



# CANDIDATE INFORMATION PACK

**HEAD OF FUNDRAISING - THE WAY YOUTH ZONE  
WOLVERHAMPTON**



## ROLE PROFILE

### POST:

Head of Fundraising

### REMUNERATION PACKAGE:

£45,000 - £50,000 per annum; 25 days holidays & bank holidays; automatic enrolment 3% (employer)/5% (employee) defined contribution pension; access to OnSide Talent Academy and ongoing professional development; discounted City Centre Parking Permits

### LOCATION:

Office/Hybrid Working at The Way Youth Zone, Wolverhampton. Will need to be able to visit the Youth Zone and city regularly for donor meetings.

### REPORTING TO:

Chief Executive of The Way (The current CEO is leaving the organisation in Feb 2022 after more than 5 years. An Interim CEO and consultant will job-share the internal and external elements of the roles from Jan 2022, to ensure a smooth transition with current and future CEO.)

### LINE REPORTS:

Grants & Trusts Manager, Fundraising Officer, Communications & Marketing Manager

### CONTRACT:

Permanent; Full time, 40 hours per week OR a Job Share is welcome. Please tell us your preferred work pattern from the outset.

### THE WAY YOUTH ZONE

At The Way, we believe that all young people in Wolverhampton should have the opportunity to discover their passion and their purpose. To find out what they've got and where it could take them. Our Youth Zone is a purpose-built space fizzing with energy and crammed with incredible facilities. It is staffed by skilled and dedicated youth workers who truly believe in young people in the city – helping them see what they could achieve, and giving them the skills, confidence, and ambition to go for it.

Year in, year out we deliver life-changing support that helps thousands of young people in Wolverhampton from a diverse range of backgrounds to thrive. It's inspiring. It's empowering. And it works

Open 40 hours a week, 7-days a week, while schools are closed - that's evenings and weekends, plus all through the school holidays. We offer a safe and active space for young people to flourish in their leisure time, where their interests can be nurtured, and they can grow as individuals. We had 60,000 visits in 2019, and average 1,000 visits per week. This is a charity that the whole community can be proud of, and you can be part of that journey. Entry is just 50p each time and annual membership £5 which gives a young person access to over 20 activities per night! In addition to our open-access provision we run targeted projects such as Outreach and Mentoring that bring specific outcomes to some of those most in need of additional support and interventions.

The Way Youth Zone is a proven model of youth service provision that is aligned to community needs and supported by cross-sector funding. The Local Authority, local businesses and the wider community of Wolverhampton and the Black Country have donated to The Way to give 8–19 year olds, (and up to 25 for young people with additional needs) affordable access to a broad range of sport, arts and employability services, designed to empower them to lead healthier, positive and more active lives – raising their aspirations for themselves and their community.

The facilities are second to none, delivering sporting, artistic, cultural, and general recreational activities each session. The outstanding quality of the facilities is a concrete demonstration of the belief that young people deserve the best.

The Way Youth Zone benefits from the guidance, direction and support from colleagues and partners across the OnSide network of 14 Youth Zones.

### ABOUT ONSIDE

Potential is everywhere. In every home on every street, from affluent suburbs to inner-city estates. The difference is that some young people get every opportunity to explore their potential. Others don't.

It's about opportunity.

We're OnSide, a national charity that believes all young people should have the opportunity to discover their passion and their purpose. To find out what they've got and where it could take them.

We fund and build state-of-the-art, multimillion-pound Youth Zones in the country's most economically disadvantaged areas. We train the amazing people that run them. We offer continuing support via the nationwide OnSide Network, where they can learn and grow, share their stories, and celebrate their success together.

This is passionate, properly funded youth provision, with no ifs or buts. A unique partnership between young people and their community, local authorities and private business leadership, and a growing movement of supporters who believe that how we treat the next generation defines who we are as a society.

Because when we really invest in young people, we all benefit – from who they are now, everything they might become and achieve, and everyone they might touch and inspire.

All they need is the chance to shine – an environment where they can be their best selves – and you just watch them go.

### **It's about opportunity.**

#### **THE ROLE**

This is an exciting role with a great amount of autonomy for an ambitious and experienced fundraiser who is interested in taking an existing fundraising function and developing it to ensure we can meet the needs of young people in the city.

We are at a crucial stage in the evolution of our fundraising; five years after opening we have a fundraising strategy in place and have recently chosen to invest in the team. This investment will drive growth in the existing major donor and trust & grant programmes, as well as launch a new corporate and community fundraising programme.

As the leader of this team, the successful candidate will review and shape the strategy that ensures this investment is maximised and achieves growth in income and the donor base. Currently a new team of three, successful achievement of goals and a sound strategy will allow for further income growth beyond our current £1m pa target, and thereafter future expansion of the team to further enhance income.

