



**Fundraising Officer
(Trusts &
Foundations &
Events)**

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Candidate Pack 2024

Welcome

Thank you for your interest in joining our team at Unlocking Potential as our **Fundraising Officer (Trusts & Foundations & Events)**.

We are a charity with ambitious plans to grow and expand our services, and we are committed to being a great place to work where everyone is valued and has the opportunity to thrive.

Our charity-wide approach is to be trauma responsive and therapeutically minded, as these are the cornerstones of our ethos and important to our culture. We are a collaborative and supportive team, passionate about supporting children and young people with SEMH needs.

Strong social, emotional and mental health is key to leading a happy, fulfilled and independent life, and as a charity we deliver high performing therapeutic programmes and education provision for children and young people with SEMH needs. We work in collaboration with families, communities, and other partners to ensure that we can help children and young people tackle SEMH needs to unlock their full potential and thrive in all aspects of their lives.

Please spend some time reading through this pack, which will give you an insight into our work, our approach, and this rewarding role. We hope that the information provided will help you to determine whether this exciting opportunity is a good fit for you.



Our charity



The role JD



Our team



Selection Process



Our Fundraising Team



Working for UP



You can find out more about our work by reviewing our:

- Charity **website**
- School **website**
- Annual **report**
- Impact **report**

You are also very welcome to reach out for an informal conversation about the role by contacting: **hr@up.org.uk**. If you believe you could bring your skills and experience to make a valuable contribution to our charity, then we would love to receive your application.

Wishing you every success!



Cassie Oakeshott
CEO and Clinical Director

Our Charity

Mission:

Unlocking Potential has a mission to: *“Work collaboratively with communities to enable children and young people with social, emotional and mental health (SEMH) needs to unlock their full potential.”*

What we do:

Our services combine best practice from the fields of education and clinical excellence to ensure that every child can excel:

- We opened our independent school in 2018 where we support primary school aged children who have SEMH needs through multi-disciplinary education and therapeutic provision.
- We deliver outreach via our School’s Programme to schools who have a significant number of children with SEMH, through psychotherapy, occupational therapy, speech & language therapy and work with parents.
- We run community engagement initiatives where there is a significant proportion of children with social, emotional and mental health needs.

Last year we supported over 2,000 children and their families

To find out more please visit our [website](#)

“We are committed to breaking the negative cycles which can limit children’s life chances and to ensuring that all children can make excellent progress.”

Our Values:

Trust

We build trust by being honest, transparent, and accountable in the way we work with children and young people, staff, and partners and by providing services and programmes whose outcomes are measurable and evidenced based.

Collaborative

Relationships are at the heart of our work. We prioritise communication and collaboration with partners, families, and communities, believing that by working together we create more effective and holistic outcomes for children and young people.

Empowering

We co-create opportunities for our children, young people, parents/carers and staff to actively

participate in decision-making that influences change. We promote the voices of children and young people in our organisation and the wider community.

Nurturing

We provide a nurturing approach based on safety and space for creativity, exploration, and growth. We support and care for our children, young people, and staff to realise their potential.

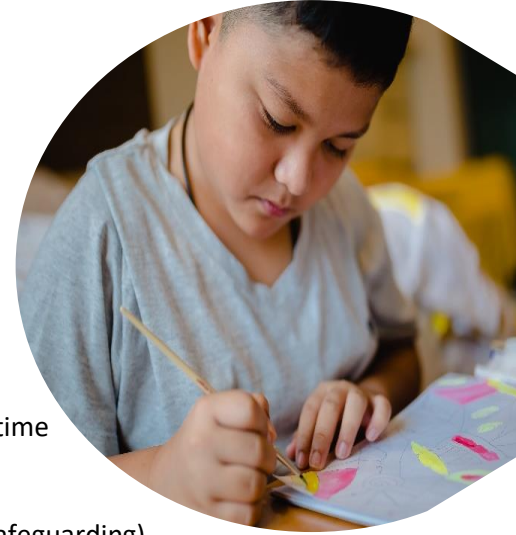
Impact

We are committed to measuring our impact through a data driven method to develop our programmes and make a greater difference to the lives of children, young people, and their parents and carers.

