



A route out of  
homelessness

curated in support  
at no cost to  
Glass Door Homeless Charity

# GLASS DOOR

Fundraising Manager: Events, Corporate &  
Community — Job pack

# Our vision is a future where no one has to sleep on the streets of London.

## About us

Based in London, Glass Door coordinates the UK's largest network of open-access services for people facing or experiencing homelessness.

*Since 1999, thousands of people have found safe shelter and the support needed to leave homelessness behind.*

Open access means that anyone experiencing or at risk of homelessness can turn to Glass Door regardless of who they are or where they are from. We offer a variety of services and not all our services are right for everyone, but no one will be turned away without an offer of support.

We provide year-round advice through our team of expert caseworkers and coordinate London's largest emergency winter shelter network. Our shelter and support services save lives and create a route out of homelessness for good.

We are an independent charity that receives no funding that would impede our open access policy. It is thanks to the support and partnership of individuals, churches, community groups, businesses and trusts and foundations that we can continue to provide shelter and support to those who need it most.

## What we do

### Shelter

Every winter, we work closely with community centres and churches in West London who provide space for a sleeping area for our guests. Our shelters operate from a different venue every night of the week. We have three shelters operating nightly in the boroughs of Kensington and Chelsea, Hammersmith and Fulham and Wandsworth. The shelters accommodate around 35 guests each night.

We provide basic sleeping bags and mats and offer a hot evening meal. Our guests leave in the morning after a hot breakfast and we then close the shelter, removing all equipment ready for setting up in the evening.

### Advice and Support

Year-round, anyone in need can speak with dedicated caseworkers who offer advice, advocacy and practical support. Guests can access the advice and support service either from our partner day centre drop-ins or, during the winter, from our emergency night shelters. Guests can also find other services provided by the drop-ins, such as lunch, laundry and showers.



## How to apply

**Thank you for your interest in this role - we're so glad you'd like to join our team.**

Outlined further in this pack is the job description and person specification, the main terms for the role and a summary of our recent impact.

If you believe in our ethos and want to make a difference, please apply by sending your CV and a short supporting statement (no more than two pages) to [jobs@glassdoor.org.uk](mailto:jobs@glassdoor.org.uk).

Interviews will happen on a rolling basis. Due to the volume of applications received, regrettably, only shortlisted applicants will be contacted.

We foster a diverse and inclusive culture and welcome applicants from all backgrounds. We particularly welcome applications from people with lived experience of homelessness. When you apply for a role with Glass Door, we ask you to complete this [Equality and Diversity Monitoring Form](#). Doing so is voluntary and the information provided will be kept confidential and used for monitoring purposes only.

**If you have any accessibility requirements, or require the application pack in a different format, please get in touch by emailing [jobs@glassdoor.org.uk](mailto:jobs@glassdoor.org.uk)**

# Job specification

Team:	Fundraising
Location:	Hybrid – at our office (Argon House, Argon Mews, London SW6 1BJ) and remotely at home. At minimum of two days a week at the office.
Duration:	Permanent (with six months' probation)
Reporting to:	Head of Fundraising & Major Donors
Responsible for:	Line manager to Fundraising Officer (Events and Community) as well as manage the events budget
Hours of work:	35 hours per week, Monday - Friday
Salary:	£38,000 - £42,500 p/a

## About you

The postholder will be responsible for our events, community fundraising and corporate partnerships.

## What you will do as part of our team

### Strategic Planning

- Work with the Head of Fundraising & Major Donors and the other Fundraising Managers to refine and develop our established fundraising strategy to maximise income from events, community fundraising and corporate partnerships against an annual target.
- Develop our annual programme of events, including cultivation, stewardship and fundraising events, whether virtual or physical.

### Events Management

- Overall responsibility for the design, planning and implementation of all Glass Door events, including our flagship fundraising event, the Sleep Out in the Square, and our annual supporter thank you event.
- Conduct an evaluation after each event, considering its successes, factors which could be improved and any recommendations moving forward.
- Oversee the Fundraising Officer as they support with the co-ordination and implementation of events.
- Ensure health and safety is at the core of all event planning and implementation.
- Manage our challenge events portfolio and identify new opportunities which could increase Glass Door's income

# Job specification

## Corporate Partnerships

- Pitch for corporate support including commercial partnerships, charity of the year relationships and sponsorship.
- Manage a portfolio of corporate partnerships, working with companies where the focus is on employee fundraising and volunteering, cause related marketing and/or pro bono support.
- Develop a Corporate prospect pipeline, reengaging lapsed donors from our database, and identifying new prospective partners.

## Community Fundraising

- Oversee our work with community groups, supporting the Fundraising Officer, ensuring we provide necessary stewardship, support and guidance.
- Local churches are big supporters of our work. Support the Fundraising Officer to maintain excellent relationships and support them with events
- Establish a new community fundraising product, as an additional or alternative option to our flagship event Sleep Out

## Policies and Regulation

- Stay well informed of existing and new fundraising legislation and guidance from the Fundraising Regulator, ensure this is regularly communicated to the wider Fundraising team and forms the basis of Glass Door's Fundraising Policy
- Ensure all charity fundraising activity (including "in aid of" events) is compliant with relevant charity and statutory legislation and the Code of Fundraising Practice.
- Ensure the Fundraising Policy is kept up to date across the organisation

## Other

- Build excellent working relationship with existing donors, the Board of Trustees, staff, volunteers and other stakeholders who help promote the charity.
- Line manage the Fundraising Officer: Events and Community (full-time position)
- Develop positive internal working relationships with relevant colleagues, working collaboratively with to ensure communications, data protection legislation, database management and donation processing are all handled appropriately.
- Manage the relevant fundraising budget for your area, including income and expenditure forecasts, in conjunction with the Head of Fundraising & Major Donors and other Fundraising Managers.
- Attend and participate in Manager meetings, and other ad hoc meetings when necessary.
- Carry out the functions of the post with proper regard to Glass Door's Equal Opportunities Policy.

