

HEAD OF FUNDRAISING

Information Pack

Winter 2020



AWARE
OVERCOMING DEPRESSION.
CHANGING LIVES.

CONTENTS

WELCOME	3
OUR STORY	4
WHAT WE DO	5
OUR VISION, MISSION AND VALUES	6
OUR STRATEGY	7
OUR FINANCES	8
HOW WE'RE ORGANISED	9
JOB DESCRIPTION	10
PERSON SPECIFICATION	13
HOW TO APPLY	16
TIMELINE	17

WELCOME

Dear Candidate

Thank you for your interest in the post of Head of Fundraising with AWARE. This is an exciting time for AWARE! We are in a strong position to promote awareness of common mental health issues and information on depression specifically. The role of Head of Fundraising is integral to the organisation and plays a key role in setting the income generation strategy for the organisation.

The focus of AWARE's fundraising is unrestricted giving principally from corporate interests and community parties/individuals. This in the past has included corporate partnerships, charity of the year, community events, once off donations. Going forward we want to develop our strategies on legacy giving/in memory giving. A small aspect of our income generation comes through trusts, foundations and government contracts.

We are keen to recruit and develop people who are passionate, positive and enthusiastic about their role within the organisation and about supporting people affected by depression, anxiety and bipolar disorder. In this application pack you can find out more about becoming part of team AWARE. Our organisation lives by the values of:

- **Dignity, respect and empathy** - We will treat each other and our service users with dignity, respect and empathy
- **Integrity, professionalism and transparency** - We are committed to the highest standards of professionalism, honesty and openness in all aspects of our work
- **Innovation and Excellence** - We are committed to providing high quality services and to being innovative for the benefit of people using our services

These are the values that guide everything we do. We are a user-led organisation which prizes our volunteers and partners and seeks to work to the highest standards.

We believe this is what makes AWARE a great place to work.

I would like to thank you for your interest in joining team AWARE and we look forward to receiving your application.

Karen Collins
Chief Executive



OUR STORY

AWARE is the depression charity for Northern Ireland.

AWARE was established in Northern Ireland in 1996. We are the only charity in Northern Ireland dedicated exclusively to raising awareness of depression as a serious mental health illness and enabling people with depression or bipolar disorder to access support to help them with their condition.

A Derry-born charity, we now have two offices; one in Derry/Londonderry and a second office in Belfast.

AWARE was founded by people with personal experience of bipolar disorder and depression, of the negative impact this has on people's on their lives and of the lack of understanding and support available in the community at that time. They were driven by a passion to



ensure that others should not suffer as they did. This user-led ethos remains a key driver of AWARE's work and the majority of our volunteers and staff bring to the organisation the unique insight of personal experience.

At AWARE, we believe that the people who use our services should have a say in how they are developed and delivered, so we employ people with experience of depression at every level in the organisation, including the Board of Trustees.

AWARE has a fundraising department organising **fundraising events** in schools, communities and businesses throughout Northern Ireland, and this is where you come in! The Head of Fundraising will take charge of what has been one of AWARE's critical success factors over the years - its ability to connect with people affected by mental ill health and those that care for them. That connection is vital to proving that AWARE is the most effective way in which to invest their moral and financial support in the cause of improving mental health and quality of life in their communities.

WHAT WE DO

AWARE provides a wide range of interventions for individuals and groups, so we've just listed some of the key ones here. You'll find a lot more information on our website at aware-ni.org.

SUPPORT GROUPS

AWARE has an established network of **25 support groups** in rural and urban areas across the country, which are run by our trained volunteers. Support groups welcome people with depression and bipolar disorder as well as carers for people with the illness. We also deliver **Information Outreach** sessions and attend community events to give more information about AWARE and our services.

EDUCATION AND TRAINING SERVICES

AWARE delivers mental health and well being programmes into communities, schools, colleges, universities and workplaces. These programmes include our suite of **Mood Matters** programmes, **Living Life to the Full**, **Mental Health First Aid** and **Mindfulness**. We offer a range of resources tailored to the particular mental health challenges faced by children and young people. Some of these involve engaging directly with schools, as well as providing pathways for individuals.

INTERACTIVE PHONE, WEBSITE AND EMAIL SERVICE

Aimed at those directly affected, or those that care for them, these **email and phone services** offer support and information about issues relating to depression, anxiety, and bipolar disorder. We actively listen to any concerns or questions a service user might have and identify the most appropriate options for them at that time, informing him or her of appropriate, alternative services available within AWARE and externally.

