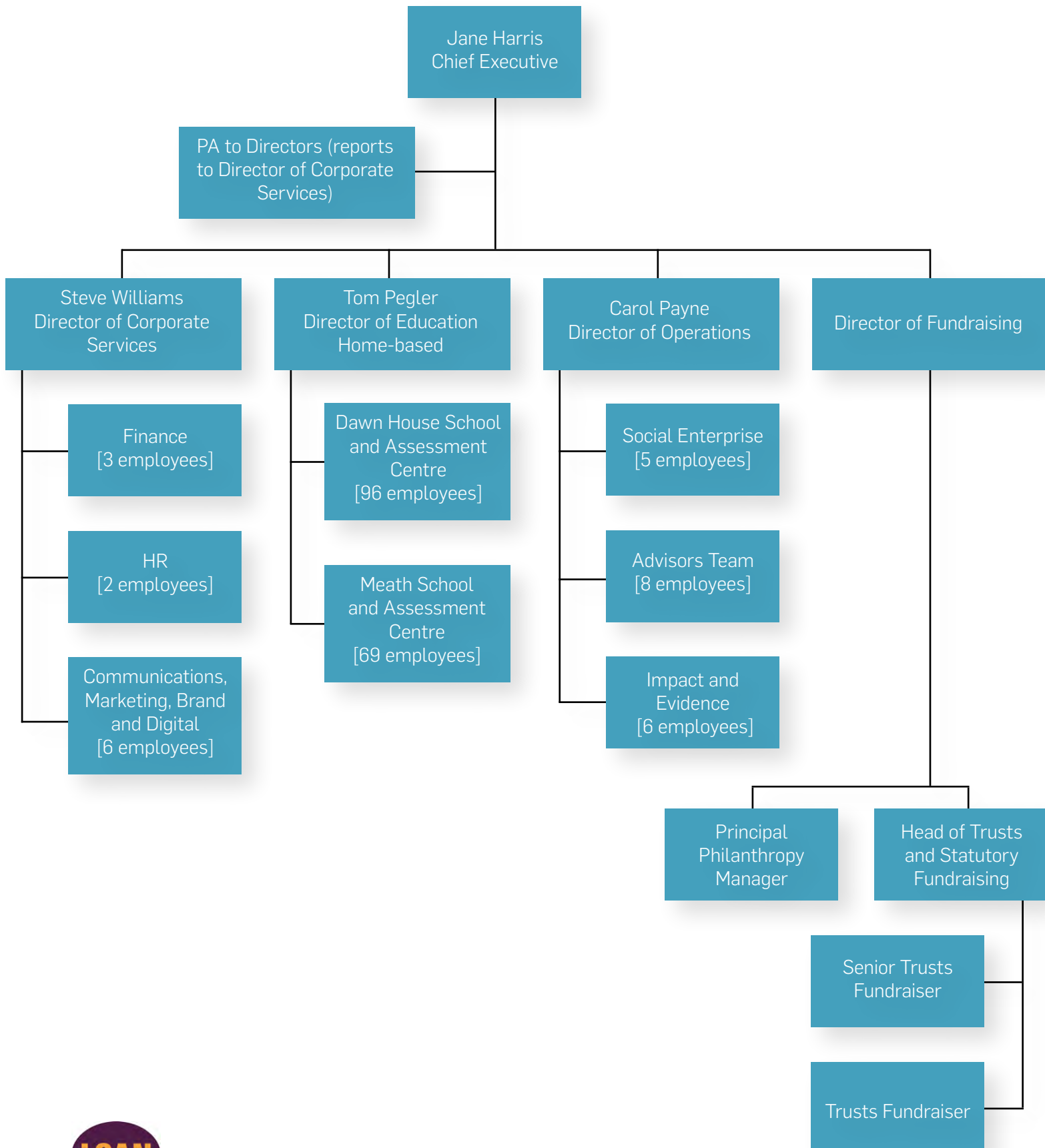
Children and young people's communication needs are at the centre of everything we do. Our values are designed to enable all parts of our organisation to work together to support these needs, and in doing so become the most effective and influential charity we can be.

