



# CANDIDATE PACK FOR HEAD OF PHILANTHROPY

# WELCOME

Dear Candidate,

Thank you for your interest in becoming our new Head of Philanthropy and for considering PDSA for the next step in your future career.



This is a fantastic opportunity to work in a special organisation that touches the lives of pets and people the length and breadth of the UK. What we do matters. We exist to provide compassionate vet care for those in need. We're here for the person and their pet, as a family.

With 48 PDSA Pet Hospitals providing more than 2.7 million veterinary treatments a year, there is no other charity comparable to PDSA in terms of the scale and the impact we have on animal welfare for those most in need. Our expertise and huge national presence evidenced by our iconic **PAW Report** means that we touch the lives of more pets and their owners than any other animal charity. However, although we do great things every day, we need to make sure that more people know, love, and support us in the work we do.

PDSA does not receive any money from government – we rely entirely on public support, through donations, gifts in wills and via our retail network and trading activities to meet the annual cost of our services, which is £75m million per year. As demand for our services increase, we need to find new ways to engage with supporters of all ages and to share with them the breadth of what we do and the impact we have on the lives of people and their pets.

Our new Head of Philanthropy will define and develop our legacy strategy, bringing a clear understanding of the dynamic nature of the fundraising and philanthropy landscapes and implement new plans to increase our market share. You will pivot our approach to supporter engagement as well as lead the development of our philanthropy and major donors' drive. You will be an expert fundraiser with a proven track record in leading philanthropic efforts and securing major gifts from individuals, corporations, or foundations.

You will be creative and strategic; an experienced self-starter and have the skills to lead, inspire and develop a team to achieve excellence. With strong financial acumen and interpersonal skills, you will be as comfortable writing compelling funding applications as you will communicating in person. Working closely with senior colleagues, you will also ensure excellent supporter stewardship and embrace our mission and values.

In return, you will have the opportunity to make a real difference to a unique organisation and to the people and pets we are here to serve. We truly believe in our core values that we achieve more when we are 'better together'.

We are committed to building a diverse workforce and leadership group and are taking positive action to increase diversity throughout our charity at all levels. We welcome applications from a range of backgrounds and experiences.

If you are inspired by this role and the information provided, we look forward to hearing from you.

I wish you all the best in your application.

**Jan McLoughlin**  
**Director General**



# ABOUT US

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## **PDSA is a national charity. We have been taking care of pets in need for over 105 years**

We believe that everyone, no matter what their circumstances, has the right to experience the unique bond – the love and companionship – that comes from owning a pet.

For so many people and pets, PDSA is a lifeline when they can't afford veterinary treatment. Our aim is for a fairer society where social inequality is no barrier to the love and companionship of owning a pet.

PDSA is entirely self-sustaining. We generate income from a number of sources, including public donations, gifts in wills and via our retail network and trading activities.

More information can be found in our [2022 Annual Accounts](#)

## **OUR HISTORY**

PDSA has been a lifeline for sick and injured pets since 1917 and we owe it all to one truly inspirational woman: PDSA's founder, Maria Dickin.

Maria Dickin was born in London in 1870. The daughter of a Free Church Minister, she was an independent-minded young woman, never afraid to voice her beliefs.

When she went to visit the poor in the East End of London, she was horrified by the terrible poverty she witnessed – especially the sight of their sick and injured pets who were in desperate need of veterinary care. Dogs and cats had no choice but to scavenge from the gutters, many in pain and suffering – raw with mange and often dragging their broken limbs. All because their owners simply couldn't afford to pay for treatment.

So on Saturday 17 November 1917, during the First World War, Maria opened The People's Dispensary for Sick Animals of the Poor, providing a free service for pets in need, in a Whitechapel basement.

There was so much demand that she soon needed larger premises and established a fleet of mobile dispensaries to travel around the country.

