

# Resolve

## Fundraising Manager Recruitment Pack





Dear Applicant

Thank you for your interest in the Fundraising Manager vacancy at Resolve. I am thrilled to advertise and recruit for this new role, made possible through the National Lottery Community Fund.

This funding, secured for five years, serves two vital purposes: part-funding our Drug and Alcohol treatment service and supporting our financial sustainability. The National Lottery will cover 45% of the project costs in the first year, gradually reducing to 15% by the end of the project.

The Fundraising Manager will be pivotal in delivering the project and achieving our match-funding targets. The successful candidate will diversify and grow our income by increasing donations from individuals, the local community and corporate partners. They will work alongside me, as I lead on applications to Trusts and Foundations, to establish and achieve fundraising goals. Responsibilities include finding, nurturing and managing donors; implementing a regular giving programme; introducing a supporter database and raising awareness of our work using a new visual identity and clients' stories.

I hope my enthusiasm for this role is evident. I am eager to recruit the right person to drive this critical work. The Fundraising Manager will not only spearhead income generation but also collaborate with me and to strengthen our organisation.



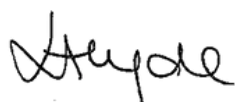
Our fundraising targets are ambitious but achievable. We aim to increase donations from £7,000 in the first year to £125,000 by the end of the project, regularly updating the National Lottery Fund on our progress. Therefore, we seek someone with a strong track record in raising income from donations and meeting fundraising targets, coupled with empathy for our work.

As one Hertfordshire Fundraising Manager aptly put it, "Fundraising isn't just about asking people for money; you are inspiring them to give to a cause that is close to their heart, so they can feel good about themselves in making a positive contribute to their community."

Resolve has grown from a £500 grant in 2008 to an organisation with a £900,000 turnover. With the support of The National Lottery Community Fund we are poised to take the next step in our journey. Resolve is a wonderful place to work - we care deeply about our beneficiaries and strive to 'help them help themselves'. The Fundraising Manager will ensure that we can continue this mission for many years to come. More details about our work can be found in **our 2023-2024 annual report**.

If you would like to discuss the role informally or arrange a visit, I would love to hear from you.

Kind regards



Laura Hyde, CEO  
laurahyde@resolve.org.uk

# Purpose & Services

## Purpose

Resolve's purpose is to meet the needs of local people who need substance misuse treatment, are homeless or are experiencing poverty. We help people move to manageable, positive lifestyles, where they can contribute to, and enhance their local community.

## Services

We run three main services:

- Resolve Drug and Alcohol Treatment Services.
- Restart homeless and rough sleeper project.
- Sparks Community Hub including a community café, food pantry and Sparkles baby boutique.

See pages 5-12 for more information on these services.



# Drug & Alcohol Services



“Through Resolve’s love, understanding and genuine care I now have something I haven’t seen in many years. HOPE.”

We deliver Drug and Alcohol Treatment Services from centres in Welwyn Garden City and Letchworth, providing services for people who want to reach abstinence. Treatment includes group therapy, individual key work and professional counselling. Evening sessions and friend and family support are also provided.

The service is not commissioned, receives no statutory income and is entirely funded by fundraising activities.

We work closely with other substance misuse treatment providers in Hertfordshire but Resolve's approach is unique. We tailor treatment to individual needs and circumstances, fostering long-term recovery and relapse prevention. A client noted, “I feel more supported here than anywhere else I have been.”

We are a respected member of the Hertfordshire Drug and Alcohol treatment network, with strong relationships with local organisations and agencies. In 2023/24 Resolve received 245 referrals, about one-third from partner organisations such as probation services, community mental health teams and voluntary sector organisations.

## 2023/24 Stats

195 clients.

Typical engagement 9-12 months. 30 successful completions.

564 groups sessions provided, average group size 5-12.

284 hours free counselling.

60% alcohol misuse, 40% drugs (some dual issues).

41% female, 59% male.