## Our core values are:

<b>Impactful</b> Delivering real change for those affected by SLCN	We change lives and unlock potential. We act on current research and create new evidence for the sector through innovative programmes and solutions.
<b>Collaborative</b> Increasing our reach, effectiveness and profile by working together with others	We work in partnership with other organisations, networks and individuals to achieve systemic change that is sustainable and replicable. We are stronger together.
<b>Aspirational</b> Enabling children, young people, their families and ourselves to thrive	We enable as many children and young people as possible to thrive socially and academically. We are the UK's leading charity in children's communication, and we won't compromise on quality or excellence.
<b>No Voice Unheard</b> Recognising that everyone has a valuable contribution to make	We empower everyone to have their voice heard: whether children and young people with SLCN, their families or I CAN staff. We are committed to addressing any unlawful or unfair discrimination and value the difference diversity and inclusion can bring to ensuring that no-one left out or left behind.



# Organogram





# Job Description

<b>Job Title:</b>	Director of Fundraising
<b>Grade:</b>	Director
<b>Reports to:</b>	Chief Executive
<b>Location:</b>	Central Office, Angel Islington or home-based with regular travel to London office
<b>Working hours:</b>	Part-time (0.6)
<b>Salary:</b>	Circa £75-80k (pro rata) depending on location

## Job Purpose

To help more children and young people get help with communication by increasing I CAN's voluntary and statutory funding, ensuring that income generated contributes to financial stability and influencing I CAN's wider strategy to increase reach and impact.

## Key objectives

- To develop and lead implementation of I CAN's fundraising strategy, covering all voluntary and statutory grant income streams.
- To maintain and develop relationships with high value donors and funders.
- To input into the development of I CAN's overall corporate strategy and brand.
- To lead and develop the fundraising team.
- To manage and report on fundraising budgets.

## Key responsibilities

### Strategy

- To develop and lead implementation of the charity's fundraising strategy across all voluntary and statutory grant income streams.
- To work with colleagues in the Senior Management Team and Board of Trustees to develop the organisation's overall strategy.
- To plan for and deliver a sustainable balance of restricted and unrestricted income to support delivery of our charity's strategy.
- To provide strategic insight on the fundraising market to the rest of the Senior Management Team and the Board of Trustees.
- To work with colleagues in marketing and communications to ensure that the organisation's brand works for fundraising purposes.
- To develop key performance measures for the team.

## **Leadership and management**

- To provide inspiring leadership to the fundraising team and develop the team's skills and ways of working in line with our organisational values.
- To support the fundraising team to identify new funding opportunities and develop the donor pipeline.
- To work collaboratively with colleagues on the Senior Management team to provide overall leadership to the organisation.
- To manage the overall fundraising budget, develop key performance measures and provide reports to Senior Management Team and the Board.
- To work with the Head of Finance to ensure accurate reporting and financial risk management in relation to fundraising and full-cost recovery.
- To identify and propose mitigations for key risks in relation to voluntary and statutory grant income.
- To ensure that fundraising activity is compliant with fundraising, safeguarding, child protection, data protection and health and safety regulations.
- To monitor and manage the performance of external suppliers commissioned to deliver activities.

## **Relationships**

- To expand the network of individuals and organisations with the potential to support our work.
- Work with the Trustee Board to identify how they can add value to our fundraising pipeline and results.
- With the Chief Executive and Principal Philanthropy Manager, to lead on relationships with high value donors.
- With the Head of Trusts and Statutory Fundraising to work with programme teams to ensure that programme design aligns with the needs of donors and funders and maximise the value of propositions to our charity and to donors.
- To work with the Director of Operations to ensure a coherent approach to income generation across voluntary, statutory and commercial income.
- Work with the Director of Education and School Principals to create school-based fundraising strategies, particularly in relation to capital appeals.
- Work with the Head of Marketing and Head of Public Affairs and Communications to create new donor relationships from digital marketing/public affairs/communications activities.
- Work with the Head of Impact and Evidence to make sure that evaluation measures cater to donors' needs.

