



Fundraising Manager



www.eastbourne.foodbank.org.uk

Application pack

WELCOME FROM HOWARD WARDLE CHIEF EXECUTIVE

Eastbourne Foodbank is an amazing place to work – but we wish it didn't have to exist, because we don't believe that a charity like this should be needed at all.

In the period January to December 2023 we were able to provide food for just over 28,000 people. The cost of living crisis has increased our business significantly and we continue to face significant challenges in the future months.

We want to see an end to a reliance on foodbanks and to see a benefit system that provides a genuine safety net for people and where work is paid a fair wage, allowing individuals and families to thrive and prosper rather than just stave off crisis.

Working with Eastbourne Foodbank means making a difference in people's lives. For us to continue this work we rely on a team of dedicated and committed paid staff and volunteers.

Our work encompasses food collection and distribution, advocacy and advice, debt advice, social justice community engagement, and the provision of practical resources for babies and young children.

We now wish to appoint an experienced fundraiser who shares our mission to equip our organisation with the financial resources needed to meet our objectives. We are working to scale-up our fundraising by growing our charitable income across all funding streams.

This is a key strategic role, and the postholder will be a member of the senior leadership team.

Eastbourne Foodbank's identity and the way we think and work are rooted in Christian principles. Our values, *dignity, justice, community* and *compassion* are at the heart of all we seek to do.

Please read the information contained in this pack and feel free to request a site visit.

If this is for you, please come and join us and together we can make a difference.

A handwritten signature in black ink, appearing to read 'Howard Wardle', with a horizontal line underneath it.

Howard Wardle MBE
Chief Executive

1. ABOUT THE JOB

Responsible to: Chief Executive

Hours: Full Time (32.5 hours per week)

Salary: £40,000

Based: Office based or hybrid with one day a week in the Eastbourne office

Introduction:

This is an exciting opportunity to help Eastbourne Foodbank realise its vision/ambition of continuing to be a strong and effective charity challenging poverty both in Eastbourne and expanding across East Sussex.

- In order to realise this ambition, we need to increase our fundraised income for the period 2024 - 2027 to £1.6million.
- Through this new organisational role, you'll proactively create and grow fundraising income opportunities with individuals, community groups and grant giving trusts and foundations. You'll be at the heart of our local community, bringing our cause to life and building lasting donor relationships.
- Through your fundraising expertise, you will have a proven track record of building relationships with individuals, community groups, trusts and foundations and other donors to achieve and exceed annual income targets and KPI's. You'll have the capacity to create and craft compelling proposals and appeals that successfully engage and attract donations from new and existing supporters.

Key Responsibilities:

Through the design and delivery of excellent, engaging and regular stewardship communications and powerful fundraising appeals, you will grow our income and pool of individual supporters making one off or monthly donations. You'll also explore and implement ways of promoting Eastbourne Food Bank across the community to successfully attract an ever-greater number of individual donors.

- You'll engage with local community groups, associations, events, schools and businesses in order to grow Eastbourne Foodbank's community fundraising reach and income.
- Through excellent, comprehensive and considered research, you'll identify and prioritise a pool of potential Trusts and Foundations funders for Eastbourne Foodbank and, working with colleagues, you'll develop authentic, compelling, creative and winning funding bids that can successfully engage new and existing Trusts and Foundations funders.
- You'll work closely with and support the CEO of Eastbourne Foodbank in maintaining and evolving the existing relationship with the Big Lottery Fund and developing collaborative fundraising activities and joint bids with five other Trussell Trust Foodbanks across East Sussex.

- You will develop, monitor and manage a fundraising portfolio capable of generating in excess of £600k per annum. You'll establish a fundraising pipeline, including a range of KPIs that can be tracked and that will enable you to make informed projections regarding future income.
- You'll forge strong relationships with colleagues across the wider Trussell Trust network, sharing best practice and learning from other charities across the network. You'll proactively take advantage of any fundraising training and skills development opportunities and engage with any joint fundraising opportunities.

