

Trustee Brief for
Fundraising Specialist
February 2024



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1. Welcome from our CEO

Dear Prospective Candidates,

As the CEO of Focus Birmingham, I am delighted to welcome you to our trustee recruitment pack. We are an independent local disability charity that works to make lives better by creating opportunities for people with care and support needs so that they feel empowered to live life to the full, and unlock their potential

At Focus Birmingham, we are committed to providing a supportive and inclusive work environment where our employees can thrive and make a real difference to the lives of those we serve. We believe that our success as an organisation is directly linked to the talents, skills, and dedication of our team.

As an organisation, we pride ourselves on being an equal-opportunity employer, and we welcome applications from individuals of all backgrounds, regardless of race, gender, sexual orientation, age, disability, or religion. We are committed to ensuring that our recruitment processes are fair, transparent, and inclusive and that all candidates are treated with the utmost respect and consideration.

The Trustee – Fundraising Specialist role is an exciting opportunity to work in a dynamic and rewarding environment, where you will be supported and encouraged to develop your skills and expertise.

I hope that this recruitment pack provides you with all the information you need to make an informed decision about applying to join our team. If you have any questions or would like to find out more about the opportunities available at Focus Birmingham, please do not hesitate to get in touch with our HR team.

Thank you for your interest in Focus Birmingham, we look forward to receiving your application.

Yours sincerely,

Cate Burke

CEO, Focus Birmingham



2. Why we exist



Our Mission

To make lives better by creating opportunities for people with care and support needs, so that they feel empowered to live life to the full, and unlock their potential



Our Vision

We see a world where everyone, no matter their care and support needs, is able to live their life to the full and reach their potential.

3. How we do what we do



Our Values In Action

Each of our values have a set of statements that describe what they look like in action.

We are Person Centred

- We see things from the individual's perspective
- We respect differences
- We ask ourselves 'how would I feel in this situation?'
- We are kind and caring

We Work Together

- We support one another to succeed
- We be the change we want to see
- We recognise each other's value and strengths and weaknesses
- We take ownership
- We learn from our successes and challenges

We are Passionate and Proud

- We represent Focus with pride
- We believe in being the best for the people we support
- We love what we do
- We represent Focus with pride
- We believe in being the best for the people we support

We are Optimistic

- We inspire hope and enable the possibility
- We see the positive in everything
- We see the person and not the disability
- We have a can-do attitude
- We look for creative solutions

We Communicate in Meaningful Ways

- We keep it simple
- We advocate and provide a voice for the people we support
- We give time and are patient
- We actively listen
- We use total communication techniques to enable communication

4. What we do

We specialise in delivering care and support services for people with sight loss and complex needs in Birmingham.



