

DIRECTOR OF FUNDRAISING

CANDIDATE PACK



WELCOME

Thank you for your interest in this exciting role. I am delighted, as the Chief Financial Officer and executive lead for Fundraising, to introduce you to Royal Voluntary Service and the new role of Director of Fundraising.

If you have an interest in volunteering, you may already know us – our volunteers have been caring for those in need since 1938, supporting individuals and communities through times of war, social and economic stress and emergency. Our response to the Covid pandemic was to co-create the NHS Volunteer Responders Programme that saw 750,000 people step forward in the nation’s hour of need.

We have an ambitious new fundraising strategy that was approved by the Board of Trustees in December 2023 and sets out the plans for growth and places fundraising at the heart of our mission to increase the impact we have on volunteering and the vulnerable people we serve.

As our Director of Fundraising, you will lead the delivery of that strategy ensuring that we diversify and grow sustainable forms of funding while also adapting as the environment around us changes. To do this you will need to be a dynamic and engaging leader who is able to get the best out of our well respected fundraising team.

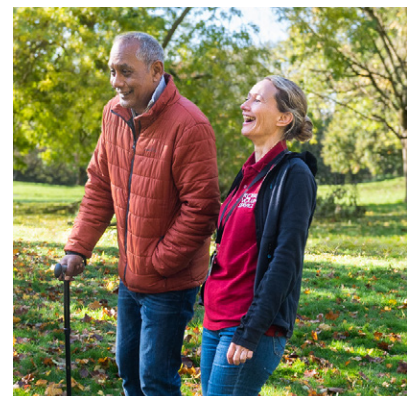
You will bring exceptional interpersonal skills with the ability to build strong relationships across a broad stakeholder map including major donors, corporates, trusts and foundations, other key supporters and partners, and at all levels of our organisation.

Already operating at a senior level, you will bring passion and energy with experience of leading and inspiring high performing teams and share a strong commitment to our work, to our values and to our Equity Diversity and Inclusion (EDI) principles.

We are actively encouraging applications from people of all backgrounds. If you believe you offer the skills and qualities we are seeking and are motivated by our vision of a diverse and resilient civil society and volunteering sector I very much look forward to hearing from you.

Catherine Johnstone CBE
Chief Executive

[Click here to view video](#)



**OUR AMBITIOUS NEW
FUNDRAISING STRATEGY
SETS OUT PLANS FOR
GROWTH AND PLACES
FUNDRAISING AT THE
HEART OF OUR MISSION.**



ABOUT US

Royal Voluntary Service is a high profile, well respected, national charity.

In its 85th year, Royal Voluntary Service was set up by Stella, Lady Reading, in 1938 to help communities prepare for the impact of war. She recognised the enormous benefits that voluntary service can bring to the challenges that society faces.

Since then millions of volunteers have continuously adapted to deliver activities that are most needed – helping with the aftermath of air raids, providing care for arriving migrants, supporting the ageing population and delivering every day help during the COVID-19 pandemic.

Our adaptable volunteering ethic has seen us support whatever society calls for at any moment in time.

OUR VISION is to realise the kind of Britain where people are engaged in voluntary service, freely giving their time, talent and life experience to help tackle pressing challenges in their diverse communities. Their service makes them, and Britain, healthier and happier.

OUR MISSION is to inspire and enable people to give the gift of voluntary service to meet the needs of the day in their communities by:

- inspiring, mobilising and supporting others to enable and expand voluntary action;
- working with the NHS, wider Health and Care Systems and communities to minimise health inequality and social disadvantage, helping those affected to thrive.

Royal Voluntary Service is currently developing its next **10-year Strategy Framework**. Motivated by the increased scale and profile of the organisation gained during the pandemic and mobilisation of 1.2m volunteers, 'volunteering for all' is central to our new emerging strategy. Committed to inspiring citizens from all areas and backgrounds to be active and connected in their communities through the power of volunteering we will continue to deliver high quality services to support the nations health and well being. Working with others we will continue to innovate and create new ways of volunteering that remove barriers and improve experience. This will be an exciting time to join RVS as part of the Expanded Leadership Team.

OUR STRATEGIC OUTCOMES

1

More people benefit from giving their time, talent and life experience to **voluntary service**.

2

Voluntary service is supporting the **NHS and wider health and care systems** to improve and maintain the health of the nation and tackle health inequalities and social deprivation.

3

Key stakeholders across all sectors understand and enact our distinct philosophy of voluntary service and its effectiveness in improving the health of the nation and building resilient communities.

EVERYTHING WE DO IS UNDERPINNED BY OUR STELLA VALUES:



SPARK BRILLIANCE

Creating environments where we can be the best we can be

BETTER WHEN SIMPLE

Make things easy, remove unnecessary barriers

STRONGER TOGETHER

Team work

STEP FORWARD

Deliver, take ownership, do the right thing

CARE & PROTECT

Care for each other, protect the charity

OUR STORY SO FAR

Our founder, Stella, Lady Reading, was ahead of her time in recognising the power of volunteering and its ability to change lives for the better.

Royal Voluntary Service seeks to harness that power so that everyone has the opportunity to participate in an outstanding volunteering experience, breaking down barriers to volunteering and increasing its reach and impact. “Volunteering for All” is our watch word.