INFORMATION BOOKLETS AND FACTSHEETS

All of our services are supported by carefully designed guidance delivered in printed booklets, factsheets and made available online. These valuable resources are tailored to individual groups, carers, volunteers and fundraisers ñ including sector-leading **fundraising kits**.



OUR VISION, MISSION AND VALUES

From the first support group set up in Derry just over 20 years ago, AWARE has grown in strength and diversity. We are now one of the leading mental health charities in Northern Ireland but we know there are still challenges to meet and exciting opportunities to develop.



Our Vision

- A future where everyone can talk about their mental health openly, access services appropriate to their needs and develop the skills and knowledge to maintain positive mental health



Our Mission

- To promote emotional health and wellbeing
- To help people build resilience and maintain positive mental health
- To ensure people with depression, anxiety and bipolar disorder are aware of and can access appropriate support
- To increase public understanding of depression and reduce the stigma surrounding the illness



Our Values

- Dignity, respect and empathy - We will treat each other and our service users with dignity, respect and empathy.
- Integrity, professionalism and transparency - We are committed to the highest standards of professionalism, honesty and openness in all aspects of our work.
- Innovation and Excellence - We are committed to providing high quality services and to being innovative for the benefit of people using our services.

OUR STRATEGY

You can click here to [download a pdf version of our 2019-2024 strategy](#), but we've included our key aims from it on this page.



OUR FINANCES

You can review our Income and Expenditure and Balance Sheet in our latest annual accounts to March 2019 at a glance below, and click on the links at the bottom to access the last three years' annual accounts.

	Notes	Unrestricted funds £	Restricted funds £	Total 2019 £	Total 2018 £
Income from:					
Donations and legacies	3	572,480	-	572,480	391,753
Charitable activities	4	117,402	442,428	559,830	548,128
Investments	5	-	-	-	249
Total income		689,882	442,428	1,132,310	940,130
Expenditure on:					
Raising funds	6	292,379	-	292,379	269,469
Charitable activities	7	105,130	424,802	529,932	604,027
Total resources expended		397,509	424,802	822,311	873,496
Net incoming resources before transfers		292,373	17,626	309,999	66,634
Gross transfers between funds	18	20,076	(20,076)	-	-
Net income/(expenditure) for the year/ Net movement in funds		312,449	(2,450)	309,999	66,634
Fund balances at 1 April 2018		358,308	2,450	360,758	294,124
Fund balances at 31 March 2019		670,757	-	670,757	360,758

