

Thank you for your interest in the role of Head of Major Donor and Trust Fundraising with Above and Beyond, University Hospitals Bristol's Charity. Within this information you will find:

- Background information about Above and Beyond and the role
- Job Description
- Person Specification

You can find out more about the work of the Charity and can download a copy of our Annual Report by visiting www.aboveandbeyond.org.uk.

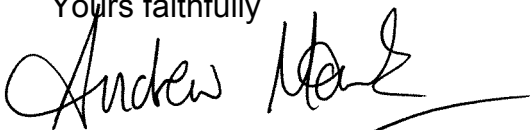
If you would like to apply for this post please note that the closing date for the receipt of applications is Monday 20 September. To apply please send a copy of your CV along with a covering letter which addresses the following points:

1. What interests you about this job
2. How your skills, knowledge and experience match the person specification
3. Your current role, a description of duties and current salary
4. Your sickness record for the last two years
5. The names, addresses and relationship of two referees [no references will be taken up without your prior consent]

Should you have any questions or would like an informal discussion about this role then please contact me on 0117 9277120.

Thank you for your interest in Above and Beyond.

Yours faithfully



Andrew Monk
Director of Fundraising & Marketing

Above and Beyond – University Hospitals Bristol’s Charity

Background

Above and Beyond is the official charity for University Hospitals Bristol NHS Foundation Trust (UH Bristol). It supports projects which make a real difference to patients cared for within:

- Bristol Royal Infirmary
- Bristol Haematology and Oncology Centre
- Bristol Royal Hospital for Children
- Bristol Eye Hospital
- Bristol Heart Institute
- St Michael’s Hospital
- Bristol General Hospital
- Bristol Dental Hospital
- Bristol Homeopathic Hospital

UH Bristol provides local, regional, supra-regional and national levels of care with a range of specialities. Its most prestigious specialities include paediatric services (particularly bone marrow transplant and cardiac care); adult cardiac care; haematology, oncology and radiotherapy provider for the greater Bristol region; adult bone marrow transplant; and fetal and neonatal care. As well as these areas, UH Bristol provides a full range of services for the local and regional population.

The projects supported by the charity fall into the following broad categories:

- Supporting UH Bristol to develop gold standard care and services
- Making the environment for patients more comfortable and relaxing (e.g. provision of arts programmes; providing visitor/parents accommodation; provision of extra facilities)
- Funding state of the art equipment
- Funding research
- Supporting staff health, wellbeing and development

Fundraising within Above and Beyond

The Charity set up its first fundraising department in 2005, and this focused on coordination and development of community fundraising activities. There are a diverse range of people who are grateful for the care they, or a family member or friend has received within the hospitals and as such want to do something to say ‘thank you’.

To date all of the fundraising activity has focused on community type activities with a broad range of events which have aimed to engage people with the cause. There has been some small success in other areas of fundraising through specific appeals.

Our Appeals

The Heart of Bristol Appeal was launched in September 2007 and has raised to date a total of £865,000 for the new Bristol Heart Institute. This money was used to enhance the facilities within the new building and included an award winning community arts programme, facilities for visitors and patients, advanced monitoring equipment and groundbreaking audiovisual equipment in the labs and theatres allowing the Institute to share its world-leading knowledge with colleagues and students around the world.

The CaRE Appeal (Chemotherapy and Radiotherapy Environment Appeal) was launched in September 2009 and aims to raise £1.6million to support the transformation of the Bristol Haematology and Oncology Centre. This will include a completely redesigned front entrance and reception area, new information and counselling centres, expanded outpatient facilities and an integrated arts programme. This is the appeal which the team is currently working on and the target is to raise the money needed by December 2010.

Future Plans

Plans are currently being developed for a major refurbishment of the Bristol Royal Infirmary with the creation of a new front entrance and a new eight storey ward block. Work is also planned to expand Bristol Royal Hospital for Children to accommodate the burns, neurosciences and plastics services from Frenchay Hospital (part of the separate North Bristol NHS Trust) when it is downgraded to a community facility in 2014. It is Above and Beyond's ambition to play a major role in this redevelopment and to launch an appeal sometime in 2011 to raise in the region of £5million to make what is already set to be a fantastic project even better.