In response to the COVID-19 pandemic, we developed and delivered the concept of “micro-volunteering” working with NHS England and other partners. “Micro-volunteering” has enabled potential volunteers to be enrolled and allocated opportunities across England using a digital app. Over 400,000 volunteers in the NHS Responders programme provided support and care for people who were vulnerable or isolated during the pandemic, collecting shopping, delivering prescriptions and providing transport. Our volunteers continue to work alongside NHS staff in vaccination centres. We are now bringing our expertise to bear in an exciting expansion of NHS Responders into the social care arena.

Over the years, our roots in community participation have evolved. Our new online “Virtual Village Hall” brings traditional village hall activity into the home so that many more people can take part. Over 47,200 people engaged with Virtual Village Hall sessions in 2022, taking part in a wide range of activities, and during 2022 our volunteers supported 3,000 “Calls with Care”, taking time to chat with often isolated individuals.

Brought into sharp relief by the pandemic, wellbeing and mental health are high on our agenda. Our specially trained staff and volunteers currently support 40 dementia services and last year our Welfare Services provided emotional and practical support to more than 320,000 members of the armed forces living away from home. In hospitals throughout England, Scotland and Wales our volunteers continue to provide invaluable comfort to patients and relatives, through bedside trolley services and the provision of cafés and shops.



ROLE DESCRIPTION

This role leads to development and implementation of the fundraising strategy at Royal Voluntary Service and seeks to maximise income and impact through its successful delivery.

With a mixed portfolio of fundraising activity the Director of Fundraising, working with their expert team, will support the Leadership Team and wider organisation to 'lean into' income generation through fundraising to maximise the potential impact

Key responsibilities include:

- Delivery of the Fundraising Strategy and continuous development of the associated 'Cases for Support'.
- Working with the CFO to set, implement and monitor the Fundraising income and expenditure and budget to support the Corporate Plan.
- Inspiring and managing the Trusts & Foundations; IG; Regular donor; Legacy; philanthropy & Community programmes.
- Working with the Leadership Team to establish the role of fundraising in a Corporate setting and the subsequent delivery.
- Engaging our Trustees in supporting fundraising and in the initiation and development of key fundraising relationships.
- Leading fundraising and income generation for key projects including specific fundraising appeals and the development of effective and appropriate fundraising products.
- Implementing and overseeing Legacy Marketing and leading the generation and management of legacy pledgers.
- Line management of the Fundraising team to research, develop and manage relationships with potential funders, write proposals and funding applications to trusts, foundations, institutional donors, and businesses, and ensure that funders' requirements are met (including the management of reporting to donors).
- Ensuring fundraising compliance in line with regulator requirements across all channels.
- Provide regular briefings and reports for Board of Trustees and attendance at Impact & Investment Committee as required.
- Working with the Leadership Team and Board of Trustees to set up a Fundraising Advisory Committee to provide informed and timely reports on fundraising levels highlighting any emerging issues and risks to income.



PERSON SPECIFICATION

Whether you are an experienced Director or an ambitious team leader looking to make that step up to a Director level role we are looking for:

KNOWLEDGE

- Able to demonstrate a deep understanding and knowledge of the charitable sector.
- Able to demonstrate strategic fundraising success at a senior organisational level.
- Demonstrate sound knowledge and judgement in the area of fundraising regulation.
- Data analysis, IT, and research and how it is used to support fundraising growth.
- Business development, demonstrating success in growing income through a diverse range of fundraising activities.

SKILLS

- The ability to think ahead, set clear direction and formulate realistic strategic objectives.
- A strategic mind-set and able to pull away from operational issues to consider the bigger picture and long-term income health of the charity as part of a team.
- Able to work autonomously to take forward and shape areas of work of key strategic significance.
- A creative and entrepreneurial approach, and willingness to innovate and take measured risks.
- Excellent organisational, interpersonal and communication skills; both written and verbal.

- Demonstrates gravitas and credibility in order to represent the organisation and build investment confidence internally and externally.
- Brings energy, enthusiasm and drive which inspires others to achieve Royal Voluntary Service's vision, mission, and strategic objectives.
- Able to work flexibly, including occasional evenings and weekends.

EXPERIENCE

- Experience of using data analysis, to develop fundraising growth.
- Demonstrable success in growing income through a diverse range of fundraising activities.
- Experience of managing and developing a team to achieve excellence and meeting targets.
- Experience of influencing a wide range of internal and external stakeholders.
- Experience developing innovative and targeted fundraising campaigns and high-level events.

QUALIFICATIONS

- Management qualification is desirable.

TERMS OF APPOINTMENT

SALARY

The salary for this role is c. £75,000 depending on experience, with some flexibility for an exceptional candidate.

LOCATION

The role will be home based with regular travel to meet stakeholders, donors and colleagues.

OTHER BENEFITS

- Pension contribution of 8%
- 34 days including BH + 1 extra day after 5 years length of service
- Death in service benefit of 2x annual salary
- Enhanced company sick pay of 10 weeks full pay
- Westfield Health Benefit Cash Plan and Employee Assistance Programme
- Award winning training and training allowances
- Flexible working opportunities



HOW TO APPLY

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 abbey.watt@starfishsearch.com and we will be happy to arrange a call. To make an application, please go to <http://starfishsearch.com/jobs/rvs-df/> 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 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.

Closing date:	Friday 13th September 2024
Preliminary Interviews:	Mid w/c Monday 23rd September 2024 & w/c Monday 30th September 2024
Staff stakeholder sessions:	Monday 14th October 2024
First stage final interview:	Tuesday 15th or Wednesday 16th October 2024
Second stage final interview with Chair and CEO:	Friday 18th October 2024