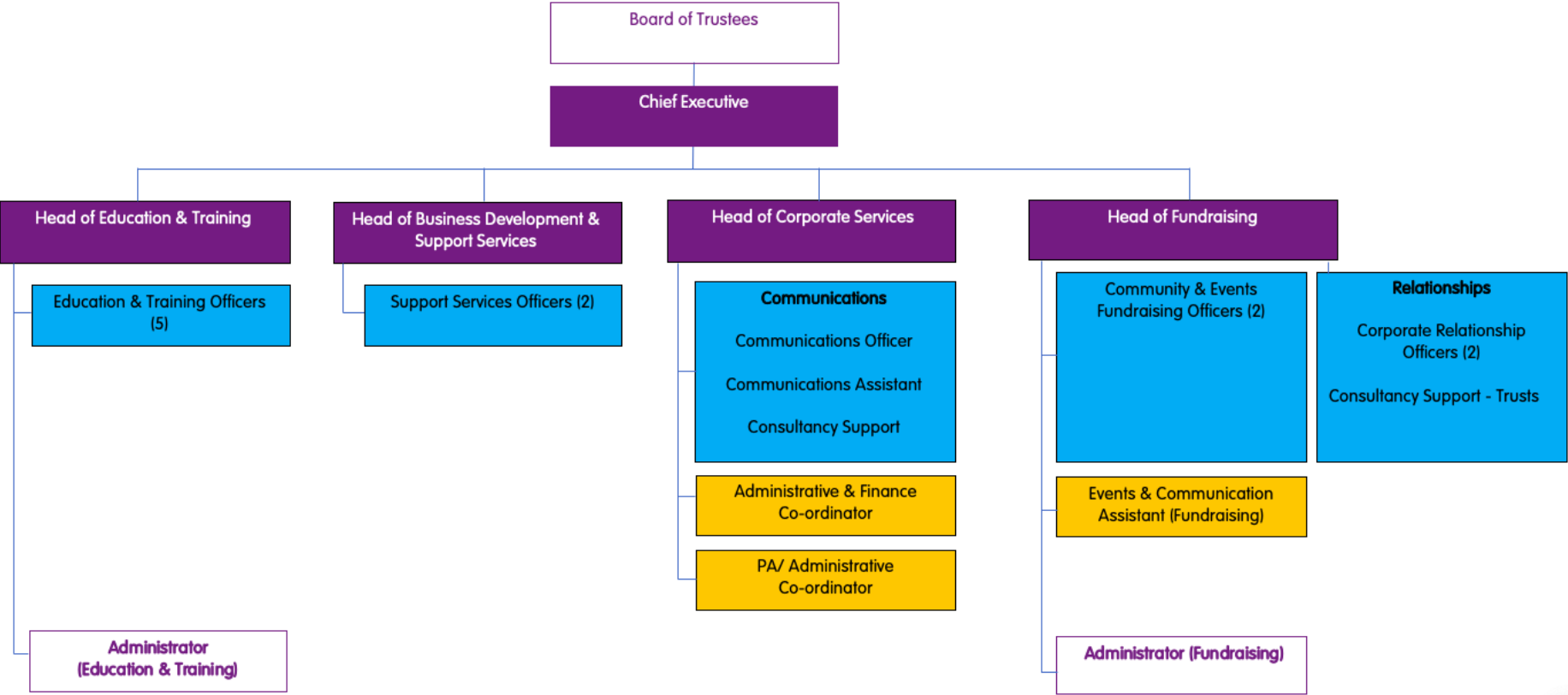
	Notes	2019 £		2018 £	
Fixed assets					
Tangible assets	11		3,878		4,094
Current assets					
Debtors	13	56,482		78,669	
Cash at bank and in hand		634,940		303,758	
		691,422		382,427	
Creditors: amounts falling due within one year	14	(24,543)		(25,763)	
Net current assets			666,879		356,664
Total assets less current liabilities			670,757		360,758
Income funds					
Restricted funds	16		-		2,450
Unrestricted funds		670,757			358,308
		670,757			360,758

[2018/19 Accounts](#)

[2017/18 Accounts](#)

[2016/17 Accounts](#)

HOW WE'RE ORGANISED



JOB DESCRIPTION

Head of Fundraising

Location	Belfast/Derry Office of AWARE
Reports to	Chief Executive
Duration of contract	Full time Permanent
Hours per Week	36 (variations between 30-36 hours may be considered)
Salary	£33,848-£39,658, plus 3% employer pension contribution

ROLE DESCRIPTION

The role will be focused on leading the organisation's fundraising team in order to achieve income generation targets to match the service delivery aspirations of the organisation.

This postholder will be a fundraising professional with integrity, passion, motivation and ingenuity.

The postholder will be innovative and creative in their approach in an organisation that welcomes opportunities to do things a little differently.

The key focus of the post will be:

- Maintaining and expanding the current income generation of AWARE
- Developing our fundraising offer through diversifying our fundraising plans whilst focusing on those which are effective
- Supporting the strategic development of the organisation
- Responsibility for the development, delivery, monitoring and evaluation of the organisation's fundraising strategy

As a member of the Senior Management Team, the Head of Fundraising will contribute significantly to the overall strategic development and success of AWARE.

This key position will provide inspirational leadership across the organisation, to motivate, develop and encourage a culture that is consistent with AWARE's values and ways of working. In collaboration with other Senior Managers, this role will foster a climate of innovation to enhance the potential and impact of AWARE.

The Head of Fundraising will develop the fundraising strategy of AWARE with a goal to generate the income needed to realise the aspirations of the organisation in raising awareness of issues around depression, anxiety and bipolar disorder.

KEY RESPONSIBILITIES

General

- Lead the formulation, development and implementation of AWARE's fundraising strategy
- Define and manage staff roles and resource requirements to achieve AWARE's strategic goals
- Build a strong, cohesive team that functions in alignment to the organisation's culture and values
- Ensure that the organisation keeps abreast of other opportunities for fundraising
- Identify new potential income streams and produce strategies to access these funds
- Develop an infrastructure of community volunteers to organise events
- Develop celebrity endorsements (with the Communications function)
- Ensure creative and strong promotion of fundraising activities
- Engage at a strategic level with potential corporate and individual donors