Our Team

Our team of 70 employees is utterly committed to transforming life chances of children, ensuring that they have opportunities to thrive.

You will work alongside an experienced, energetic and innovative team of charity colleagues who are working together to develop high-quality support and solutions for some of the most challenging needs facing children.



Trustees and Education Committee

We have an experienced and dedicated board of Trustees who volunteer their time and expertise.

- Stuart Roden (Chair)
- Brian Linden (Vice – Chair)
- William de Winton (Treasurer)
- Carrie Herbert (Education Committee Chair)
- Derek Nasser (Clinical)
- Jonathan Clark (Safeguarding)
- Thomas Bible
- Andy Cook
- Tatiana Amory

Message from Chair of Trustees



Stuart Roden

“When we founded Unlocking Potential in 2015, we did so with a passion to transform the life chances of children and young people with SEMH needs.

We recognise that we can only provide transformational opportunities for children if they know that we care about them and believe in their potential to succeed.

As we look to increase our impact and reach in the coming years, we will keep the children, young people, and their family’s needs at the heart of what we do.”

Our Fundraising Team

Our Fundraising Team is new with our Head of Fundraising, Amelia Maling, joining UP in 2023. This is an exciting time to join the team and contribute to its development, and there will be plenty of scope to make the role your own, to work innovatively and broaden your experience.

We are looking for a passionate individual to bring fresh ideas and energy to our initiatives. You will have the opportunity to contribute to our fundraising strategies, engage with a diverse range of funders, and play a pivotal role in achieving our mission.

The role JD

Fundraising Officer (Trusts & Foundations & Events)

Hours:	Ideally Full Time (37.5 working hours per week). Part-time considered.
Location:	Hybrid - Mostly working remotely, with some travel to UP's London Head Office / London locations for Training, Meetings and Events.
Salary:	£26,000-£35,000 FTE per annum (dependent on experience)
Manager:	Head of Fundraising

Overview

We are looking for a talented fundraiser to join our small and supportive team. The Fundraising Officer (Trusts & Foundations & Events) is a new role to our charity and will play a key part in supporting our future plans.

UP attracts significant support from individuals, and there is huge potential to grow income from Trusts and Foundations with this increased capacity in the fundraising team.

In this role, with guidance from the Head of Fundraising, you will contribute toward income generation through researching and identifying Trusts and Foundations whose criteria match UP's work, and developing compelling and inspirational proposals and grant applications. You will maintain the Trusts and Foundations pipeline, ensuring there is a steady stream of applications submitted to maximise funding opportunities, grow income and the number of multi-year grants.

While the primary focus for this role will be to grow income from Trusts & Foundations, you will also support the Head of Fundraising to develop the philanthropy programme. This will include planning and bringing to life an exciting and varied programme of events to support the growth of Individual, major giving and corporate support and shape exceptional supporter experiences.

Duties and Responsibilities

Work collaboratively alongside the Head of Fundraising and UP Leadership team, to generate £400k of new annual income:

Trusts and Foundations and Funders

- Researching and identifying Trusts and Foundations and funders whose criteria and mission align with UP to build the prospect pipeline
- Create robust and compelling funding applications and ensure a steady schedule of applications are submitted
- Support the Head of Fundraising with research and writing for larger, complex funding applications
- Managing the Trusts and Foundations Pipeline, ensuring it is up to date, and sharing and scheduling reporting requirements with colleagues

Events

- Contribute to the development of a regular schedule of engagement, cultivation and stewardship events to engage new audiences and create exceptional experiences for supporters that demonstrate our impact, deepen their understanding of our work and increase their philanthropic fulfilment
- Support with planning and attending events

