

YMCA LINCOLNSHIRE

Fundraising Manager Recruitment Pack

YMCA

Here for young people
Here for communities
Here for you



A Message From Our CEO

Thank you for taking the time to explore the opportunity to join our Corporate Team at YMCA Lincolnshire as Fundraising Manager.

YMCA Lincolnshire's corporate team works behind the scenes and on the frontline, from HR and marketing, to our climbing facility, café and charity shops.

Our mission as a service is to break the cycle of homelessness through the provision of safe spaces, stability through services that support each individual's journey of recovery and growth, and programmes that focus on future long-term prospects for individuals.

Welcome to YMCA Lincolnshire

YMCA Lincolnshire has operated in our county for over 155 years, providing support to vulnerable and at risk young people and adults. We are proud to be a local charity, where every penny raised goes back into delivering meaningful services to people across Lincolnshire,

Whilst rooted in our locality, we understand how important it is to be a member of the YMCA England and Wales Federation and linked to the wider worldwide YMCA family, the world's oldest youth movement. We recognise the Christian foundations upon which the YMCA was founded back in 1844, particularly encouraging people to Belong, Contribute and Thrive, and ensure we interpret those values in a modern, contemporary context.

Our charity is committed to fostering a truly equal and inclusive environment where everyone is welcomed, valued, and supported to reach their full potential. We actively challenge discrimination and social injustice, embracing diversity because it strengthens our organisation and the communities we serve.

If you are interested in this role, and believe you have the experience, skills and values we are looking for, we very much look forward to hearing from you.

Chris Kirkwood
Chief Executive
YMCA Lincolnshire



The Difference We've Made

Our Purpose

“To ensure that people and communities across the county have the opportunity to belong, contribute and thrive so that they feel safe valued and fulfilled.”

Our Values

Compassionate

Committed to empathy, high-quality listening and understanding of those that we work alongside.

Person-centred services built upon solid foundations of trust, respect, and open and effective communication.

Compassion will be evidenced in what we do, what we say and how we say it.



Brave

Open to new and innovative ideas, and having the courage to explore them.

Courage to speak up and speak out, particularly against injustice and inequity.

Not being afraid to challenge the way we have always done things, in order to be the best we can be.



Collaborative

We will bring together individual expertise, experience and resources to identify and deliver great work with those most in need.

Continually identifying opportunities for meaningful partnerships to increase the impact, reach and longevity of our work.

Great results come from working together and not just in our own 'box'.



Supportive

An environment of safety and security where people experience genuine human connection, care and support that helps them thrive emotionally, socially and mentally.

Encourage and support people to achieve their goals and aspirations.

Having systems in place to support the work we do - to help people to achieve their best version of themselves.



Our Principles

Rooted in, and acknowledging our Christian foundations, our five principles guide us in fulfilling our purpose while fostering a people-centred culture that values, supports, and recognises the dedication of all employees and volunteers.

Principle 1: We are one team delivering a shared purpose.

Principle 2: All people are valued and their contributions are recognised.

Principle 3: We are inclusive; recognising and celebrating the positive benefits that diversity and difference brings.

Principle 4: We encourage openness and transparency at every level.

Principle 5: We support, enable and promote the health, safety and wellbeing of all; balancing the demands of the working environment and an individual's personal life.

ROLE DESCRIPTION

Job Title	Fundraising Manager
Salary	£35,000 - £38,000
Hours	37.5 hours per week
Location	The Showroom, Tritton Road, Lincoln, LN6 7QY, with travel across Lincolnshire as required
Closing Date	Friday 25 th September at 5pm
Benefits	31 days annual leave including Bank Holidays, Workplace Pension through People's Pension, subsidised Health Care Plan, free parking at main site, YMCA Lincolnshire Specific Discounts (listed at end of document).

Role Purpose

The Fundraising Manager will drive fundraising growth for YMCA Lincolnshire, a well-established charity working to improve the lives of children and young people, families, local communities and those at risk of homelessness.