65% aged 35-64.

20% disabled.

33% from Welwyn Garden City, 13% Letchworth, 12% Hitchin,

12% Stevenage.

Analysis from our clients demonstrates significant improvements:

78% improved psychological health.

75% reported better physical health.

68% experienced enhanced overall quality of life.

83% reported improved family relationships.

75% increased volunteering days.





# ReStart



“I am happy to have a roof over my head and I get plenty of support from the staff and my keyworker really helps me”.

Resolve also runs Restart, a homeless and rough sleeper project. It provides homeless solutions and support services, 365 days of the year, for people sleeping rough, sofa surfing or at immediate risk of homelessness.

It has 15 individual bed spaces in three houses, outreach support on local streets and ongoing 'navigation' support to tenants, ex-tenants and those still homeless.

Restart is funded by Welwyn Hatfield Borough Council alongside rental income from the three houses.



## 2023/24 Stats

- 45 tenants living in 3 Houses of Multiple Occupancy (HMOs), 9 successful 'move-ons' into social, private or other housing.
- 300 homeless 'sweeps' of the street of Hatfield and Welwyn Garden City responding to community homeless reports.
- 131 interactions with ex residents.
- 207 interactions with non residents.
- 46 people supported on outreach.
- 1740 total interventions.





“The counsellors and key workers are lovely, understanding, kind and caring I feel safe and heard”.

## Counselling

Our Drug and Alcohol Treatment service and Restart team are extremely fortunate to work alongside a team of highly skilled, qualified professional counsellors. Our counsellors are self-employed and choose to work with our clients as they know the profound difference counselling can have.

We offer our clients up to 48 weeks of free counselling. Counselling allows deeper exploration of personal issues and underlying psychological factors which contribute to substance misuse or homelessness.



# Sparks Community Hub



Sparks is a community hub that brings people together to provide affordable food and clothing essentials for those in need.

Sparks includes a 'pay what you can' Café, a Food Pantry and Sparkles Baby Boutique. Both the Food Pantry and Sparkles are located within Sparks Café and staffed by volunteers.

Sparks is self-financing, raising income through sales and donations. In 2023/24, 19,000 customers visited Sparks.

Sparks is utterly embedded into the local community and everyone is welcome.

It has a unique mix of clientele who we know, and we provide a safe space for. It provides a critical service to people who are experiencing hardship or low income who come to pick up food from the pantry, receive a hot meal and have somewhere warm to sit.

## **Library Voucher Scheme**

The Café has run the Library Voucher Scheme in partnership with Hatfield Library and Herts County Council for 2 years funded by the Household Support Fund. Hatfield Library gives a voucher to anyone struggling to afford food, which is redeemed at Sparks Café. This scheme will continue in Winter 2024.

## **Food Pantry**

The Food Pantry provides fresh, refrigerated and ambient surplus food donated by supermarkets which are available for a minimal donation. This not only offers individuals a greater degree of choice but also fosters a sense of purpose and aids in effective budget management. The Pantry is open all day, 5 days per week.

“Keep up the fab work you all do in the café to make a difference to so many people” (Supporter).