Integral to the role is the need to look after our founding major donors and add to these; local individuals and

businesses who are passionate about what we are achieving for young people in the city.

If you are looking for a position that requires creativity, that will enable you to flourish, be ambitious, operate both strategically and operationally, and drive success across a variety of fundraising streams then this is the role for you.

The successful candidate will work in tandem with the Chief Executive, the Executive Leadership Team and the Board of Trustees to help The Way achieve its goal of delivering life changing youth work to young people in Wolverhampton. It is also supported by a network of fellow Fundraising Teams across the OnSide Network.



#### **CONTEXT OF THE ROLE**

Wolverhampton's youth and play services have reduced significantly over the past decade. With disproportionate rising child poverty rates when compared nationally. Children and young people in the city need universal services that helps empower them, aids their personal and social development, and provides positive opportunities.

Wolverhampton has brought key cross-sector stakeholders together, including business, public and third sector leaders, to develop and sustain a world class Youth Zone which is used by +1,000 young people per week.

#### **KEY RESPONSIBILITIES**

1. To generate income to target annually by active fundraising:
  - driving a programme of high impact, donor-centric stewardship of existing donors (HNWIs and corporate partners), involving the Chief Executive and Trustee



Board as appropriate.

- developing new, sustainable major donor relationships, both through cold prospecting and working closely with the Trustee Board, the Chief Executive and donors.
  - overseeing the Trusts & Grants Manager to deliver high quality bids that support the universal offer to young people (core income).
  - overseeing the Fundraising Officer to deliver mid and high-level corporate income and some community fundraising activity.
  - diversifying income generation activities to include events and community fundraising, at the appropriate stage, whilst not losing sight of major giving.
2. To lead the Youth Zone’s three-year fundraising strategy, in collaboration with the Chief Executive and aligned to the organisational strategy, to sustain and enhance fundraising success. Develop annual operational and budget plans to deliver the strategy, with key KPIs. Monitor appropriately and report successes and risks to the Board and relevant colleagues.
  3. To manage a new Marketing function, developing and implementing a strategy to ensure The Way’s brand awareness amongst potential supporters is strong and that the Youth Zone are marketed to young people.
  4. To ensure adherence to relevant charity legislation and the Institute of Fundraising’s Codes of Fundraising Practice.
  5. To work with peers across the OnSide Network to share ideas, experiences and best practice.
  6. To carry out other, reasonable duties, as requested by the Chief Executive

**ALL COLLEAGUES ARE EXPECTED TO:**

- Be a role model for young people, present a positive ‘can-do’ attitude and take personal responsibility for their own actions.
- Work within our values and contribute positively to the work culture.
- Work within the performance framework of The Way Youth Zone and OnSide and commit to a culture of continuous performance.
- Represent and promote The Way in all dealings internally and with external partners.
- Comply with all policies, procedures, and codes of conduct, with particular reference to safeguarding, health & safety, and equality & diversity.

**WHAT SUCCESS WILL LOOK LIKE**

- The Fundraising Team will be strong, well supported, and effective at delivering effective, innovative, high-performance fundraising that is reaching income target.
- Over the next three years, income stream will be diversified to broaden the donor base and ensure sustainable income over the years.
- The community, notably the business community, will continue to feel engaged and recognise that their money is well spent, enjoying the positive impact that the Youth Zone is having on the area.
- Marketing activity supports the fundraising agenda, in addition to the historic areas of activity, namely Youth Zone membership.
- That successes and challenges are shared with fundraising teams across the OnSide Network.

**PERSON SPECIFICATION**

Applicants will be expected to demonstrate the experience, skills, abilities and attributes listed.

SELECTION CRITERIA	REQUIREMENT
<b>KNOWLEDGE AND EXPERIENCE</b>	
Experience in generating six-figure income from major donors (corporate, high net worth individuals, and grants & trusts) with an impressive track record in securing significant funds and meeting challenging financial targets, including both new business and account management	Essential
Experience of managing a pipeline of potential supporters and donors, and aligning their interests with a charity’s needs in order to maximise the gift level	Essential

Experience of supporting senior colleagues and/or Trustees to learn the art, craft and science of fundraising	Essential
Understanding of issues effecting young people and disadvantaged communities	Essential
Proven experience in generating income from event & community fundraising	Desirable
Proven experience in generating income from statutory sources	Desirable
Management experience	Desirable
<b>SKILLS</b>	
Ability to make face-to-face approaches for funding from major donors and to negotiate the ask	Essential
Strategic, target-driven approach to fundraising and marketing activity development, knowing how best to deploy resource to maximise income generation	Essential
Outstanding influencing and client facing skills, with an ability to communicate confidently with high level individuals and decision makers	Essential
Strong interpersonal and networking skills, to enable building positive personal & organisational relationships and convey the Youth Zone's work with confidence and credibility	Essential
Ability to think conceptually and creatively, to develop profitable fundraising products and proposals for supporters	Essential
Strong organisational skills, with a structured & methodical approach to work, a clear focus on results, and an ability to work to multiple deadlines	Essential
IT literate and confident user of databases	Essential