Reporting to the Head of Income Generation, you will lead the delivery of YMCA Lincolnshire's Fundraising Strategy and be responsible for achieving agreed income targets across a diverse range of income streams. You will grow income through individual giving, corporate partnerships, trusts and foundations, community fundraising, events and campaigns, while strengthening donor stewardship, supporter journeys and the effective use of our Beacon CRM.

Working collaboratively with colleagues across the organisation, you will translate service delivery outcomes into compelling cases for support and build meaningful relationships with supporters, funders, businesses and community groups. You will ensure all fundraising activity is compliant, insight-led and aligned with YMCA Lincolnshire's mission, values and strategic objectives.

Principal Responsibilities

Delivery of Fundraising Goals

- Lead the implementation of YMCA Lincolnshire's Fundraising Strategy.
- Deliver agreed annual and multi-year fundraising income targets.
- Develop and maintain a compelling organisational Case for Support and ensure key fundraising messages remain consistent and impactful.
- Monitor fundraising performance and provide regular reports, analysis and recommendations to the Head of Income Generation, Executive Team and Board as required. Identify, research and evaluate emerging fundraising opportunities and trends.
- Represent YMCA Lincolnshire externally through networking, presentations, meetings and events, inspiring support from individuals, businesses and organisations.
- Act as an ambassador for YMCA Lincolnshire, building strong relationships across the county and beyond.

Individual Giving

- Lead the development, implementation and evaluation of individual giving programmes.
- Increase donor acquisition, retention and lifetime value through effective supporter journeys and stewardship.
- Develop fundraising appeals, regular giving initiatives, in-memory giving opportunities and donor communications.
- Lead the management of the supporter database (Beacon CRM), ensuring accurate records, effective segmentation, automation and reporting.
- Ensure Gift Aid declarations are obtained and maintained wherever appropriate.

Trusts, Foundations and Grants

- Work with the CEO, Executive Team and Service Managers to identify funding opportunities aligned to organisational priorities and service needs.
- Develop strong relationships with trusts, foundations and grant makers.
- Research, write and submit high-quality funding applications, bids and expressions of interest that clearly demonstrate need, impact and value for money.
- Maintain an accurate pipeline of funding opportunities and applications.

Corporate Partnerships

- Manage and grow a portfolio of existing corporate partners, ensuring high-quality stewardship and partnership delivery.
- Identify, approach and secure new corporate partnerships and sponsorship opportunities.
- Develop tailored partnership propositions that align business objectives with YMCA Lincolnshire's mission and impact.
- Maximise opportunities for employee fundraising, volunteering, sponsorship and strategic partnerships.
- Ensure all corporate partners receive excellent stewardship, recognition and impact reporting.

Community Fundraising and Events

- Lead the planning, delivery and evaluation of a programme of fundraising events and community activities.
- Support individuals, schools, community groups and supporters undertaking fundraising activities on behalf of YMCA Lincolnshire.
- Develop fundraising resources, toolkits and materials to enable successful supporter-led events.
- Ensure events provide a positive supporter experience and maximise income generation opportunities.

General Responsibilities

- Ensure all fundraising activity complies with relevant legislation, GDPR, Charity Commission guidance and Fundraising Regulator standards.
- Work collaboratively with colleagues across all YMCA Lincolnshire services and departments.
- Adhere to YMCA Lincolnshire policies and procedures, including safeguarding, health and safety, equality, diversity and inclusion.
- Attend team meetings, training, organisational events and external meetings as required.
- Undertake any other duties reasonably required that are consistent with the level and nature of the post.

Person Specification

Experience

Essential

- Proven experience in a fundraising role within the charity sector.
- Demonstrable track record of achieving or exceeding income targets.
- Experience of developing and delivering successful fundraising campaigns.
- Experience of securing income through at least two of the following:
 - Individual Giving
 - Corporate Partnerships
 - Trusts and Foundations
 - Community Fundraising
 - Events
- Experience of writing successful funding applications and proposals.
- Experience of building, developing and managing stakeholder relationships.
- Experience of working with CRM systems to manage supporter data and fundraising activity.