Sight Loss Support Services



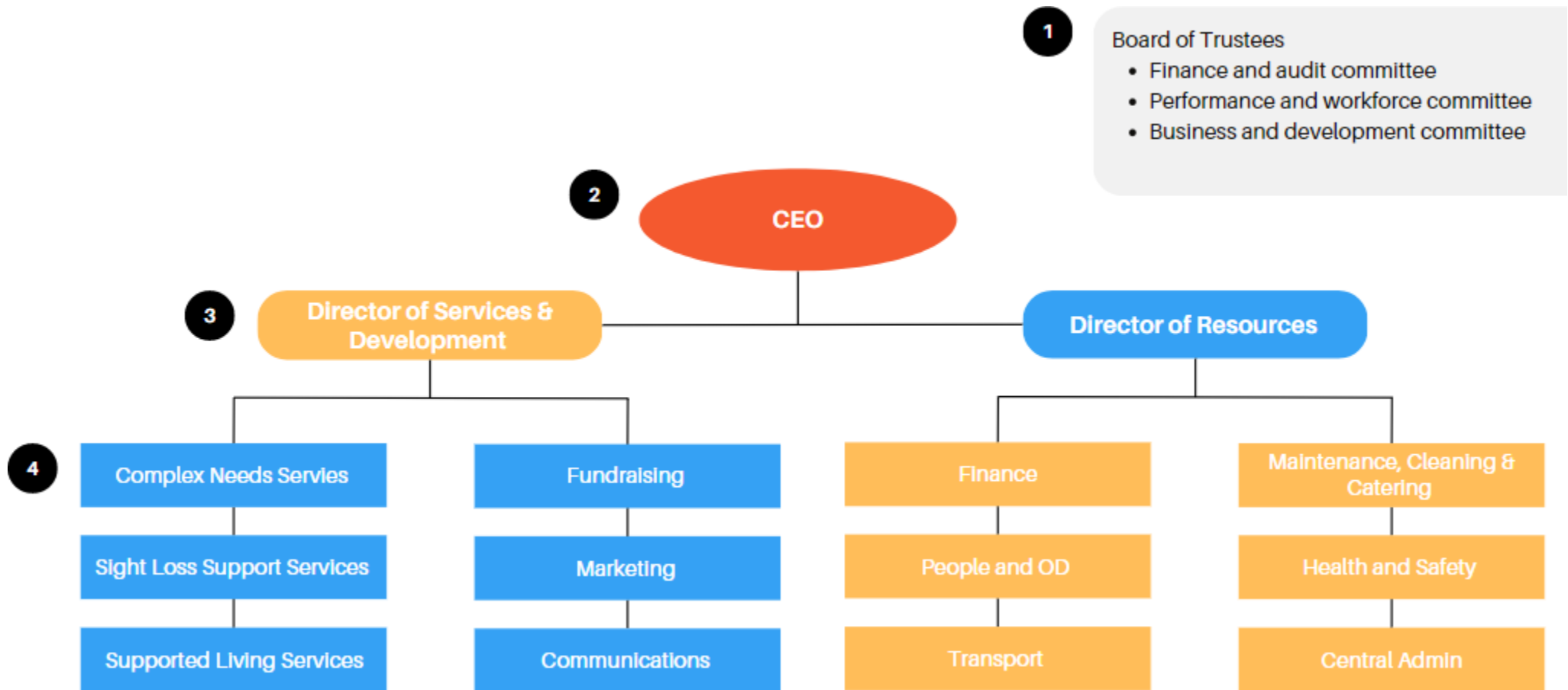
Complex Needs Support Services



Supported Living Service



5. Our Structure



6. Our Strategy 2023-2026

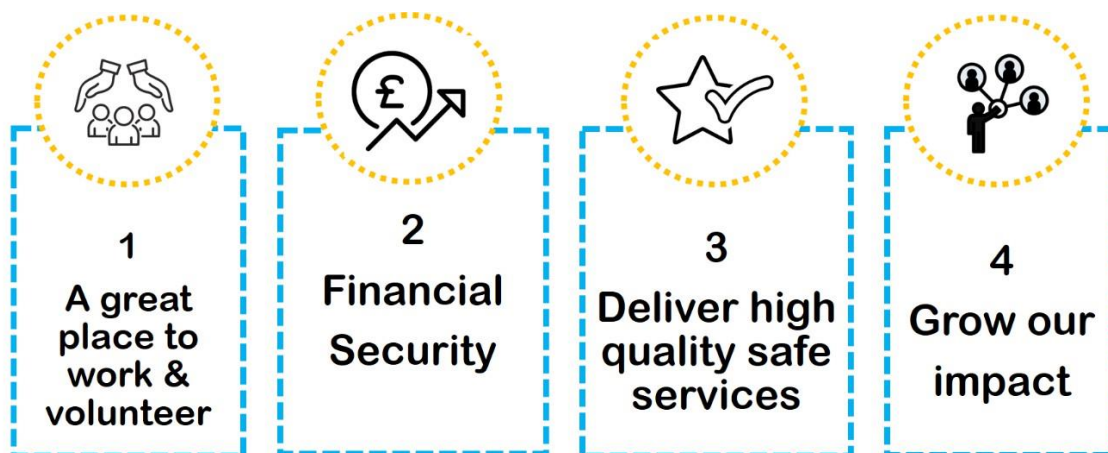
Our strategic plan is designed to guide the charity's initiatives and actions over the next three years, from 2023 to 2026.

By focusing on four key strategic focus areas and aligning resources effectively, the strategy aims to enable Focus Birmingham to become a great place to work and volunteer, achieve financial security, enhance the quality of our person-centred services, and enable us to increase our impact by reaching more people and offering more support for everyone.

