



# FUNDRAISING MANAGER

CANDIDATE BRIEF

# FUNDRAISING MANAGER



## Welcome

I am delighted that you are considering applying for this new and exciting role. Since establishing the charity in 2012 empowering others with sleep knowledge has been at the heart of our work. We strongly believe that if we can educate the nation about sleep, we can prevent many of those we support from reaching crisis point.

The Sleep Charity is a small, multi-award-winning organisation and we are currently going through a period of planned growth. We are excited about our future and proud of the work that we achieve because of our team's incredible efforts.

Supporting those that have sleep issues is at the heart of everything we do. With over 40% of the nation suffering sleep difficulties, we know that we need to significantly extend our reach. The Fundraising Officer will play a crucial role in securing funds to help us to reach those most disadvantaged by sleep issues across the nation. This is a new role and there is a real opportunity to develop it significantly which is why we are looking for an ambitious and enthusiastic candidate.

We provide a work environment where all feel valued, embracing challenge in a positive manner. Our team are excited about the future and hope that having read the information provided you will feel excited by the opportunity that we are offering too.

Informal discussions about the role are welcomed, to make an appointment please email me **vicki@thesleepcharity.org.uk**. Applications are to be made by submitting a CV and covering letter to **vicki@thesleepcharity.org.uk**

**Vicki Beevers**

**CEO and Founder**

## Our Work So Far

**The charity was originally known as 'The Children's Sleep Charity', established in 2012, the aim was to ensure that every parent and carer in England and Wales has access to quality sleep support. Our CEO and Founder, Vicki Beevers was once a sleep-deprived mum who used her own lived experience to develop the organisation.**

The achievements of the organisation have been recognised through several national awards including the Queen's Award for Voluntary Service, the highest award a charity can be given.

In addition to this the charity has also been awarded the following:

- Third Sector Award for Small Charity Big Impact 2019
- GSK with King's Fund Impact Award 2019
- Royal Society for Public Health Award for children and young people 2018
- Foundation for Social Impact, Small Charity Big Achiever 2017

In 2019, it was decided to re-brand and rename the charity, the constitution was amended in March 2020 to reflect these changes. We widened our charitable objects to encompass adults as well as children alongside the acquisition of The Sleep Council. The charity has bold ambitions for the future and is now building a staff team to lead us into the next exciting phase.

## Our Vision

For everyone to be able to enjoy a good night's sleep and to be able to access appropriate, evidence-based support when sleep issues do occur.

## Our Mission

To empower the nation to sleep better.

## Our Values

### Making a positive difference

We will positively enhance the lives of those that we come into contact within our community.

### People

We value all those we work with and alongside by acting in a reliable, enthusiastic, approachable and non-judgmental way.

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## **Innovation**

We will be innovative in our approach providing creative solutions to find new ways to address sleep issues.

## **Collaboration**

We value the experience of others and will actively collaborate and seek partnerships to better achieve our mission.

## **Challenge**

We believe in embracing challenges in a positive manner wherever possible finding appropriate ways to meet them.

## **Our Aims**

### **Our aims for the next 5 years are ambitious:**

1. To be the leading independent expert voice on sleep issues in the UK and beyond ensuring the value of good night's sleep for individuals and for society is recognised by the public and policy makers.
2. To deliver world leading programmes, advice and guidance to prevent sleep issues from developing and support those that have sleep issues.
3. To be well resourced with a strong staff team, a high effective and engaged Board of Trustees and well-trained volunteers enabling us to continue to grow to meet demand by ensuring ongoing sustainability and development of service.

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<b>Title:</b>	<b>Fundraising Manager</b>
<b>Salary:</b>	£40,000 per annum
<b>Hours:</b>	37 hours per week
<b>Location:</b>	Work from home with some national travel and travel to Doncaster expected on a regular basis
<b>Closing Date:</b>	This opportunity has no closing date, suitable candidates will be contacted and interviewed as and when we receive applications

## Overall purpose of the role

An exciting opportunity has arisen for an ambitious individual to join The Sleep Charity team to lead and drive our fundraising initiatives. This is a new role that will support us to maximise our impact across the nation and to amplify our voice.