Desirable

- Experience of using Beacon CRM.
- Experience of developing regular giving programmes.
- Experience of major donor fundraising.
- Experience working within similar charity sector organisation.
- Experience managing fundraising volunteers.

Knowledge

Essential

- Excellent understanding of fundraising principles and best practice.
- Knowledge of fundraising regulations, GDPR and supporter data management.
- Understanding of donor stewardship and supporter engagement.
- Awareness of contemporary fundraising methods and trends.

Desirable

- Understanding of homelessness, youth work, community development or related social issues.
- Knowledge of Gift Aid processes and requirements.

Skills and Abilities

Essential

- Excellent written communication skills with the ability to create persuasive funding proposals and donor communications.
- Strong verbal communication, networking and presentation skills.
- Excellent relationship-building and influencing skills.
- Strong project management and organisational skills.
- Ability to manage multiple priorities and deadlines effectively.
- Strong analytical skills with the ability to interpret fundraising data and performance metrics.
- High level of attention to detail.
- Competent IT skills including Microsoft Office applications and CRM systems.
- Ability to work independently and as part of a collaborative team.

Desirable

- Experience with fundraising platforms and digital fundraising tools.
- Experience analysing supporter journeys and fundraising performance data.

Personal Attributes

Essential

- Passion for YMCA Lincolnshire's mission and values.
- Self-motivated, proactive and results-focused.
- Creative thinker with the ability to identify and develop new opportunities.
- Professional and confident ambassador for the organisation.
- Flexible and adaptable approach to work.
- Commitment to equality, diversity and inclusion.
- High levels of integrity and professionalism.

Other Requirements

Essential

- Full UK driving licence and access to a vehicle for work purposes.
- Ability to work occasional evenings and weekends to support fundraising activities and events.
- Willingness to travel throughout Lincolnshire as required.
- Satisfactory DBS check.

General Responsibilities of all Staff:

Safeguarding

YMCA Lincolnshire is committed to the principles and practices of safeguarding. We believe safeguarding has paramount importance, and everyone in the Association shares an objective to help keep young people and vulnerable adults safe. Each staff member is required to take personal responsibility for ensuring the safeguarding of others and maintaining own knowledge and understanding through continued familiarity with YMCA Lincolnshire policies and guidance, promoting safe practice and reporting any concerns

Equality & Diversity

YMCA Lincolnshire is committed to developing and embedding AJEDI (Anti-Racism, Justice, Equality, Diversity and Inclusion) practice throughout the organisation. We recognise the importance of this, and that positive AJEDI practice will become integral to all our work.

Every staff member and volunteer at YMCA Lincolnshire is personally responsible for ensuring that AJEDI practice is recognised and promoted through all aspects of their work. This will be achieved through developing knowledge and understanding, and celebrating the benefits to our work and beneficiaries that diversity and difference brings.

Health & Safety

YMCA Lincolnshire is committed to the health, safety and welfare of our residents, service users, employees, and all visiting stakeholders. Each staff member is required to ensure that they and others take notice of and operate within Association Health and Safety guidelines.

Benefits of Working at YMCA Lincolnshire

- Role specific training
- 25% off The Showroom Café
- 20% off YMCA Lincolnshire charity shops
- 10% discount on gym membership at Everlast Lincoln
- 10% off YMCA Lincolnshire nurseries childcare
- Free climbing sessions (availability dependent)
- Free eye tests & 20% off glasses for VDU use
- Blue Light Card eligibility
- B&Q Trade point card
- Free tea & coffee at all sites
- Free parking at main office (The Showroom) site



How To Apply

Your application should comprise of the three completed forms below (these can be accessed by clicking on them) -

- [Application Form](#)
- [Personal Details Form](#)
- [Equality & Diversity Monitoring Form](#)

Please send your completed Application Form, Personal Details Form and Equality and Diversity Monitoring Form to recruitment@lincsymca.co.uk

The closing date is Friday 25th September 2026 at 5pm.

Applications will be shortlisted as they are submitted, so this position may close early should the right candidate be found.

Thank you for your interest in YMCA Lincolnshire, we take great joy from meeting like-minded people who hope to join us in making a difference to