Maria devoted her life to improving the welfare of the pets she loved. Her determination, enthusiasm and pioneering spirit define PDSA to this day.

We're proud to continue her work, ensuring that today, and in the years to come, people who, through no fault of their own, can't afford to pay for private veterinary care still have somewhere to go for emergency help and treatment.

## **OUR VISION**

PDSA's vision is a society in which no pet is denied veterinary care, because their owner can't afford it. We work hard every day to keep pets healthy and protect the special bond between pets and their owners.

## **OUR VALUES**

Our values are the qualities that bind us and make us who we are. They're our DNA; always there guiding our actions, behaviours and our decision-making process. Our values are:

**Head and Heart** - Expertise with understanding. At PDSA, we combine expertise with understanding to help deliver a happier and healthier future for pets and their owners.

**Better together - Empowering through unity.** We can achieve more if we work in partnership with everyone who touches the life of a pet. Working together, PDSA, owners, supporters and the public can all have a positive impact on pets' health and happiness.

**Passion with Purpose** - Driven in our dedication. We can all make a difference in creating a world where no pet suffers. We must improve and deliver more today than yesterday, making every pound deliver even more benefit. Our passion and dedication drive us to continually achieve more.

# Helping people & their pets

## PDSA's year in numbers


We treated over  
**390,000**  
pets.



We treated  
**10 pets**  
every  
minute  
across our  
48 Pet  
Hospitals.



We provided  
**2 million**  
treatments.



We saved the lives of  
**141,000**  
pets with life-  
threatening  
conditions.






We provided veterinary  
care to the pets of over  
**330,000**  
people in  
financial hardship  
across the UK.



We have over  
**2,200**  
members of staff and  
**3,000**  
volunteers.



We are supported by over  
**1,600 veterinary staff.**

 <b>480</b> vets	 <b>440</b> vet nurses	 <b>700</b> veterinary support staff
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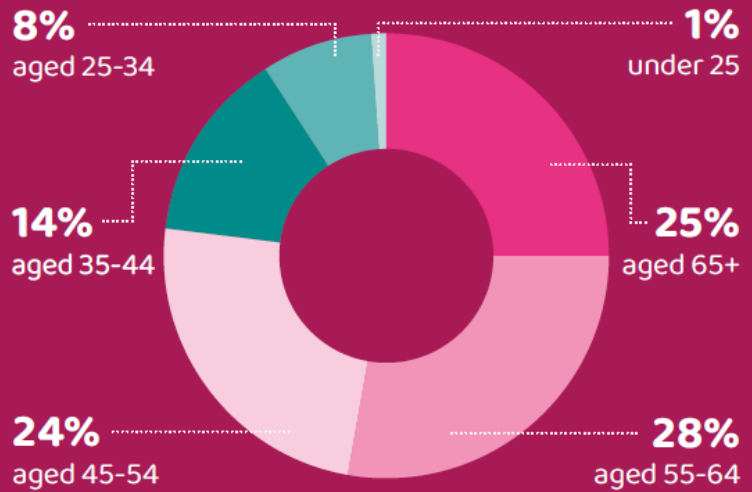


# 37%

of the pet owners we support are **disabled** or living with a serious **health condition** that makes everyday tasks **difficult**.



## The pet owners we support are aged



We cared for

# 4,600 pets every working day.

That's an average of:



3,335 dogs



1,106 cats



36 rabbits



We provided **help and advice** to over

# 6.1 million

people through our digital channels.



We have

# 48 Pet Hospitals.



# 28%

of the pet owners we support are **retired**.



We reached over

# 165,000

children with our **pet education** messages.



