

Why shouldn't milkshakes grow on trees? Other dreams come true here...



**CORPORATE &
TRUSTS FUNDRAISER
JOB DETAILS**



CPotential is the new name for The London
Centre for Children with Cerebral Palsy

January 2018

Dear Applicant

Thank you for your interest in the position of Corporate & Trusts Fundraiser at CPotential.

We're looking for someone who is as passionate about making a difference to disabled people as we are. This is a great opportunity to work at a charity that thinks and dreams big and offers life-changing services to disabled children and adults.

The charity has entered a new era. We have a new name – CPotential, with our school now called Woodstar School. We're aiming to extend our building and are developing a new strategy to increase the scope and impact of our services.

We moved in 2015 as our old building was bought by a property developer. We've started a capital appeal, The Milkshake Tree Appeal, to transform our current building into an outstanding facility. We're extending our services to include adults with conditions such as MS and recovering from stroke. Through the generosity of our donors, we're able to provide disabled children and young people services that will benefit them throughout their life—helping them reach their potential.

This is a new role for the fundraising team. Our corporate fundraising has a lot of untapped potential. You'll play a key part in building and implementing our corporate fundraising activity. In addition, you'll be supporting our trusts fundraising, which is a core part of our fundraising income, and any events that support cultivating and stewarding corporate supporters. We're a small team and we all pitch in wherever needed.

You'll have a flair for creating inspiring proposals and be brilliant at building relationships with donors. You'll be able to give outstanding customer care to our donors. With a 'can do' attitude and bags of enthusiasm, you'll be working with us to significantly increase funding for both revenue and capital items. If this sounds like you then we'd love to hear from you.

This pack contains some information about the charity and the job description. I encourage you to read this and the information on our website and social media.

To apply, please complete the application form available on our website at:

<http://www.cplondon.org.uk/about-us/jobs/>

Please email your application form to CPellegrini@cplondon.org.uk

Interviews are being held at CPotential on a rolling basis.

Kind regards,



Calli Pellegrini
Head of Development

Job Description

Job Title: Corporate & Trusts Fundraiser

Responsible to: Fundraising Manager

Type: Permanent, full-time (35 hrs per week)

Purpose of Role:

The Corporate & Trusts Fundraiser will be responsible primarily for:

- Growing unrestricted and restricted income in support of the organisation's strategy and plans from corporates, corporate foundations and grant giving trusts and foundations
- Identifying and researching corporate new business opportunities, media appeals and trusts and foundations opportunities; submit applications / pitch for business and manage any assigned relationships / partnerships
- Supporting events for potential and existing companies, grant giving trusts and foundations and donors who have the capacity to give at a high level.

This role sits within our ambitious fundraising and marketing team and contributes to both revenue and capital fundraising, with the main focus being corporate new business revenue income.

Location: CPotential, 143 Coppetts Road, Muswell Hill, London N10 1JP

Salary: £35,000 - £40,000 dependent on experience

DBS: The successful applicant for this post must obtain an Enhanced Disclosure from the DBS before taking up this position.

Key Responsibilities:

Fundraising

- Research and build a clear knowledge of target companies / corporate foundations / trusts, to develop and manage a pipeline of opportunities including lapsed, current and new relationships for CPotential
- Devise approaches to prospective supporters and deliver high quality, innovative and engaging proposals/pitches, ensuring each is tailored as appropriate to meet their requirements and position CPotential as the charity partner of choice
- Research media appeals and develop a realistic pipeline of applications, working with the marketing and communications manager and Head of Development on the preparation of applications / pitches
- Proactively identify new opportunities and campaigns to convert prospects into supporters to meet significant annual income target
- Manage relationships and partnerships with funders, including providing reports to demonstrate impact of their grant / donation
- Work with other fundraisers on cultivation and stewardship at events.
- Contribute to financial reporting for the Head of Finance and Head of Development
- Work closely with all departments to acquire suitable case studies / projects for funding bids and pitches

- Support the Fundraising Manager in events and activity development to raise the profile of CPotential with target supporters
- Source existing events that CPotential could also access to raise profile and funds.

Organisational

- Work effectively with all teams across CPotential to ensure a 'one organisation' approach to maximise events and fundraising opportunities
- Attend internal and external meetings as required
- Attend training as required
- Monitor income and expenditure / resources for all accounts and prepare reports as required by the Fundraising Manager and/or the Senior Leadership Team (SLT)
- Keep up to-date with developments in both the corporate and charity sector e.g. sector specific news and competitive activity.