Skills:

- You'll have strong, established experience of individual giving, community fundraising and Trusts and Foundations fundraising.
- With excellent written and verbal communication and relationship management skills, you will inspire and motivate existing and prospective supporters, providing excellent stewardship and crafting compelling and winning funding proposals and appeals.
- You'll have experience of setting, managing and reporting against fundraising KPIs.
- You'll be tenacious and able to embrace, develop and shape a new role. You'll be well organised, proactive, and a self-starter who is able to self-motivate.
- You'll be able to demonstrate empathy for people from disadvantaged, marginalised or socially-excluded backgrounds
- You'll have experience of using and maintaining a CRM package. We use Beacon CRM.



2. THE BENEFITS OF WORKING WITH US

People are the most important asset that Eastbourne Foodbank has – without our people we could not achieve any of our goals.

This is a new role, joining a small but growing Fundraising Team. As a member of the senior leadership team, the postholder will have meaningful input into the charity's plans and strategies for the future.

The Fundraising Manager will build positive relationships to secure significant income and develop new relationships, bringing in regular and targeted income through regular donations, fundraising campaigns and events. Through this work, the postholder will support the delivery of all areas of Eastbourne Foodbank's work.

PERSONAL DEVELOPMENT PROGRAMME

Continuous personal development is actively encouraged and training opportunities explored

PENSION

Eastbourne Foodbank contributes 8% of annual salary to a stakeholder scheme. Staff are welcome to contribute.

HOLIDAY ENTITLEMENT

33 days in total (including bank holidays)

We recognize that we have under-represented groups within our workforce. As part of our commitment to diversity and equality of opportunity we are actively encouraging applications from under-represented groups such as returning parents or carers, LGBT+, from black Asian and Minority Ethnic backgrounds, with a disability, impairment, learning difference or long-term condition, and those with lived experience of poverty. We are committed to ensuring the safety and protection of our employees from all forms of harm.

3. ABOUT EASTBOURNE FOODBANK

Eastbourne Foodbank was established as an incorporated charity in November 2012. Since that time we have grown considerably and are now recognised in the town as an effective anti-poverty charity. We are highly regarded nationally by the Trussell Trust.

Our head office, main administration base and food warehouse is based in Brampton Road, Eastbourne.

Our Advocacy, Debt Team & Pathfinders project office is based at 42 Grove Road, Eastbourne.

Our Debt Team is regulated by the Financial Conduct Authority and partners with Community Money Advice.

We have six pop up foodbanks during the week in areas of the town where deprivation is at its highest. Satellite foodbanks are at Old Town, Hampden Park, Eastbourne Town Centre, Devonshire Ward and Langney.

We have a senior leadership management team of six posts

- Chief Executive: responsible for development and leadership of the charity
- Deputy Chief Executive: leading on Trussell Trust projects and deputising for the Chief Executive
- Satellite Support Manager: responsible for the satellite network, team leaders and volunteers
- Warehouse and Distribution Manager: responsible for the warehouse operation
- Advice & Debt Centre Manager: responsible for the Welfare Benefits team, Medical Benefits Team and Debt Team
- Campaigns Manager: responsible for effecting change in our town regarding attitudes and understanding of poverty

As an incorporated charity we have a board of trustees who meet formally five times a year and take a regular active interest in our work.

Trustees, paid staff and volunteers all have an excellent working relationship which creates a very pleasant and happy work place.

4. OUR VISION AND VALUES

Our vision is to see the end of the need for large scale emergency food service in Eastbourne. Also to work with our MP and local authority to ensure that our benefits system provides a genuine safety net for people and work is paid a fair wage, allowing individuals and families to thrive rather than just stave off a crisis.

Eastbourne Foodbank is committed to a community built on diversity, tolerance, cooperation, mutual respect and unconditional acceptance. We want to contribute to society and demonstrate social responsibility. Our Christian values are very important to us and we aim to live them out in all areas of our work.

We are passionate about what we do and the difference it makes in the lives of others.

We hold ourselves accountable; we acknowledge and assume responsibility for our actions, decisions and consequences – as individuals and as an organisation.

We are innovative, with ambition to pursue new and creative ideas that have the potential to change lives for the better.