Fundraising

- Ensure that AWARE effectively uses its databases and networks to maximise opportunities
- Manage relationships with existing corporate and individual donors and lead on the development of new relationships
- Create high profile 'signature' events to raise awareness and unrestricted funds
- Build on warm contacts linking with the work of other departments
- Develop and maintain effective supporter journeys for the development and retention of relationships
- Ensure that AWARE's digital strategy supports the fundraising function

Corporate and Strategic

- Contribute to the strategic and corporate direction of the organisation by playing an

active role in the Senior Management Team

- Monitor, evaluate and review service practice to ensure AWARE is working to the highest standards
- Report directly to the Chief Executive and contribute to Board of Director meetings as required
- Take on new designated leads in service or business activity in negotiation with the Chief Executive which are in keeping with the overall role
- Lead the annual fundraising planning process to produce effective strategies to achieve income targets across the range of revenue streams
- Establish collaborative ways of working with the communications team that provide the basis for the fundraising function to play a significant role in enhancing the public's understanding of AWARE's impact

People Management

- Lead, manage and motivate your team and set targets for the staff team delegating appropriately
- Ensure that all communication channels are open and that information flows appropriately
- Ensure adherence to HR policies and procedures
- Participate in recruitment and selection as required
- Keep staff resources and team structures under review, and work within SMT to maintain a staff structure appropriate to operational needs
- Take responsibility for own self-development
- Provide ongoing support and supervision to staff team including the completion of staff support and supervision, annual

appraisals, staff development and identifying staff training needs

- Take responsibility for student placements from schools, colleges, universities and other organisations

Financial and Performance Management

- Work with CEO and Head of Corporate Services to establish annual budgets and manage the departmental budget to ensure the most efficient and effective use of resources
- Periodically review expenditure against agreed budget with the Head of Corporate Services, and ensure delivery to budget
- Develop and maintain income and expenditure tracking and evaluation systems
- Liaise with the CEO and Head of Corporate Services in the preparation of applications for tenders and grants as appropriate
- Review and maintain operational management procedures to ensure the Department meets its agreed strategic

objectives, and is adhering to policy and procedures

- Contribute to the completion of the annual report
- Engage in the risk management process in respect of Fundraising

Other Duties

- To ensure confidentiality at all times, only releasing confidential information obtained during the course of employment to those acting in an official capacity and in accordance with the provisions of GDPR, Data Protection Act and amendments
- Awareness of the organisation's objectives and provision and compliance with all procedures, policies and regulations
- Promote the aims and objectives of the organisation
- Committed to and work within the code of conduct, mission, values and objectives of AWARE.

The above list is not exclusive or exhaustive and the post holder will be required to undertake such duties as may reasonably be expected within the scope and grading of the post. All staff are required to be professional, co-operative and flexible in line with the needs of the post and the organisation.

Staff representatives of AWARE are expected to treat all those with whom they come in contact with courtesy and respect.

This is a regional post which requires travel throughout Northern Ireland. Occasional evening and weekend work including staying away from home is also a feature.



PERSON SPECIFICATION

1. Qualifications

Essential	A third level qualification OR five years' experience in a similar field
Desirable	Membership of the Institute of Fundraising

2. Experience

Essential	Proven track record in setting and delivering a successful fundraising strategy
	Proven track record in corporate or community fundraising generating an annual income in excess of £300,000
	Experience in leading and managing a diverse team in achieving an agreed set of objectives
	Reporting to a senior level (Director or CEO and Board)
	Experience in evaluating fundraising initiatives and creating ongoing strategies which reflect past successes or development opportunities
Desirable	Proven track record in setting and delivering a successful marketing strategy
	Experience of developing and implementing digital strategies to support fundraising

3. Skills, knowledge and abilities

Essential	Excellent interpersonal skills and the ability to communicate well with a broad range of people, verbally and in writing
	Ability to manage and motivate staff to deliver excellent performance
	Excellent written and oral communication skills and confidence to represent the organisation publicly
	Strong influencing and negotiating skills
	Strong budgetary management skills ñ ability to set a robust budget for the department and ensure delivery within the agreed budget

	Excellent planning, co-ordinating and networking skills
	Ability to manage and maintain networks and build relationships with potential supporters, volunteers and others in the community, voluntary and private sector
	Knowledge of fundraising and what would be appropriate for the work of AWARE
	Ability to identify fundraising gaps and opportunities and to realise these possibilities
	Exceptional collaboration skills with experience of working with peers to successfully realise overall goals
	Ability to prioritise and manage competing deadlines in a busy working environment
	Excellent attention to detail
	Knowledge of marketing and communications activities associated to fundraising
	Strong understanding and ability to apply charitable giving guidelines/ standards and charity law
Desirable	A clear understanding of mental ill-health, particularly depression
	Knowledge of the wider community and voluntary sector in Northern Ireland