We have over

# 100 Charity Shops.

Our **veterinary services** cost over

# £75.4 million to run.



## OUR MARKETING, FUNDRAISING AND ENGAGEMENT TEAM.

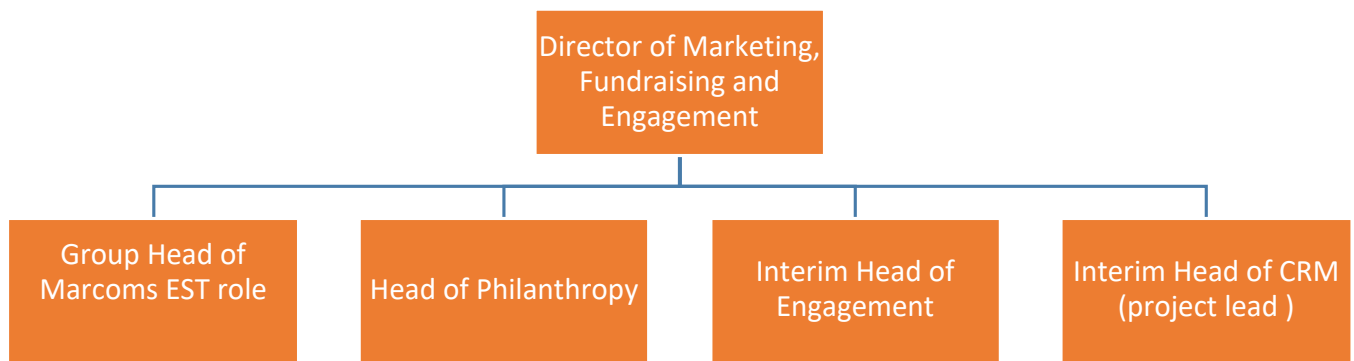
As a national charity with an annual income of £106m PDSA has the biggest impact on the lives of animals within the UK and yet our brand is not as well recognised as we would like it to be. Our hospitals provide expert emergency support to more than 2.7 million people and their pets every year, but too few people really know about the incredible work we do or how it is funded.

All of our income comes from public support, through donations, gifts in wills and via our retail network and trading activities. Our sustainability relies on effectively managing change and we are currently modernising our marketing and fundraising approach. We know that we need to be better known, loved, and understood and to do that we need to have a clear message which conveys the breadth and depth of what we do, and we must use new approaches to communicate with our audiences.

We are reshaping our Marketing, Fundraising and Engagement team and seeking four new experienced leaders of change to join the teams in this directorate.

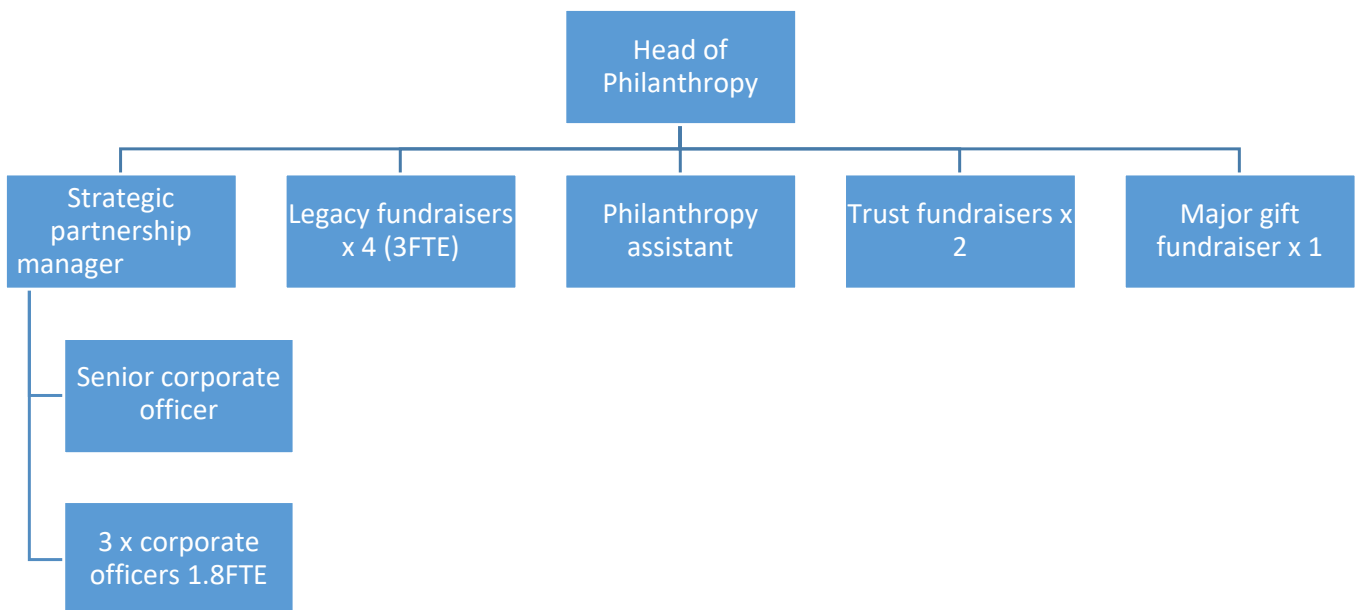
The Director of Marketing, Group Head of Marcoms, Head of Philanthropy, and Interim Head of CRM will all be new roles and are identified below.

