

# THE NATIONAL HOUSE PROJECT APPLICATION PACK

## BACKGROUND

The National House Project (NHP) is a Charitable Incorporated Organisation (CIO 1179743) registered August 2018.



The National House Project supports local authorities to establish Local House Projects led by young care leavers to enable them to live independent and fulfilling lives. The NHP approach provides a range of experiences to develop skills, knowledge and build confidence, as well as supporting young people to refurbish void properties to provide them with safe, comfortable and permanent homes, for as long as they choose to live in them. The programme also includes the development and support of the Care

Leavers National Movement (CLNM) – a forum enabling young people to be at the forefront of the development of services affecting their futures.

The Local House Project 'Pilot' was led by Mark Warr and Sue Hammersley; who continue to lead on the on-going national project development. The first Local House Project was set up in Stoke-on-Trent in 2015 followed by the implementation of a further five local house projects in 2017 (Islington, Oxfordshire, Warwickshire, Rotherham and Doncaster). With an ambition to expand nationally, The Hub was then set up as a charitable body, with the aim of rolling out the programme across England and Scotland within regional 'clusters'. Last year new projects were established in Manchester, Wolverhampton, Fife, East Dunbartonshire and Midlothian, and there is a business plan to establish a further 25 projects over the next 5 years. The work of the NHP has been independently evaluated by [York University](#).



The National House Project is currently funded by both the Department for Education and via LA membership fees. We are now looking to develop and diversify our income streams and increase the visibility of our charity, through the development of a brand-new fundraising team.

## **JOB DESCRIPTION**

**Post:** Fundraising and Partnerships Manager

**Hours:** 35 hours per week Monday to Friday (the role may require evening and weekend work when necessary)

**Salary:** £28,000 – £32,000 per annum dependent on experience

**Length of contract:** Permanent

**Location:** Flexible (we expect post holder role to spend 2 days per week at our office in Crewe)

**Responsible to:** Mark Warr (CEO)

**Responsible for:** Leading and growing the fundraising team

### **Main Purpose of the role:**

The National House Project has developed an ambitious strategy to develop and grow our fundraising over the next five years. This is a new role and will involve the establishment and development of a new fundraising team (1 WTE initially). The fundraising team will be supported by our administrative staff, and external fundraising and marketing & communications consultants initially, whilst we seek to embed our newly developed fundraising strategy. The charity's purpose is to raise funds to provide sustainable homes and a community of support to young people leaving care.

This is an exciting time as we look to totally transform our charity's visibility. As our first fundraiser, the Fundraising and Partnerships Manager will play a crucial role, responsible for managing and implementing the National House Project's fundraising strategy and overseeing all fundraising activity. As the team grows, this new role offers exciting progression routes involving both line management and hands-on delivery across HNWI and Major Giving, Corporate and Trust sources.

### **Core Duties:**

#### **1. Fundraising and Supporter Management**

##### **1.1. High Net-Worth Individuals (HNWI) and Major Giving**

- To work in collaboration with the Trustees and Senior Management Team, to create and ensure effective approaches to individuals and to propose and implement strategies for the solicitation of major gifts
- To work with Board of Trustees, Senior Management Team, our external fundraising consultants, and other senior volunteers to identify, research and approach potential major donor supporters

- To prepare and present individual cases for support and effectively make a personal ask to solicit funds
- To network and encourage warm supporters to make effective introductions and to build honest and trusted relationships with these individuals
- To identify, research and develop individual contacts able to gain introductions to significant grant making trusts who do not accept unsolicited donations
- To work with the Senior Management Team on prestigious and creative major donor events (recruitment, solicitation, and acknowledgement) ensuring each event achieves its objective and meets its income target
- Take a lead on the development of new and existing major donor relationships and to secure four to six figure sums from these individuals
- To build relationships with local, regional and national companies as appropriate

## **1.2. Corporate Giving**

- To research potential corporate supporters and plan and deliver engaging approaches to them to secure support for the National House Project
- To identify, secure and develop new corporate partnership opportunities, focusing on Charity of the Year partnerships, corporate donations, sponsorship opportunities, employee fundraising, payroll giving and gifts in kind
- To provide excellent account management, design and deliver bespoke communications and organise cultivation events
- To act as an ambassador for the National House Project, representing the charity and undertaking public speaking at external events, including a wide variety of networking events
- To assist in the development of new corporate partnership products
- To maintain and develop knowledge of the corporate sector ensuring all fundraising opportunities are maximised
- To work collaboratively with colleagues across the organisation to maximise corporate fundraising income