- Briefing UP’s Leadership team and Trustees on key details and attendees

General

- Manage gift administration, keeping accurate records of applications, outcomes and grant agreements in Raisers Edge
- Monitoring and thanking lower-level donations
- Keep funders up to date with scheduled reporting, newsletters and key information about projects or programmes they support
- Providing general and administrative support for Head of Fundraising
- Support the Head of Fundraising to develop the wider philanthropy programme
- Attend UP team meetings, all staff events and training days
- Work effectively as part of the wider charity team, developing positive relationships and working collaboratively
- With guidance and support from your manager, and with attendance on appropriate training courses, develop skills to further your work and own CPD
- Adhere to UP’s policies and procedures at all times

Person Specification

Knowledge/ Qualifications	<ul style="list-style-type: none"> • Maths and English GCSE (or equivalent) • A relevant fundraising qualification (<i>desirable</i>) • Good knowledge of the charity sector • Good knowledge of fundraising landscape, particularly Trusts & Foundations • Awareness of (and commitment to) confidentiality and data protection including GDPR
Experience	<ul style="list-style-type: none"> • Experience and a proven track record of successful Trusts and Foundations income generation – including researching potential Trust funders, submitting compelling proposals, securing funding and managing successful bids through to completion of the grant award • Writing high-quality applications or proposals • Administration and record-keeping • Experience of event planning
Skills / Abilities	<ul style="list-style-type: none"> • Excellent written and verbal communication skills to be able to write compelling, concise and articulate fundraising applications and reports and to be able to communicate with different internal and external audiences • Excellent IT skills (Microsoft packages / databases) • Effective administrative skills • Excellent attention to detail and methodical approach • Excellent research skills with an eye to identify opportunities and a methodical approach • Ability to distil complex data and statistics into comprehensive, clear reports for donors and prospects • Excellent time management, planning and prioritisation skills. • Ability to quickly establish personal and professional credibility and build effective relationships
Qualities / Attributes	<ul style="list-style-type: none"> • Personal and professional integrity, dependable and great work ethic • Positive and professional attitude, with a supportive and approachable manner • A flexible approach and a hands-on attitude • Innovative with a solution focused approach

	<ul style="list-style-type: none"> • Works well independently and uses own initiative – self-motivated when working remotely • Reflective and learns from past experiences, able to give and receive effective feedback, and able to improve personal performance
General	<ul style="list-style-type: none"> • Commitment to the mission, vision and values of the charity and a desire to play a role in transforming provision for marginalised children and their families • Commitment to equality, diversity and inclusion •

UP's Selection Process

Our selection process is designed to ensure that we select the most suitable person for the job in respect of skills, experience and qualifications, in addition to alignment with our charity's mission and values.

We want you to have everything you need to make an informed application, if something is unclear, you would like more information, or if you require any reasonable adjustments at any stage of the application process, then please get in touch: hr@up.org.uk



How to apply:

In line with safer recruitment practices, to apply for this role please complete an application form by following the link on our online recruitment portal: www.up.org.uk/aboutus/work-with-us.

As part of the application, you will be asked to upload your CV and a personal statement which should clearly demonstrate (giving relevant examples) how you meet the requirements of the person specification. The criteria set out in the person specification forms the basis of the selection decision and enables the shortlisting panel to ensure objectivity. We look forward to hearing more about your experience and your interest in working with us!

Closing date:

We will close the advert once we have sufficient candidates to invite for interview, please don't delay submitting your application! We will keep you updated on your application by email, and will let you know about anything you will need to prepare if you are shortlisted.

Interview Process:

The interview could consist of:

- Competency based interviews, we will ask questions to explore your skills and experience, and you will also have a chance to ask us questions
- Tasks based activities based on the key competencies of the role

Further information will be provided ahead of time to support you in preparing for the interview stage, and if you have any questions, please let us know.

Safeguarding:

We are committed to safeguarding and promoting the welfare of children and young people and expect all staff to share this commitment.

We follow safer recruitment practices including (but not limited to): online checks at interview stage; an Enhanced Disclosure and Barring Service check; satisfactory references; a medical check; proof of qualifications and right to work in the UK.

It's a criminal offence for a person to apply to work with a group from which they have been barred from working.