General

- Ensure fundraising cost ratios are reasonable and appropriate for the income streams
- Ensure that department systems, databases and procedures are maintained and conform to the Data Protection Act / GDPR and in particular develop the CRM database (Harlequin)
- Stay up to date with relevant trends, risks and opportunities in the fundraising sector
- Ensure that fundraising activities conform to the Institute of Fundraising codes of practice
- Ensure that fundraising activities are aligned with CPotential's philosophy and values
- Ensure that the operating environment supports fundraising activities, making improvements to approaches and systems
- Identify risk management issues with regards to funder/donor opportunities
- Represent CPotential internally and at external events for fundraising purposes, and more broadly
- Undertake any other activities that reasonably fall within the remit of the post

Person Specification - Corporate & Trusts Fundraiser

Essential

Track record of:

- Securing unrestricted and restricted income from corporates, trusts and/or major donors and in excess of £50,000
- Developing compelling fundraising cases for support and proposals
- Accurate forecasting and achieving financial and non-financial targets

Experience of:

- Developing and implementing successful funding strategies and budgets
- Working with staff in other teams to support donor objectives, relationships and proposals
- Using Microsoft Office packages at intermediate level and a competent CRM user.

Knowledge of:

- Key trends in fundraising from corporates and trusts
- Legislation, regulations and financial issues relating to fundraising.

Desirable

- Knowledge of funders and donors supporting work with disabled people
- Understanding of major donor fundraising and how that dovetails corporate and trusts fundraising
- Member of the Institute of Fundraising.

Personal skills and attributes

Communication and people skills

- Natural and effective relationship builder and networker, with emotional intelligence, who can relate easily and confidently to people at all levels
- Persuasive verbal and written communication skills, able to write compelling proposals and presentations

Organisational skills

- Excellent project planning and organisational skills, able to effectively plan and prioritise their workload
- Strong problem-solving skills
- An eye for detail and accuracy
- Ability to handle confidential information and material appropriately.

Personal qualities

- Positive outlook, enthusiastic and tenacious
- Strong team player, fun and energetic personality
- Ambitious and results focused
- Calm under pressure with a common sense approach
- Creative and innovative thinker, able to work in a fast-paced environment, identifying and responding appropriately to changing priorities, adapt and be flexible.

General

- Operates by and upholds CPotential's philosophy and values
- Able to work occasional unsocial hours, weekends and evenings.

The above job description is a guide to the work you may be required to undertake, but does not form part of your contract of employment and may change from time to time in line with changing circumstances.

January 2018



Benefits of working at CPotential

As a CPotential member of staff, you are one of the charity's most important assets. We want you to love working for us and to develop personally and professionally while you're with us to give us your best.

Holiday

It's important to recharge your batteries, so we offer a generous holiday allowance of 30 days, in addition to eight Public Holidays and extra days over the Christmas break, when the Centre is closed.

Cycling

If your main mode of transport has two wheels, we have safe places to keep your bike during the day and a shower on site so you can start the day daisy fresh.

Free parking

A rare commodity in London, we have free parking available if you want to drive to work.

Learning and development

We offer life-changing learning to the children and young people we work with and we value your learning just as much. All staff can access in-house training and we budget for external training too.

Flexible working

Being at the Centre gives you the opportunity to see the difference your fundraising makes first hand. We encourage staff to see the work, to learn about it inside and out. But if you need some time away from the office, you can occasionally work from home. And if you need to start a little earlier or later, the Centre is open from 8 am to 6 pm.

Family support

We offer a range of benefits to support family life, including parental leave and compassionate leave when needed.

Pension scheme

We offer the NEST pension scheme, for which all staff are eligible from the first day of employment.

Employee Assistance Programme

It isn't in anyone's best interests if you have issues that are keeping you awake at night. We subscribe to an Employee Assistance Programme, so that you can access 24 hr support for things that are bothering you, whether at work or home.





**CPotential is the new name for
The London Centre for Children with Cerebral Palsy**

www.cplondon.org.uk

143 Coppetts Road
London N10 1JP
T: 020 8444 7242 E: info@cplondon.org.uk

CPotential is the operating name for CPotential Trust
Registered Charity No. 1124524 | Company No. 5848363, registered in England and Wales