## GENERAL INFORMATION

There will be a requirement to work outside the normal 9 to 5, Monday to Friday, working week, including both evenings and weekends. This will mean working flexibly across the week, to suit the needs of both the role and the individual.

## APPLICATION PROCESS

The Way are partnering with Valued Recruitment, an inclusive Recruiter who is unafraid to represent the real you. If you would like more information about the role, please contact Anna Ludeman at [anna@youarevalued.co.uk](mailto:anna@youarevalued.co.uk) or phone on 07828 288704.

We are keen to recruit in an inclusive way and are very open as to how you would like to apply. Please let us know if you require any support, assistance, or adjustments throughout the process.

We can accept a CV and a cover letter (1 page) or a short video introducing yourself. We want you to represent yourselves in the most authentic way you can. Please send this to: [anna@youarevalued.co.uk](mailto:anna@youarevalued.co.uk)

Please also complete our Equal Opportunities form [here](#) which will enable us to continue our vital work in recruiting more inclusively.

In accordance with our Child Protection and Safeguarding procedures, this position requires an enhanced DBS check.

**CLOSING DATE FOR APPLICATIONS:** 28 January

**FIRST STAGE ONLINE INTERVIEWS:** 2 February

**SECOND STAGE INTERVIEWS:** 7 February  
(face to face at The Way)

**The strength of the OnSide community comes from the diversity of the people within our vibrant network. We are proud that our Youth Zone team reflects the communities we serve, and we value people working together from a range of different backgrounds and with different experiences, all with a shared passion for boosting the aspirations of young people in Wolverhampton. Diversity brings innovation, fresh ideas, and creativity, and we actively strive to create a culture that is truly inclusive and fair for all and where everyone in the team can be themselves and thrive.**

## OUR JOURNEY THROUGH 2020/21

WHAT WE DELIVERED APRIL 2020 - MARCH 2021



Our young people stayed connected and engaged in our sessions. Our total annual was attendance 16,371

This included attendance at:



Senior Sessions  
6,236



Junior Sessions  
4,285



Holiday Club  
485



## CASE STUDY: MENTORING PROGRAMME, SUPPORTED BY THE STEVE MORGAN FOUNDATION



Connor initially joined the online Peer Mentor Training workshops in May, following his 1:1 mentoring coming to an end, with a view to using his newly developed self-esteem and peer communication skills to support other young people.

Our Peer Mentor Training workshops aim to provide young people with the skills and knowledge of how to support and mentor their peers.

In the past, Connor has struggled to build positive and lasting peer relationships and worked hard with his 1:1 mentor, Natalya, to develop his social skills. As part of the Peer Mentor Training workshops, young people must spend a minimum of 5 weeks learning about the skills needed to successfully peer mentor other young people, as well as developing an understanding of leadership skills and communication skills. During the last week of the workshops, young people must choose from a selection of topic-focused sessions and deliver a full session which is assessed.

Connor chose to deliver a session on "Online Bullying" which was a huge decision for Connor as he had recently experienced online bullying. This incident, which progressed to police involvement, resulted in Connor feeling scared and worried about using the internet and fearful of future bullying.

During Connor's Online Bullying session he applied all of the skills he had learnt and using his own experiences to create a safe space, showing empathy, understanding and leadership throughout. He used humour to make the audience feel comfortable and supported them to develop their own ideas and conclusions, instead of simply providing answers for them.

Connor successfully passed this final assessment and is now recognised as a peer mentor for The Way Youth Zone. The whole team are immensely proud of Connor and how far he has come, however, none of us are as proud of him as his mom who was also present for his session delivery.

We can't wait for Connor to have the chance to apply the skills he has learnt with other young people.

“ I'm very proud of Connor. Over the last 6 weeks, he has worked hard to pass the course. ”

Connor's Mum

**OnSide**  
Here for young people

# PROVEN IMPACT



**GIVE YOUNG PEOPLE** A SAFE EXCITING PLACE TO GO TO HAVE FUN,  
BUILD THEIR SOCIAL NETWORKS AND SUPPORT THEIR PERSONAL DEVELOPMENT



**HELP YOUNG PEOPLE** LEAD HEALTHIER, HAPPIER LIVES