The purpose of this role is to strategically plan and deliver the fundraising required for the ongoing success and growth of our charity enabling it to deliver its mission.

You will spearhead our fundraising efforts with your extensive experience and collaborative approach, to support and enable our continued growth. You will lead on our Trusts and Grants programme, developing new income streams as appropriate such as individual giving, major donor fundraising and legacies. This is a unique role where you can use your creativity to make it your own.

You will need to work closely with the CEO and Deputy CEO to support your understanding of the work of the organisation and play a vital role as part of the Senior Management Team in shaping the future strategy.

This is a diverse role, you need to be a flexible thinker and be excited by new opportunities, developing creative ideas to secure funding. This role requires someone with drive and passion, you will be supported by a part-time Fundraising Administrator and you will also have line management responsibility of our Corporate Partnership Manager.

## Key Activities

### Fundraising Strategy and Development

- Develop and implement a strategic fundraising plan to meet or exceed income targets in line with strategic objectives. To identify areas for expansion as well as potential and innovative sources of funding
- To oversee all fundraising activities of the charity, including the line management of the Corporate Partnership Manager and Fundraising Administrator through individual objective setting and performance management with regular 1:1 meetings
- Work collaboratively with the leadership team to set long-term financial goals and align fundraising efforts with the organisation's strategic objectives
- Regularly report progress against fundraising targets to senior management and trustees
- To establish robust recording systems for fundraising across the organisation linked to KPIs

### Funder/Donor Engagement and Stewardship

- Manage and nurture relationships with existing donors and supporters, ensuring long-term engagement and continued financial support
- Develop a stewardship programme to thank and recognise donors, tailoring communications and engagement to their interests and contributions
- Maintain a donor database, ensuring accurate records of contributions and contact information in compliance with UK GDPR

### Grant and Trust Applications and Fundraising Bid Writing

- Research and identify grant funding opportunities from charitable trusts, foundations, and government programmes
- Write compelling grant applications and bids, ensuring clarity, alignment and compliance with funder priorities and requirements
- Manage all aspects of bid writing, including preparing financial proposals, gathering supporting documentation, and adhering to submission deadlines
- Manage ongoing relationships with funders, providing appropriate and timely information as required

- Track the progress of bids and grants, providing regular updates and reports on the success and impact of funded projects

## **Compliance and Financial Management**

- Ensure all fundraising activities comply with the Fundraising Regulator's Code of Fundraising Practice and relevant UK charity laws.
- Manage the fundraising budget, monitoring expenditure and income to ensure cost-effectiveness working closely with the Finance Manager
- Provide detailed financial reports to senior management and trustees

## **Person Specification**

### **Key Qualities and Skills**

The successful candidate will demonstrate the following:

- Has a proven track record in fundraising
- Proven ability to build, manage and develop key relationships
- Ability to nurture and grow strong networks and partnerships with key stakeholders
- Excellent written and verbal communication skills, with the ability to craft compelling fundraising pitches and grant applications
- Strong organisational and project management abilities, with attention to detail and the ability to meet deadlines
- Familiarity with UK charity law, data protection regulations (GDPR), and the Fundraising Regulator's Code of Practice
- Budget management skills and the ability to report on financial performance

### **Personal Attributes**

- Passionate about the charity's vision, mission and values
- Proactive, results-oriented, and able to work under pressure
- Collaborative team player, able to work with staff, volunteers, and external partners
- Committed work ethic

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## Other Requirements

- Proof of eligibility to work in the UK
- Professional qualification check and DBS check will be undertaken once role is offered and accepted
- Must provide a reference from the most recent/current employer
- Full, clean UK driving licence, use of a car and able to travel nationally

## Terms and Conditions

- 28 days annual leave plus bank holidays pro rata
- Contributory pension scheme
- Westfield Health Insurance on completion of probation period





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