## **Organisational Responsibilities**

- Make a full contribution, as an Executive Director of I CAN, to working with the Board of Trustees to set and maintain the strategic direction of the organisation, and deliver its corporate objectives.
- Make a full contribution, as an Executive Director of I CAN, to the overall strategic direction and management of the charity.
- Provide leadership, in accordance with I CAN's agreed behaviours, and recruit, mentor and motivate and train staff to ensure that delegated responsibilities are achieved. Promote collaborative working relationships and effective communication.
- Ensure forecasts and budgets are prepared and managed to align with I CAN's Income Generation and meet all I CAN's reporting requirements in conjunction with the Finance team.
- Promote I CAN's mission, vision and values in all aspects of your work.
- Abide by all I CAN policies and procedures and in particular ensuring the protection of children in I CAN's services are followed at all times.
- Safeguard at all times confidentiality of information relating to children, staff and I CAN's work.
- Report to and effectively administer any Trustee Committees assigned by the Chief Executive. Attend and actively participate at Trustee Board meetings.

This list of duties and responsibilities is by not exhaustive and the post holder may be required to undertake other relevant and appropriate duties as reasonably required.

This job description is subject to regular review and appropriate modification.



# Person Specification

## Knowledge and Experience

- Experience of developing an innovative fundraising strategy that incorporates trust, major donor and/or corporate income streams.
- Strong donor engagement experience, ideally with a track record of having personally secured six or seven figure gifts.
- Substantial experience of leading and developing high performing teams.
- Experience of working with trustee boards to increase their engagement with and support for fundraising.
- Track record of growing and diversifying income.

## Desirable

- Knowledge of securing statutory sector grants/contracts and of leading capital appeals.
- Experience of working in partnership to develop fundraising propositions and bids.
- Understanding of using digital channels to grow community fundraising or individual giving.

## Skills and Abilities

- Exceptional skills in using a relationship fundraising approach.
- Strong leadership and management skills.
- Strong financial management skills.
- Outstanding influencing and relationship management skills.
- Strong presentation and communications skills both oral and in writing.
- Ability to communicate complex issues to a wide variety of audiences.

## Personal qualities

- Strategic, creative and curious mindset.
- Passion and enthusiasm for our charity's purpose.
- Empowering and motivational management style and approach.
- Collaborative style and ability to work effectively as a member of the Senior Management Team.
- Ability to develop and maintain positive external relationships to progress our work.
- Commitment to diversity and inclusion.
- High standards of personal and professional integrity.

## Other factors

- Commitment to continuing professional development and learning.
- The ability to travel to other I CAN sites and attend evening/weekend meetings as appropriate.

# How to apply

We hope you will consider making an application. If having read through the candidate brief you have any questions about the appointment, please contact [Katy.Giddens@starfishsearch.com](mailto:Katy.Giddens@starfishsearch.com) or [Mark.Crowley@starfishsearch.com](mailto:Mark.Crowley@starfishsearch.com).

To make an application, please go to <https://starfishsearch.com/jobs/ican-dir-fund/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

Being a diverse and inclusive organisation is at the heart of everything that we do, and we actively encourage applicants from underrepresented groups. If you need any adjustments made to the application process to accommodate your needs, please let us know.

<b>Closing date</b>	Friday 2nd July 2021
<b>Preliminary interviews with Starfish</b>	w/c 12th and 19th July 2021
<b>Stakeholder meetings</b>	w/c 2nd August 2021
<b>Panel interviews with I CAN</b>	w/c 9th August 2021