## MARKETING, FUNDRAISING AND ENGAGEMENT ORG CHART



The Head of Philanthropy is a brand-new role for PDSA, and it gives an opportunity to really stamp your mark as we make this step-change in our fundraising and development of donor relationships.

An experienced professional you will have the vision and imagination to paint a bright future for PDSA and lead with clear examples of previous success across a range of fundraising methods including major gifts, grants, corporate partnerships, and online fundraising. You will lead a team of professionals to create a strong new network of support to diversify and grow the funding base for PDSA and bring your ability to secure substantial legacy gifts with a deep knowledge of legacy giving strategies. A dynamic and high energy individual, you will develop and strengthen this functional area to deliver greater reach, impact and income for PDSA.



# JOB DESCRIPTION

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**Job title:** Head of Philanthropy

**Reports to:** Director of Marketing, Fundraising and Engagement

**Direct reports:** 8

## ROLE PURPOSE

Responsible for the strategic planning, development, and implementation of philanthropic programmes and initiatives aligned with PDSA's mission, values, and long-term goals.

## MAIN RESPONSIBILITIES

- Develop and implement fundraising strategies identifying, cultivating, soliciting and stewarding key/major donors, future legators, corporations, trust and grant giving foundations, and other potential funding sources
- Develop the overall organisations legacy strategy providing guidance, development and stewardship of targeted legacy prospects and pledgers. Working in partnership with the legacy marketing and product innovation teams to create effective customer journeys that improves our market share of legacy giving
- Collaborate with the board of directors and senior leaders to integrate philanthropic initiatives into the overall organisational strategy
- Maintain a new donor-prospecting programme to identify, secure, and develop new relationships, proactively identify opportunities for funding proposals, identify new potential donors, review current relationships and personally pitching for support to secure gifts to PDSA
- Manage and mentor a team of fundraising and philanthropy professionals, providing guidance, support, and clear goals to drive success and foster a collaborative and high-performance culture
- Lead the development and integration of the capital appeal campaigns to meet agreed fundraising income targets across the life of the campaign
- Work closely with the communications team to develop compelling messaging, propositions and campaigns that effectively communicate the organisation's philanthropic mission and impact to stakeholders, donors, and the public
- Develop and manage the philanthropy budget, ensuring responsible allocation of resources and sound financial stewardship
- Utilise data-driven insights to assess the effectiveness of philanthropic efforts and make data-based decisions for continuous improvement
- Ensure all philanthropic activities comply with relevant laws, regulations, and ethical standards, fostering a culture of transparency and accountability
- Comply with all PDSA policies and procedures