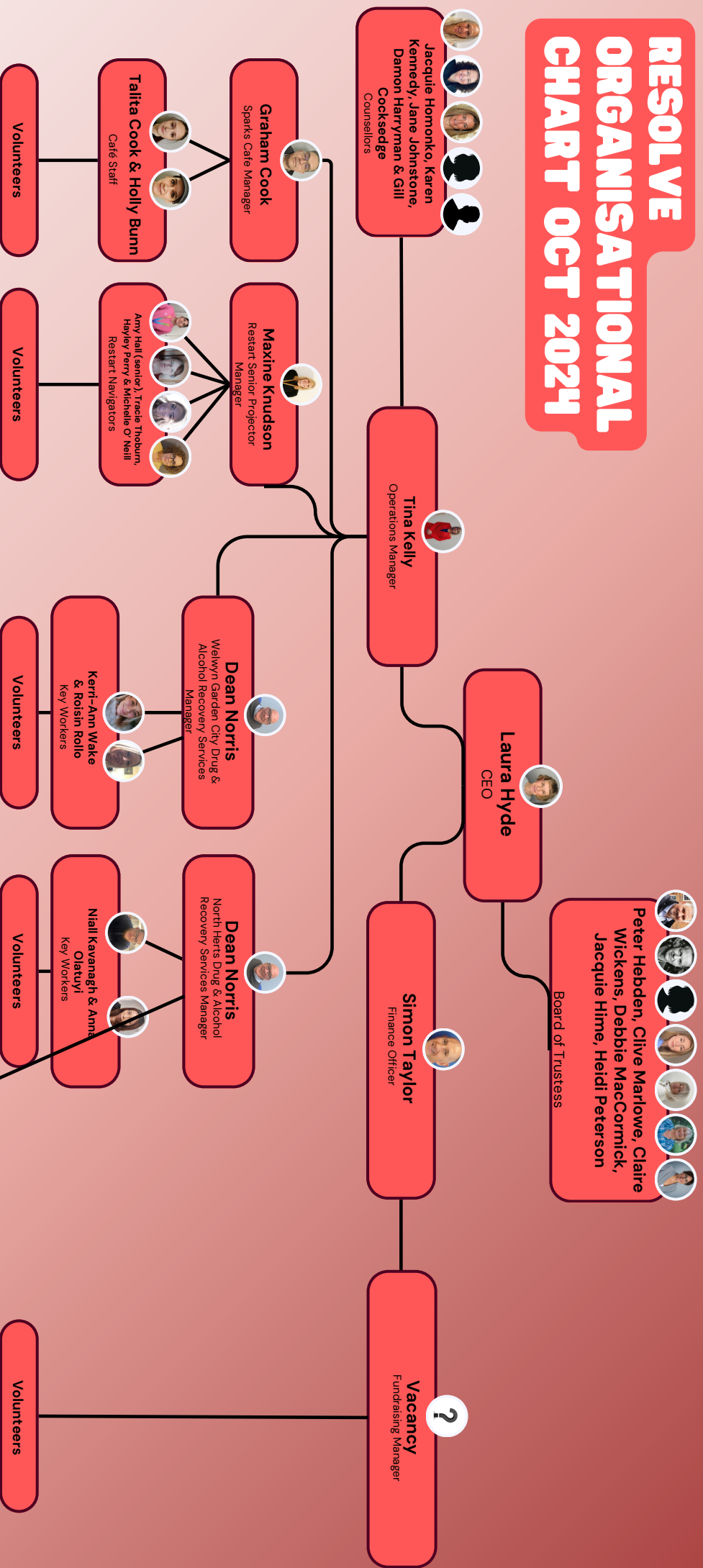
# Sparkles Baby Boutique



Sparkles Baby Boutique provides a diverse selection of preloved baby and children's items, ensuring that those in need can access essential resources (clothes, nappies, wipes, cribs etc) for their little ones.

Sparkles is a lifeline to many expectant and new parents and can ease the financial burden of a young family. Recently Sparkles was renamed as a Baby Boutique, following feedback, to reduce the stigma of second-hand provision or hand-outs.

# RESOLVE ORGANISATIONAL CHART OCT 2024



# Role Description

## **Introduction to the role:**

Joining Resolve as the Fundraising Manager presents an exciting opportunity, as you will play a pivotal role in our organisation's growth.

Funded for five years by The National Lottery Fund, this position is central to securing the resources necessary for providing essential Drug and Alcohol treatment services and ensuring organisational sustainability.

Currently reliant on Trusts and Foundations for funding, you will spearhead efforts to diversify our income streams and expand our donor base. Your responsibilities will encompass developing and executing a robust fundraising plan, forging strong relationships with key donors and surpassing fundraising targets.