The role of major donor and trust fundraising

The Charity has undertaken a number of feasibility studies to identify areas for development and to help establish a more balanced portfolio of fundraising activities. We believe that major donor and trust fundraising will be central to our future success.

This role will establish this new function for the charity, taking a leading role in increasing the profile of the charity, identifying new relationships and building our capacity. It will also be the post holder's responsibility to audit and regulate existing activity where there is direct contact with major donors and trusts through the NHS trust and also grow and nurture the prospect and high level donors identified on the charity's database as part of our feasibility study.

This is an exciting time for Above and Beyond with planned growth over the next few months to grow income to help meet the increase needs of our healthcare partners. This role will play a major role in these exciting developments.

To discuss any aspect of this background information or if you have any questions about the role please contact **Andrew Monk** on telephone **0117 9277120** or email andrew.monk@aboveandbeyond.org.uk.



Head of Major Donor and Trust Fundraising

Job Description

Hours:	37 Hours a week
Salary Package:	£35,000 plus membership of NHS Superannuation Scheme
Location:	Central Bristol
Direct Reports:	Trust and Foundation Fundraising Manager Shared responsibility for the Key Donor and Corporate Fundraising Officer
Responsible to:	Director of Fundraising and Marketing

Job Summary

The hospitals and healthcare facilities supported by Above and Beyond care for patients from across Bristol, North Somerset and the South West. The role of the Head of Major Donor and Trust Fundraising is to help deliver funding to ensure gold standards of care, making a real difference to the lives of those people cared for here in Bristol.

Bristol has the second highest GDP per capita outside of London and as such has a wealth of potential major donor supporters. Equally, there is a wide range of both local and national trusts and foundations who could support Above and Beyond's work. The role of the Head of Major Donor and Trust Fundraising is to research and recognise these opportunities and maximise the income from these areas for Above and Beyond.

Key responsibilities will include strategy development, prospect cultivation, relationship management, budgetary management, and networking to help build an active profile for Above and Beyond establishing it as an excellent charity for major donors and trusts to be associated with. Whilst fulfilling these tasks it is also the post holder's responsibility to achieve a good cost to income ratio, ensuring that they deliver value for money for Above and Beyond.

This role will work as a member of the Fundraising Management Team, and will play a collective role in not only shaping major donor and trust fundraising but shaping the future direction of all fundraising activities within Above and Beyond.

Main Duties/Responsibilities

Strategy, planning and management

- To lead all major donor and trust fundraising activities within Above and Beyond.
- To devise, initiate, develop and manage, in agreement with the Director of Fundraising and Marketing, major donor and trusts fundraising strategies and budgets to maximise income and deliver excellent cost to income ratios.

- Act as line manager for the Trust and Foundation Fundraising Manager and joint line manager for the Key Donor and Corporate Fundraising Officer, ensuring that they receive the support they need to fulfil their role and that they are achieving agreed objectives.
- Monitor, evaluate and guide all trust fundraising activity, adding value to the work of the Trust and Foundation Fundraising Manager.
- Work with colleagues, and in some instances lead, on the development of robust cases for support that will effectively engage with major donor prospects.
- Work with all staff at Above and Beyond to maintain proper accurate records and maximise information recorded on the Charity's database (The Raiser's Edge) to help future fundraising activities.

Prospect Cultivation

- Develop and implement an ongoing programme of donor cultivation to attract interest from known and new contacts.
- Develop and maintain a network of contacts in order to maximise fundraising opportunities for Above and Beyond.
- To work with the team to identify and research individuals to produce comprehensive profiles to inform donor cultivation.
- Work to understand donor motivations and aspirations and to identify synergy with specific areas of work or projects.
- Undertake pitches and presentations to a wide variety of audiences to secure support.
- Work flexibly to represent the Charity at events and work in partnership with colleagues to ensure that maximum publicity is gained from these opportunities.
- To encourage people to be supporters of Above and Beyond.

