

Revitalise

We're the people who create revitalising holidays
for disabled people and carers.

Director of
Fundraising



Starfish

A message from our Chief Executive

Thank you for your interest in becoming our Director of Fundraising.

You are applying to join us at the most exciting time in the charity's history. As we emerge from COVID-19, the Executive team are developing an ambitious new three-year strategy to transform the organisation and expand our reach and impact across the UK.

Revitalise is the largest provider of respite holidays in the UK, with the largest residential volunteering programme. The charity goes beyond what is known as transitional respite care, offering our guests a proper holiday experience, filled with activities, excursions, entertainment, fun and laughter. We hold a unique position in the marketplace as the only provider of centre-based holidays for disabled adults with 24-hour care provision.

Because of this, and because of the enormous barriers that disabled people and their families face in taking mainstream holidays, the need for what Revitalise offers is immeasurable and as the crisis in social care deepens, it is growing.

The Revitalise model is extremely challenging to operate. Our guests are some of the most profoundly disabled and economically disadvantaged people in society. Those who need us the most can least afford us. The state's provision for statutory respite funding is very limited, meaning that many of our guests face a choice between self-funding from their benefits, or not taking a break at all. Many live alone and are isolated and forgotten. We support our guests to access our services by offering bursary funding to as many people as possible, but we need to go much, much further.

The last year has been challenging for Revitalise, as it has for the whole sector. Unlike many charities, we have survived. We have achieved this by adapting our holiday centres to support the NHS in its COVID-19 efforts, offering a combination of emergency respite care and step-down services as well as of the UK's first 'Designated Settings', caring for non-acute COVID-19 positive patients from local hospitals - freeing up beds for acute cases. We emerge from the pandemic with many new skills, richer for the experience and proud of our achievements.

Revitalise is a charity which has been significantly underinvested for over a decade. In the last year, we have made huge strides in building the infrastructure needed to futureproof the charity. We have comprehensively overhauled our Governance arrangements, implemented a new framework to support the delivery of our regulated activity, invested in our people, upgraded many old systems, completed the most significant external research project in the charity's history and precipitated a completely co-designed strategy redevelopment process.

You are joining us on the next stage of this journey. Our new strategy will require us to fully refurbish each of our centres to create regional short breaks centres of excellence, exemplars of outstanding accessible design, and to support many more disabled people to access our services. You will play a pivotal role in this by leading a game-changing capital campaign to fully-fund the transformation work, by growing core fundraising to provide more bursary funding to those who need us and by expanding our retail estate across the UK.

The next three years will be hard work – requiring every bit of grit, determination, creativity and entrepreneurial flair that we have. We all muck in, we all support each other and when the going gets tough, we focus on the incredible impact that we have on disabled people and their families. We change lives and sometimes, we save lives.

If you want to work with an outstanding Executive team, if you value hard work and performance, then this is the role for you. If the answer to any of the above is 'no' then I thank you for reading my letter but Revitalise is not the next step for you.

I very much look forward to hearing from you.

With best wishes,

Janine Tregelles
Chief Executive

About Us

Who we are

We are Revitalise. We create revitalising holidays for disabled people and carers – everything you'd expect from a holiday backed up by excellent nurse-led care and an army of brilliant volunteers to get the party started – and keep it going.

When Joan Brander founded Revitalise in 1963, she and her fellow volunteers revolutionised the quality and accessibility of respite care for disabled people and carers. They were driven by one simple belief – everybody needs a break.

What we do

Today, Revitalise sustains and enriches the lives and relationships of thousands of disabled people and the loved ones who care for them each year. Nearly 5,000 guest breaks and 3,500 volunteering opportunities mark us out as the only provider of such a service at scale.

We Revitalise relationships. Our guests tell us that what makes their time with us so special is not just the care or the chance to get out and about, but what happens between people while they are with us. Relationships come alive, and those who come to us are no longer 'cared for' and 'carer', but wife and husband, volunteer and guest, old and new friend – one human being and another.

By giving our guests proper holidays, we also enable their carers to take a proper break too – a break from the daily routine of giving care, from the label of 'carer', from the feelings of guilt at handing over the care of their loved one to others.

Our goal

Our goal is to provide a break that feels like a real holiday, offering great hospitality with 24-hour, nurse-led care for people living with a wide range of conditions including MS, cerebral palsy, Parkinson's and dementia.

Our services

Our services are the provision of short breaks for people with disabilities and carers at our accessible centres, offering on-call 24-hour care, personal support and a choice of activities and excursions. Short breaks are run from Revitalise Jubilee Lodge in Essex, Revitalise Netley Waterside House in Southampton, and Revitalise Sandpipers in Southport.