Working For UP

Equality and Diversity:

Our children and families and staff come from a wide range of backgrounds, and we value the unique contribution that each individual can bring to UP. We have a diverse and inclusive team, and we strongly believe that this is vital to our work.

UP is committed to equality of opportunity for all employees and promoting a diverse and inclusive community - a place where we can all be ourselves and succeed on merit. As a charity we have an EDI working group and achieve our EDI objectives through an annual strategy.

We welcome applications from all sectors of the community, and we do not discriminate against any applicants on the basis of any protected characteristics. We ensure that candidates and employees are treated solely on the basis of their merits, abilities and potential.

Benefits of working for UP:

Delivering our mission would not be possible without our talented and passionate team, we are committed to ensuring UP is a great place to work and offer competitive salaries, a range of employee benefits, and prioritise a culture of collaboration and having fun together:

- A competitive salary that is commensurate with our sector
- A range of employee benefits (*please see below*)
- Opportunities for your professional development and to continue to develop your skills through ongoing CPD
- Regular opportunities throughout the year to socialise and meet together as a wider charity team
- Supportive approach to employee Health and Wellbeing and work-life balance
- A leadership team that regularly invites and values feedback, suggestions and ideas
- People objectives and initiatives that are guided by our annual employee engagement survey
- Commitment and pro-active approach to an inclusive and welcoming working environment
- Commitment to working in a Trauma Informed way across the school and charity



Employee Benefits at UP

Financial

Pension: Pension Scheme & Pension Salary Sacrifice

Pay Reviews: Discretionary annual pay reviews

Life Assurance: x3 annual basic salary paid to beneficiaries

Income Protection: 50% of basic salary paid, up to a 3-years, for absences of over 8 weeks due to illness/ injury

Sickness Absence: Enhanced sick pay

Travel Scheme: Season ticket loans

Cycle Scheme: Loan to purchase a bike / equipment (interest free)

Professional Registration: Professional fees funded

Clinical Supervision: Funding contribution (where relevant)

Financial Advice Line: e.g. mortgages, debts, money management etc.

Wellbeing

Health Cash Plan: Claim back against health expenses (e.g. dental, eye care, prescriptions, range of holistic services, massages, health checks). Discounts on gym memberships

Smart Health: 24/7 GP support line, remote appointments, medical second opinions, fitness & health & nutrition expert support

Employee Assistance Programme (EAP): 24/7 support line, counselling sessions, range of advice & guidance for life in & out of work

Annual Flu Jabs

Mental Health First Aiders: Available as an internal support to all employees

Tell Jane: Confidential bullying, harassment & discrimination support line

Staff Events: Festive & Summer socials, All staff days, Team meetings etc.

Family

Family Leave (Maternity, Adoption, Shared Parental): 16 weeks enhanced full pay

Partner Support Leave: 2 paid weeks (pro-rata) & 2 paid appointments

Fertility Leave: Up to 5 paid days (pro-rata)

Emergency Dependent Leave: Up to 5 paid days (pro-rata, 12m rolling period)

Unpaid parental leave: Up to 18-weeks unpaid leave

Parental Bereavement Leave: 2 weeks paid leave (pro-rata)

Flexible Working: UP seek to accommodate part-time / flexible working where possible for appropriate roles

Family Advice line (UP's EAP service): A range of advice from childcare to elderly dependents, to relationships

Other

Annual Leave: 25 days leave + 8 bank-holidays (pro-rata, paid for TT staff)

Festive Closure: Discretionary 3-days (pro-rata) in December.

Celebrations: Life Events & Work Anniversaries gifts

Moving Home: 1 day (one instance pp)

Compassionate Leave: Up to 5 days discretionary paid leave (pro-rata)

CPD: Funded training opportunities are provided across all teams

CPD Days: Up to 2 days discretionary leave per year (pro-rata, 12m rolling period) to attend relevant courses, workshops, exams, or to carry out revision

Training Loans: For relevant accredited courses (interest free)

Thank you for your interest in Unlocking Potential, we look forward to receiving your application.

UP-Unlocking Potential, a company registered in England & Wales.

Company No: 09750864

Registered charity number: 1163932