# PERSON SPECIFICATION

## KNOWLEDGE AND EXPERIENCE

- A Proven track record of success in leading philanthropic efforts including defining legacy fundraising strategies and securing major gifts from individuals, corporations, or foundations
- Experience of developing and implementing fundraising strategic plans
- Experience of writing high-value proposals
- Experience of managing relationships with multiple stakeholders in a complex environment, including senior- colleagues such as directors, trustees, and Director General
- Demonstrable strong leadership and team management skills, with the ability to motivate and inspire a diverse team of professionals.
- In-depth knowledge of philanthropic trends, best practices, and legal and ethical considerations related to fundraising.
- Experience of using data insights to inform decision making and strategy
- Financial acumen and experience in budget management and financial analysis

## SKILLS AND ABILITIES

- A demonstrable commitment to PDSA's values
- Highly motivated and proactive, with excellent interpersonal skills
- Ability to work within a high-performance environment and to deliver KPI's as defined
- Excellent communication skills, both written and verbal, with the ability to engage and articulate the organisation's philanthropic mission to a wide range of audiences.
- Ability to work autonomously with limited support
- A logical thinker with strong problem-solving skills
- Accurate with excellent attention to detail
- Discreet with an understanding of the need to maintain confidentiality
- Respect for equality of opportunity, diversity, and inclusion with practical ideas for their implementation within the scope of post.





# TERMS AND CONDITIONS OF APPOINTMENT

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## SALARY

The salary for this role is circa £70,000 per annum on a full-time permanent basis.

## LOCATION

Remote and flexible working options.

## PENSION

Generous Auto-Enrolment pension and/or Contributory pension schemes available starting at an enhanced rate of 5% contributions up to 10%

## ANNUAL LEAVE

In addition to public holidays, we'll give you 25 days holiday per year with the option to buy and sell up to 5 days holiday each year

## ADDITIONAL BENEFITS

We are really passionate about being a great place to work, where people feel connected with what we do and where they feel they can make a genuine difference. This commitment has resulted in us being rated as one of the top 25 big organisations to work for in the UK according to Best Companies survey. In addition to being a great place to work, we offer a wide range of benefits, including Remote and Flexible working options

- 25 days holiday (excluding Bank Holidays), increasing with length of service and with the option to buy and sell up to 5 days per year
- An additional Wellbeing Day to take whenever you like to help recharge your batteries
- Discretionary days leave given by the Director General
- Generous Auto-Enrolment pension and/or Contributory pension schemes available starting at an enhanced rate of 5% contributions up to 10%
- Life Assurance policy (4 x Annual Salary)
- Employee Assistance Program and Online Wellbeing Centre available 24/7 giving you the ability to speak with a professional in confidence about a range of issues
- Wide range of discounts for Retail, Holiday and similar organisations on our fetch platform

PDSA is committed to embedding a culture of diversity and inclusion within our teams that reflect the communities we serve. We aim to create a working environment in which all individuals are able to make best use of their skills, free from discrimination or harassment, and in which all decisions are based on merit. We offer a range of family friendly, inclusive employment policies and opportunities for flexible working arrangements to support team members from different backgrounds.

If you have any questions or concerns regarding accessibility, please contact us and we will be happy to discuss via email or telephone reasonable adjustments that you may require throughout the recruitment process.

We are committed to safeguarding and promoting the welfare of children, adults at risk and all our colleagues and expect everyone who works for us to also share this commitment and to treat people with courtesy and respect.

To support this commitment, our recruitment & selection processes are robust and rigorous. All appointments will be subject to satisfactory references and appropriate background checks.

# HOW TO APPLY

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We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact [Hannah.chapman@starfishsearch.com](mailto:Hannah.chapman@starfishsearch.com) and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/pdsa-head-of-philanthropy/> 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.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

<b>Closing date:</b>	Friday 13th October 2023
<b>Preliminary Interviews with Starfish:</b>	w/c 30th October 2023
<b>PDSA Final Interviews:</b>	Thursday 9th November 2023