Our centres are open 51 weeks of the year, including Christmas and New Year.

We also run 14 charity shops across Hampshire which are staffed by an army of loyal volunteers, who are led by professional managers, and are at the heart of their local communities.

We are proud to be regulated by the Care Quality Commission who rate the care at all our holiday centres as "Good". A commitment to outstanding care is at the heart of everything we do.

Partnerships

Our **partnerships** enable us to work with others to achieve our aims, as this contributes both to service relevance and to the cost-effective realisation of our purpose. We have active working relationships with a number of organisations, including the Multiple Sclerosis Society, Simplyhealth, the Stroke Association and Dementia Action Alliance, all of which are designed to make our services more accessible to the people who will most benefit from them.

Public benefit

Our **public benefit** can be measured first by the number of people with disabilities to whom Revitalise provides essential services, together with their carers; second, the inspirational opportunities we offer to volunteers; and third, the financial assistance we provide to help those in financial need.

Our values

Our team is **Determined** to do everything they can to create amazing holidays and provide excellent care. To achieve this, we often have to be **Imaginative** in overcoming challenges, we have to be **Caring** not just towards our guests but also the team around us, and we need to **Encourage** each other to see the 'wonderful' in every guest, volunteer and colleague.

Role Profile

Responsible to:	Chief Executive
Hours:	37.5 hours per week
Location:	London, but requiring travel in the UK
Salary:	£85,000 - £90,000 per annum
Annual leave:	23 days, rising one day per year after two years' service to a maximum of five extra days
Pension:	A contributory pension scheme is available.

Job scope

The Director of Fundraising is a key member of the Executive team team with strategic responsibility for all fundraising and retail activity, and a team of 44 people. You will lead this high-performing directorate, ensuring that we attract, inspire and build lasting relationships with people to fundraise and support our ambition to ensure every disabled person and every carer can access and enjoy a break at Revitalise.

Key Relationships:

- Chief Executive
- Board of Trustees
- Executive leadership team
- The fundraising and retail teams
- The centre teams
- Supporters/Funders

Principal accountabilities

- Lead the fundraising directorate.
- Develop our new and ambitious fundraising and retail strategy to step-change voluntary income and grow our retail presence across the UK, inspiring and retaining supporters to grow income across each discipline.
- Deliver the long-term fundraising income growth target, guiding investments to ensure best value growth and finding opportunities to accelerate progress.
- Deliver the annual income target within budget and optimise opportunities to exceed income projections.
- Work collaboratively (with the Director of Strategy, Impact and External Affairs in particular) to develop and deliver the cross-organisational customer centred engagement approach. We aim to exceed expectations and believe every interaction matters.
- As a member of the Executive team, contribute to the charity wide strategy, plans and key decisions.
- Work with the Director of Strategy, Impact and External Affairs to inform and engage the Board and Trustee Committees in fundraising and engagement work.
- Ensure effective monitoring, evaluation and reporting is in place for fundraising and engagement activities, using both lead and lag indicators of customers, income and sentiment, working closely with the Director of Strategy, Impact and External Affairs.
- Drive lifetime value for investments we make and optimise the effectiveness of the fundraising product portfolio.
- Develop and manage key external stakeholder relationships.
- Ensure all activities are compliant with relevant internal policies, external legislation and best practice.

Role requirements

Knowledge and Experience

- Significant strategic fundraising experience, with a proven track record of successfully growing sustainable income across a range of disciplines.
- Experienced at developing and delivering integrated fundraising and customer engagement strategies and business plans.
- Experience working at leadership team level and with Trustees.
- Demonstrable understanding of the principles of a customer centric, data and insight led approach.
- Experienced at developing and managing complex projects across an organisation.
- Experience at managing and leading high level external relationships.

Desirable

- Experience of delivering a major capital appeal.

Skills and abilities

- Highly developed people leadership skills, evidence of leading, developing and retaining successful fundraising and retail teams.
- Ability to closely monitor performance, utilising lead and lag indicators and adjust plans according to results and projections.
- Excellent communicator with a proactive approach to positive change and innovation.
- Ability to manage change, stay calm and make informed decisions quickly.

Style and behaviours

- Strategic thinker with a holistic, cross-organisational approach to engagement of customers and donors.
- Ambitious, with the ability to inspire others to be the best that they can be.
- Natural collaborator and team player.



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 or Mark.Crowley@starfishsearch.com.

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

- your CV (no more than three sides)
- a supporting statement that sets out why you think this role is the right move for you and how you meet the Knowledge and Experience criteria.

Search closes Friday 2nd July 2021

First stage meetings w/c 12th July 2021

Final interviews w/c 2nd August 2021



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