Through the collective efforts of staff, volunteers, donors, and stakeholders, Focus Birmingham is committed to making lives better.

Strategic Focus Areas

Using the findings from stages one and two of our strategy building process we have developed a set of strategic focus areas that will enable us to achieve our mission of making lives better by creating opportunities for people with care and support needs, so that they feel empowered to live life to the full and unlock their potential.



Strategic Focus Area 1: People

A great place to work and volunteer

Outcome

We will create a culture where staff & volunteers love to come to work and feel safe around each other – safe expressing their feelings, asking for help, talking about problems, and admitting to mistakes, and trust they will get the support they need to overcome them

Goals

- To develop and deliver a learning development strategy
- To develop and deliver a workforce strategy that reduces our vacancy rate and increases retention
- To develop a leadership culture that nurtures trust and focuses on supporting staff to be their best
- To improve our staff's well-being and reduce sickness rates
- To develop and implement a volunteer strategy

Strategic Focus Area 2: Security

A financially secure charity

Outcome

We will become financially secure to enable us to sustain our current services and allow us to grow

Goals

- To build and maintain adequate reserves to enable us to sustain our services and invest to grow our impact
- To diversify our sources of income and reduce our dependency on the local authority funding
- To ensure all our services are based on clear financial frameworks based on full cost recovery models

- To increase our fundraising income to support service delivery and operating costs
- To ensure all future decisions are based on robust financial data and modeling

Strategic Focus Area 3: Quality

Deliver safe high-quality person-centred services

Outcome

We will build on our service's strong foundations and continue to improve their quality so that they are always high-quality person-centred services that are designed in collaboration with the people we support

Goals

- To implement person-centred digital care planning software for our care-based services
- To implement a governance & quality framework that supports best practices and drives quality
- To ensure our infrastructure facilitates person centred care
- To embed co-production into service review and design

Strategic Focus Area 4: Impact

Grow our impact

Outcome

We will grow our impact by increasing the number of people we reach and offer more support for everyone.

Goals

- To increase the number of people we support within our current service offer
- To increase the geographical reach of our services
- To diversify our service offer
- To diversify the types of people we support



Strategic Plan On A Page

Mission

To make lives better by creating opportunities for people with care and support needs, so that they feel empowered to live life to the full, and unlock their potential.

Vision

We see a world where everyone, no matter their care and support needs, is able to live their life to the full and reach their potential.

Values

We are person-centred
We work together
We are passionate and proud
We are optimistic
We communicate in meaningful ways

Strategic Focus Areas

1. People

We will create a culture where staff & volunteers love to come to work and feel safe around each other.

2. Security

We will become financially secure to enable us to sustain our current services and allow us to grow.

3. Quality

We will build on our service's strong foundations and continue to improve their quality so that they are always high-quality person-centred Services, that are designed in collaboration with the people we support.

4. Impact

We will grow our impact by increasing the number of people we reach and increasing the types of support we offer.

7. The Opportunity

Role Overview

Focus Birmingham's (Focus) Trustees are all volunteers. The role involves overseeing the activities of the charity in partnership with the board of trustees. The CEO and Senior Leadership Team are responsible for the day to day running of the charity, but the board of trustees are the final decision makers with ultimate responsibility for ensuring the charity continues to grow and carries out its vision.

As the specialist fundraising trustee, you will play a pivotal role on the board of trustees in advancing the mission and objectives of our organisation. Your expertise in developing, implementing, and overseeing fundraising strategies and your commitment to improving the lives of adults with care and support needs will be crucial in securing the necessary financial resources. Your contribution will enable us to achieve our mission of making lives better by creating opportunities for people with care and support needs so that they feel empowered to live life to the full and unlock their potential.

Please click [here](#) to view a video which provides further information on becoming a Trustee with us.



Key Responsibilities

Fundraising Strategy: Provide expertise, advice and guidance in the development and implementation of our fundraising strategy.

Donor Engagement: Collaborate with the board and senior leadership team to develop and monitor the implementation of a comprehensive donor engagement plan that identifies and cultivates relationships with potential donors, sponsors, and partners who share our mission.

Grant Writing and Management: Provide expertise, advice, knowledge, and guidance regarding grant applications, work closely with the executive team to align grant proposals with organisational goals.