## **1.3. Trusts and Foundations**

- To pro-actively develop relationships with new funders and maintain relationships with a wide range of trusts, foundations and other grant giving institutions
- To support the NHP team to develop a relationship-based approach to Trusts and Foundations to enable an improved grant application success rate
- To work alongside our external fundraising consultants to research and identify new funders, as well as manage an existing portfolio of Trust and Foundations and other grant giving institutions
- To work alongside our external fundraising consultants to prepare high-quality funding applications in line with the requirements of potential funders

- To work closely with internal teams to understand the work of the charity and build strong cases for support

## **2. Administration and Planning:**

- To implement all related administration, recording of income, banking, thanking and reporting for donations received, producing monthly activity and income reports
- To maintain accurate and up to date records for all contacts
- To develop and implement annual strategies and plans including income and expenditure budgets for Major Donors, HNWI, and Corporates
- Work closely with external fundraising consultants, who will lead on bid writing, to provide initial support for administration/reporting to Trusts and Foundations; whilst the fundraising team grows
- To support the team with the maintenance of online fundraising platforms, social media feeds and associated communication tools

## **3. Other Duties:**

- To shape the fundraising development plans across all levels of the organisation
- To develop and maintain good relationships and communication channels with all staff and Trustees
- To act as an ambassador for The National House Project and to lead key visits with prospective and current funders as necessary
- To ensure a full and up to date knowledge of fundraising ideas, developments in the sector and relevant areas of interest that could enhance fundraising
- To attend and support fundraising events and functions outside of the immediate area of work
- To support the National House Project in safeguarding and protecting the welfare of all young people
- To comply with policies and procedures relating to safeguarding, health and safety, equality and diversity, confidentiality, and data protection, reporting concerns to an appropriate person
- To maintain and develop own professional knowledge and awareness
- To undertake any other such duties or general tasks and hours of work as may reasonably be required and any other responsibilities, which may from time to time, be delegated by your manager

**This job description is not meant to be exhaustive and will be reviewed with the post holder on a regular basis**

## PERSON SPECIFICATION FUNDRAISING AND PARTNERSHIPS MANAGER

| Minimum  | Desirable   |
|--|---|
| <b>Qualifications</b>  | <ul style="list-style-type: none"> <li>• Degree level qualification</li> <li>• Member of the Institute of Fundraising</li> </ul>  |
| <b>Knowledge and Skills</b> <ul style="list-style-type: none"> <li>• Ability to understand the needs and interests of donors to develop relationships between them and the NHP</li> <li>• Proven ability to make a personal fundraising ask</li> <li>• An understanding and appreciation of the importance of donor cultivation and stewardship</li> <li>• Passion and knowledge in all aspects of the organisations work</li> <li>• Strong networking skills</li> <li>• Excellent interpersonal and presentation skills</li> <li>• Working knowledge of MS Word, Excel, PowerPoint</li> <li>• Ability to manage a diverse workload and prioritise accordingly to meet set deadlines</li> <li>• Excellent interpersonal skills, including diplomacy, sensitivity, and negotiation</li> </ul> | <ul style="list-style-type: none"> <li>• Demonstrable experience of a broad range of fundraising techniques</li> <li>• Thorough knowledge of charity law and fundraising practice, including tax effective giving and GDPR</li> </ul> |
| <b>Experience</b> <ul style="list-style-type: none"> <li>• 2+ years of HNWI, major donor and/or corporate fundraising experience</li> </ul>  | <ul style="list-style-type: none"> <li>• Experience in trust fundraising</li> <li>• Experience in a charity supporting young people</li> </ul>  |
| <b>Personal Qualities</b> <ul style="list-style-type: none"> <li>• Innovative and creative, able to identify and act upon new opportunities</li> <li>• Excellent team skills with an ability to relate to and communicate with people on all levels</li> <li>• An excellent communicator with strong persuasive skills</li> <li>• A commitment to promoting and safeguarding the welfare of young people</li> </ul>  |   |
| <b>Personal Circumstances</b> <ul style="list-style-type: none"> <li>• Ability and willingness to work outside of regular working hours to attend events and meetings</li> <li>• Ability to travel across the UK to engage with donors and local house projects</li> </ul>   | <ul style="list-style-type: none"> <li>• Driving License</li> </ul>   |
| <p><u>THE NATIONAL HOUSE PROJECT IS COMMITTED TO SAFEGUARDING CHILDREN, YOUNG PEOPLE AND VULNERABLE ADULTS</u></p> <p>All successful candidates will be subject to a DBS Check along with other relevant employment checks</p>   |   |

**BOTH THE JOB DESCRIPTION AND THE PERSON SPECIFICATION ARE SUBJECT TO THE CHARITY'S EQUAL OPPORTUNITIES POLICY.**