# Person specification

We are seeking an energetic, personable and insightful individual with experience of managing complex events and developing positive, fruitful relationships with corporate and community fundraisers. You will be a confident and friendly self-starter, who takes initiative to get things done.

## Essential

### Knowledge & Experience

- Experience managing complex events delivering six figure income targets
- Demonstrable success in securing income from a range of fundraising streams, including corporate, events and community
- Understanding and experience of developing and stewarding relationships with supporters of all kinds, from event attendees and community fundraisers to senior company executives.
- Up to date knowledge of the regulatory regime around fundraising and data protection.
- Experience of managing budgets including forecasting, monitoring and regular reporting of outcomes against targets.
- A good understanding of health and safety and risk assessment procedures.
- Experience of basic copywriting to produce fundraising packs and other materials.
- Experience of managing staff and volunteers.

### Skills & Aptitudes

- Strong interpersonal skills and the ability to build relationships with a wide range of stakeholders and audiences, particularly our fundraisers, donors and volunteers.
- Strong public speaking skills and experience of presenting to donors.
- Excellent verbal and written communication skills with the ability to adapt style appropriately.
- Ability to work under pressure, manage time effectively and prioritise a varied workload.
- Project management and organisational skills.
- Ability to develop ideas and concepts into effective action plans.
- Good negotiation skills.
- Excellent attention to detail, taking pride in work.
- Highly numerate with strong analysis skills.
- Competent IT skills in standard Microsoft packages: Word, Excel, Powerpoint and Outlook and supporter databases to maintain meticulous donor records and administration systems, in line with agreed protocols.

# Person specification

## Personal Characteristics

- We are a small, hardworking, highly motivated team, and we need someone positive and flexible who will maintain and build on our recent successes. We seek a willingness to roll up your sleeves and get involved as needed - and to develop the role and yourself as Glass Door grows and our fundraising and management needs change. We are also looking for:
- Passion for helping to improve the lives of homeless people.
- Initiative and follow-through: highly organised and self-motivated with an ability to set, prioritise and work independently through a calendar of deadlines and goals;
- Problem-solving: able to bring an intelligent, imaginative approach to development and implementation of our fundraising operations;
- Collaboration: able to work well within the Fundraising and Communications team;
- Willingness to lead: able to set a vision for what can be achieved, and to take others with you by your enthusiasm and determination;
- Compassion: insightful and sympathetic to the challenges faced by our homeless guests;
- Someone who enjoys the dynamics of a small (but growing), vibrant and busy office.
- Willingness to work flexible hours occasionally, for example at evenings and weekends.

## Desirable

- Prior experience of using a CRM database to segment and select data, produce reports and analyse information, ideally the Donorflex database.

# Our impact

- 1,786 individuals received support through Glass Door's expert casework service and emergency winter night shelters in 2022-23.
- Despite the many challenges associated with the economy including the cost of living crisis, 294 of our guests moved into housing this year.
- In the winter of 2022-23, a total of 293 individuals found a safe place to stay in our emergency winter night shelters.
- Behind each statistic are hundreds of individuals, each with a unique story. This year 157 of those we supported were refugees or asylum seekers. 22% suffered from mental health issues, and 18% from physical health issues.
- Guests experiencing multiple challenges such as a relationship breakdown, past trauma, alcohol dependency and debt found help to address these issues and become more stable and self-sufficient.





# Benefits and perks



26 days holiday per year, with an extra day each year of service to a maximum of 30 days, plus bank and public holidays



Contributory pension scheme



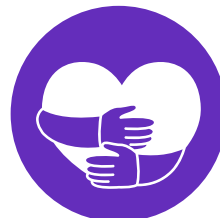
Employee Assistance Programme



Cycle to work scheme



Reflective practice: one-one coaching session/s with an external qualified practitioner



Enhanced sick pay from start of employment



Personal development training opportunities



Season Ticket Loan Scheme



MediCash health plan

# Our values



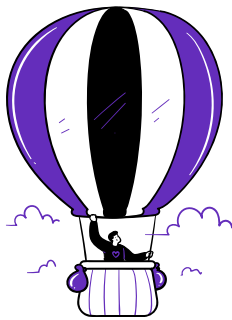
We are welcoming



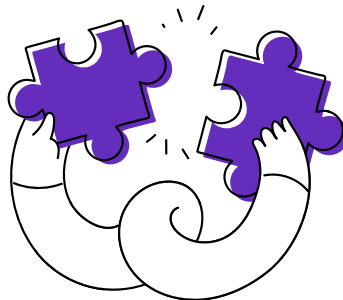
We are open to all, without prejudice



We are compassionate



We believe individuals can turn their lives around



We build trust



We are ambitious and bold, but we grow sustainably



We know we can have a bigger impact when we work together

# EDI (equality, diversity and inclusion)

We are committed to ensuring Glass Door continues to be an organisation where everyone, regardless of gender, sexuality, marital or civil partner status, race, nationality, religion or belief, pregnancy, disability or age can participate, excel and contribute to our work.

We foster a diverse and inclusive culture and welcome applicants from all backgrounds. We particularly welcome applications from people with lived experience of homelessness.

We ask candidates to complete this [Equality and Diversity Monitoring Form](#) and while it is voluntary, it would be helpful if you would do so as this will assist us in monitoring our reach within all our communities.

While we partner with some churches and church-owned properties to run our casework services, we are not a religious organisation. There is no requirement for our employees or volunteers to hold a faith or a belief.



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