Relationship Management

- Establish and maintain exemplary relationship management systems to ensure that each prospect achieves its full potential and that Above and Beyond builds a reputation as a leading charity for both major donors and trusts and foundations to support.
- Develop relationships with designated volunteer leaders both from within the Hospitals, the Charity and from the wider Bristol Community.
- Develop a broad portfolio of products to attract support from high value donors, major donors and trusts and foundations.
- Develop a donor-centric culture which responds to donor wishes and identifies the most appropriate giving mechanism for each individual donor
- Work with the Trust and Foundation Fundraising Manager to solicit both one-off and ongoing support from grant giving trusts and ensure that there are proper systems in place to develop their involvement with the charity.
- Work with colleagues to ensure that important relationships are recognised and managed through the appropriate systems.

General Duties

- Adhere to the highest standards of corporate fundraising best practice as set out in the Institute of Fundraising's Codes of Practice and assist Above and Beyond in setting high example through its membership of the Fundraising Standards Board.
- Throughout all fundraising ensure that all activities comply fully with the relevant Data Protection and any other legislation.

General information:

Job descriptions

A role at this level of seniority requires a flexible approach with fundraising taking place in the evenings or weekends.

All job descriptions are subject to review. Job holders are expected to be flexible and be prepared to carry out any similar or related duties which do not fall within the work outlined. Any review will be undertaken by the line manager, in consultation with the post holder.

Health and safety

Under the provisions contained in the Health and Safety at Work Act 1974, it is the duty of every employee to:

- a) take reasonable care of themselves and for others at work
- b) to co-operate with the Charity as far as is necessary to enable them to carry out their legal duty
- c) not to intentionally or recklessly interfere with anything provided including personal protective equipment for Health and Safety or welfare at work.

June 2010

Head of Major Donor & Trust Fundraising

Person Specification

Qualifications/Training

- Good standard of education to degree level or equivalent experience
- A professional qualification in fundraising [*desirable*]

Personal Qualities

- Flexible, diplomatic, assertive, with good negotiating skills
- Excellent interpersonal and communication skills – written and oral
- A team player who enjoys working with colleagues
- Self-motivated – with a readiness to seize new opportunities, eager to source new ideas and perspectives to initiate actions which improve results and add value
- Confident communicator with all audiences and in all situations
- Ability to represent Above and Beyond at fundraising and supporter events and to be an ambassador for the charity within the wider context of the sector.

Experience

- Proven and successful track record of raising significant income through major donor and trust fundraising or the equivalent experience in senior relationship building
- Experience of working within the voluntary sector
- Demonstrable experience of managing complex relationships at all levels
- Demonstrable experience of identifying and researching prospective donors and effectively networking to gain their support
- A demonstrable track record in successfully making ‘the ask’
- Demonstrable experience of establishing and managing a donor cultivation programme
- Demonstrable experience of managing budgets

Skills/Abilities/Knowledge

- Knowledge of the healthcare environment [*desirable*]
- Knowledge of relevant legislation
- Knowledge of the full range of techniques which can be used in major donor fundraising
- Knowledge of trust and foundation fundraising
- Ability to identify and interpret donor motivation and craft targeted applications to maximise success
- Confident, effective and sensitive communicator able to build effective relationships with a range of people
- Excellent management skills which will inspire, motivate and coach direct reports to achieve agreed targets
- A self starter with the ability to work on own initiative as well as working in a small team.
- High level of financial literacy and the ability to monitor and interpret figures
- IT Literate, [Microsoft Office]
- Experience of the Raiser’s Edge or similar CRM database [*desirable*]
- Ability to grasp concepts quickly and to apply knowledge to practical scenarios effectively
- An understanding of how to effectively use other contacts and the use of peer to peer relationship facilitation

- Ability to gain a strong working knowledge of the NHS and the charity to be able to respond effectively to in-depth challenges
- Ability to manage time and to prioritise work effectively.
- An excellent attention to detail

Aptitudes

- A passion for developing philanthropic giving from a range of donors
- An empathy for the work of Above and Beyond and an interest in providing gold standard healthcare for Bristol

June 2010