4. Personal Style and behaviour

Essential	A flexible, inspiring and supportive colleague
	Self-motivated and a strong ability to plan your own work
	Commitment to the values of the organisation, its policies and procedures, and its standards of conduct
	Willing to undertake relevant on the job and external training as required
	Commitment to the work of the organisation
	Be open minded, non-judgemental and have a willingness to question own attitudes
	Ability to empathise with service users regardless of race, gender, age, religion, nationality, marital status, sexual orientation or disability

	High level of drive and personal motivation to achieve results
	Enthusiasm and flexibility to adapt to changing circumstances and capitalise on new opportunities

5. Other

Essential	Willingness to work flexibly including evening and weekend work
	Willingness to travel across the region and further afield including ROI, and UK if the post requires it.
	Access to a car or other means of transport to fulfil the travel requirements of the role

WHAT WE OFFER YOU

We want to take care of our staff and value their contribution.

As a community-based charity AWARE can offer employees

- a competitive salary
- 25 holidays (raising to 28 days with service) + 11 statutory days
- travel mileage
- 3% pension contribution
- laptop and mobile phone provision (if appropriate)
- support and supervision to excel in your role
- staff team building away days
- a comprehensive induction programme
- team meetings
- access to the Employee Assistance Programme
- childcare Vouchers Scheme
- reasonable paid time off to attend appointments
- an enjoyable workplace for our team

We seek to be a family friendly employer. We recognise the challenges of balancing your work and personal life and this can be a particular challenge if you have a young family or caring responsibilities. Our policies have been agreed to seek to give flexibility where possible and to offer compassion and sensitivity.

Key to this we would highlight that in the case of an advertised full time post we will be happy to consider requests for job shares. In some cases compressed hours or reduced

hours contracts may be possible. For part time roles there may be an opportunity for some flexibility on the hours/days of work. All requests seek to balance the needs of the organisation and of individual staff.

HOW TO APPLY

Please forward a **CV, maximum three A4 sides**, together with a completed **Supplementary Questions form** available from www.engageexec.co.uk, ensuring you have included mobile, work and home telephone numbers, as well as any dates when you will not be available or might have difficulty with from the recruitment timetable. You will also be asked to submit a separate **equality form** (see below).

The deadline is **Noon on Monday 16 November 2020**. Applications should be made by email to:

patrick@engageexec.co.uk

Contact Patrick Minne on 07792 509003 if you have any queries about the role or the application process.

Equality Monitoring and Criminal Convictions Disclosure

Along with the CV and Form, you will be asked to complete and return the Equal Opportunities Monitoring and Criminal Convictions Disclosure Form in a separate document. Neither of these will be disclosed to anyone involved in shortlisting your application.

Disability

In accordance with the Disability Discrimination Act a person is disabled if they have, or have had, a physical or mental impairment which has, or has had, a substantial and long term adverse effect on your ability to carry out normal day to day activities.

If you consider yourself to have a disability relevant to the position for which you are applying, please contact Patrick Minne so that we can process your application fairly, make any specific arrangements for your interview, and make any necessary reasonable adjustments or adaptations, or provide any aids to assist you in completing the duties of the post if appointed.

Equal Opportunities

AWARE is an Equal Opportunities Employer and all applications for employment are considered strictly on the basis of merit.

TIMELINE

CV, Supplementary Questions and Equality Monitoring and Criminal Convictions forms to be submitted

Noon, Monday 16 November 2020

First Interviews

Thursday 19 and Friday 20 November 2020

Second Interviews (may include a seen or unseen task)

Thursday 26 and Friday 27 November 2020

Final Interviews

Thursday 3 and Friday 4 December 2020



Please address any enquiries relating to the advertised position, and your submission, to AWARE's recruitment partners:

Patrick Minne
Engage Executive Talent

Tel: 07792 509003
Email: patrick@engageexec.co.uk

www.engageexec.co.uk



Enquiries unrelated to this recruitment can be addressed by email to:

info@aware-ni.org

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AWARE has been registered with the Charity Commission for N. Ireland NIC100561 and is a company limited by guarantee NI030447