We empower and encourage staff, volunteers and clients to take the initiative and achieve their best, in a safe environment where mistakes are viewed as learning opportunities.



5. ABOUT OUR CHRISTIAN VALUES AND ETHOS

Eastbourne Foodbank is a charity based on Christian values. This is extremely important to the way we work and why we do what we do.

The Trussell Trust foodbank network grew from individual churches seeing a need and responding. Eastbourne Foodbank was initiated from a local church but then in 2012 became a charity and limited company in its own right.

Our values are at the heart of everything we do, helping us to navigate tough decisions and support communities effectively. Eastbourne Foodbank is based on, shaped, and guided by Christian principles. These values have strong roots in the Christian teaching and practice, whilst also being accessible and meaningful for people, whatever their background. These values provide a strong shared foundation for collaboration towards our goal of ending the need for food banks in the UK.

Our values

Our values are the fundamental driving principles that encapsulate the passion and motivation for our work.

Compassion: We stand in solidarity with people that need the help of food banks. We put the wellbeing of people served by food banks above everything else. We always uphold and protect their dignity.

Justice: We are motivated by a desire to see a more just society. It's not right that anyone is facing hunger and poverty. Everyone should have enough income to afford the essentials.

Community: We believe we share the responsibility to support one another in our communities. To create change, we must work together for a fairer society.

Dignity: We recognise the innate value of each individual person and seek to prioritise the other person's needs and concerns in the spirit of mutuality and friendship. Regardless of background.

Of course it is possible for anyone to hold these values and demonstrate them. Many of our volunteers have no faith and are an essential part of our team. We welcome people of faith and no faith.

6. ABOUT THE TRUSSELL TRUST

The Trussell Trust's mission is to bring communities together to end destitution in the UK by providing compassionate, practical help whilst challenging injustice.

The Trussell Trust has a network of over 400 foodbanks managing over 1,200 distribution satellites run by local community groups, churches and charities, giving emergency food and support to people in crisis across the UK, where 14 million people live below the poverty line



There is a team of regional managers supporting foodbanks locally and expertise from regional offices in a wide range of disciplines.

Eastbourne Foodbank is a proud member of the Trussell Trust network since 2011 and has been designated as a Pathfinder Foodbank due to our innovative and progressive methods of operation.

As a Pathfinder Foodbank we are developing ways to reduce the need for large scale foodbank operations in our town.



7. HOW TO APPLY

If you feel that you have the required skill set, passion, energy and enthusiasm to help bring an end to poverty and hunger, then you're on your way to becoming part of something that makes a real difference to people's lives.

To apply for this role please send a printed current CV and covering letter.

In your CV please show:

- Your employment history (please explain any gaps in employment)
- Your current employer
- Your current role and brief outline of responsibilities
- Length of service in your current position
- Educational achievements and any professional qualification
- Give name and contact details of 2 referees (one must be current employer)

In your covering letter please:

- Give a detailed description of the responsibilities associated with your current role (no more than 200 words. (Bullet points are acceptable)
- Explain your interest in this position and give details of relevant experience (no more than 300 words)
- Explain why you are the person we are looking for.

Please look at:

- our website : www.eastbourne.foodbank.org.uk
- our Facebook page: eastbourne foodbank

If you would like a no obligation conversation, or a site visit, before a formal application please call 01323 409925 and arrange an appointment with the Chief Executive.

Closing date: 5th July 2024

All postal applications will be acknowledged by an email.

Interviews will take place on 11th July

IT TAKES MORE THAN FOOD TO STOP UK HUNGER

COMPLETED APPLICATIONS SHOULD BE POSTED TO :

Howard Wardle – Chief Executive
Eastbourne Foodbank
Unit 3, 55 Brampton Road
Eastbourne
BN22 9AF

01323 409925

www.eastbourne.foodbank.org.uk

twitter.com/eastbournefb
[facebook.com/Eastbourne foodbank](https://facebook.com/Eastbourne%20foodbank)

Eastbourne Foodbank is a charity founded on Christian principles that partners with the local community to combat hunger & poverty in Eastbourne

Registered charity in England & Wales – 1149902