This is a senior role and you will contribute significantly to organisational strategic initiatives, ensuring long-term sustainability and fostering growth.



**Job Title:** Fundraising Manager

**Purpose:** Diversify our income portfolio by increasing donations from £7,000 to £125,000 over 5 years

**Location:** Welwyn Garden City (AL7 3XD) or Letchworth (SG6 3ER), Hertfordshire. Hybrid working considered

**Salary:** £38,000 - £42,000 (including up to £2,000 pa performance related pay)

**Contract:** Permanent with annual performance reviews

**Hours:** Full time, flexible working considered

**Closing date:** Monday 4 November 2024, 12pm

**Interviews:** Monday 11 November 2024



# Main Responsibilities

## **Increase donations from individuals, the local community and corporate partners:**

- Create and deliver a fundraising plan, maximising all income generation opportunities including individual, community and corporate donations. Monitor and evaluate regularly against targets to measure and learn.
- Work with service managers to sensitively introduce client donations.
- Find, nurture, ask, develop and steward key relationships to grow our supporter base and income. Identify and implement a donor database.
- Act as an ambassador for Resolve by attending and speaking at events and opportunities alongside the CEO and trustees.
- Encourage and support clients to share their recovery journey.
- Recruit, train and support a team of volunteers.
- Ensure fundraising complies with professional good practice in term of data protection legislation, fundraising law and the Fundraising Regulator.







**Use marketing and promotion to raise the profile of Resolve:**

- Work with an external agency and the CEO to create a refreshed, modern visual identity, with accompanying materials and guidelines to promote the work of Resolve.
- Develop a new website alongside the CEO and our pro bono web team to reflect the new visual identity.
- Regularly create media content to publicise the charity.
- Demonstrate our impact by collecting data and tell our clients' stories.

**Work with the CEO to strengthen the infrastructure of Resolve:**

- Develop a new quality internal quality mechanism.
- Measure and deliver key performance indicators.
- Review and implement policies and procedures.

**General**

- Ensure compliance with internal and external standards, regulatory requirements and comply with all Resolve's policies and procedures.
- Fully engage in Resolve's appraisal system, training and learning to enhance job performance and professional development.
- Perform such duties as may be required by the CEO.

# Person Specification

## Knowledge and Experience

- Strong evidence of fundraising success with a track record of raising income from donations.
- Experience of developing and delivering fundraising plans, alongside working towards and exceeding targets.
- Working knowledge of supporter contact management including Customer Relationship Management (CRM) or donor databases.
- Knowledge of fundraising legislation and good practice guidelines.
- Knowledge of marketing, promotion and branding desirable.

## Skills and Abilities

- First class communicator (verbal and written) with the ability to communicate to a range of audiences.
- Proven ability to build strong and lasting relationships with stakeholders and supporters.
- Empathy with the work of Resolve, substance misuse and recovery.
- Externally focused whilst able to work internally and as part of a team.
- Ability to coordinate and organise multiple and competing priorities.
- Good IT skills including Microsoft Office, digital media and CRM / donor databases.
- Ability to collect data and clients' stories to demonstrate the impact of our work.
- Innovative, bold, ambitious and creative.
- Ability to think strategically in order to strengthen the organisation.
- Willingness to work evenings and weekends where required.

# About Applying

Please apply via CharityJob or submit a CV and covering letter outlining how you meet the specification to [info@resolve.org.uk](mailto:info@resolve.org.uk) by

**Monday 4 November 2024, 12pm**

Interviews will take place **Monday 11 November 2024**

To arrange an informal chat or visit please email [info@resolve.org.uk](mailto:info@resolve.org.uk)



# Contact Details

Charity number: 1199084

Registered address:

The Old Post Office, Woodhall Community Centre, Mill  
Green Road, Welwyn Garden City Hertfordshire AL7 3XD

01707 690739

[info@resolve-online.org](mailto:info@resolve-online.org)

[www.resolve.org.uk](http://www.resolve.org.uk)