Fundraising Events: Contribute to the planning and execution of a community fundraising events program including mobilising volunteers and resources to ensure the success of these initiatives.

Major Gift Solicitation: Collaborate with the board and senior leadership to lead efforts to secure major gifts from high-net-worth individuals and corporate partners, leveraging your network and expertise in donor cultivation.

Online Fundraising: Provide oversight and guidance of our online fundraising campaigns, including crowdfunding, peer-to-peer fundraising and digital marketing initiatives. Monitor campaign performance and adapt strategies as needed.

Budget Oversight: Collaborate with the finance committee to develop and manage the fundraising budget, ensuring efficient allocation of resources and adherence to financial goals.

Compliance and Reporting: Ensure that Focus's fundraising activities comply with legal requirements.

Advocacy and Public Relations: Act as an ambassador for Focus Birmingham advocating for the rights and needs of adults with disabilities. Assist in developing public relations strategies to raise awareness and support for the cause.

What difference you will make and what you will achieve?

- The opportunity to make a meaningful impact on the lives of people with care and support needs.
- Networking opportunities with like-minded individuals and organisations.
- Professional development and experience in non-profit governance and fundraising.
- The satisfaction of contributing to a passionate organisation dedicated to making lives better.

If you are a dedicated fundraising professional with a passion for making lives better, we invite you to apply for this vital trustee role. Your expertise will be instrumental in securing the resources needed to enhance the quality of life and opportunities for people with care and support needs in our community.

8. The Person

Who are we looking for?

Strategic experience:

Proven track record in fundraising at a senior level, with a deep understanding of various fundraising methods, including grants, major gifts, events, and online campaigns.

Passion for the Cause: A strong commitment to improving the lives of people with care and support needs and a deep empathy for the challenges they face.

Strong Networks in Birmingham: A skilled networker with strong networks in Birmingham and wider West Midlands area.

Communication Skills: Strong written and verbal communication skills to strategically assist with grant writing, donor communications, and public speaking engagements.

Financial Acumen: Familiarity with budgeting and financial management related to fundraising activities.

Legal and Ethical Awareness: Knowledge of fundraising regulations and ethical considerations in the non-profit sector.

Team Player: Willingness to work collaboratively with other trustees and staff to achieve common goals.

Time Commitment: Availability to prepare for and attend board meetings (4 per year), committee meetings (4 per year), and fundraising events and other meetings as required.



9. Trustee Commitments & Engagement Guidance

Introduction

It is important that Focus Trustees not only carry out their commitments to Board and Committee meetings but that they develop and maintain relationships with some of the charity's many stakeholders (see Trustee Engagement Touch points chart at end of this document); that they promote good governance; and that they act as Ambassadors for Focus.

This document outlines those commitments in more detail and should be issued and used in conjunction with the Trustee Role Description and Person Specification, the New Trustee induction Pack and relevant policies and procedures and with the Trustee Engagement Calendar.

Trustee Selection

- Recruitment of Trustees should require a process which provides for involvement and informal feedback from staff, service users and/or volunteers to inform and support the final decision of the Chair
- Clear information on how to become a Trustee should be available on-line and in-house.
- Specific Role Descriptions and Person Specifications for each Trustees role (e.g., HR, Fundraising, Legal, Marketing, Social Care, etc.) should be shared - these should look to provide a balance of skills, knowledge and understanding to be able to provide accountability.

Roles & Responsibilities

- To contribute fully as a member of the Board of Trustees/Directors and to always act in the best interests of the charity.
- To play an active role in any Committees Trustees agree to sit on.
- To commit to set and maintain Focus Birmingham's Mission, Vision and Values.
- To commit to share knowledge and skills to grow Focus Birmingham.
- To select, manage and support the Chief Executive.
- To respect the role of staff.

- Within their non-executive roles, named trustees with relevant professional experience should be available to provide expertise, advice and support to key functional areas (e.g., IT, Legal, HR, Fundraising, Marketing, etc.)

Engagement

Trustees are asked to engage with both internal and external stakeholders on a regular basis. In particular they should:

- Commit to attend Board and Committee meetings. Expected attendance at those meetings is a minimum of 75%. However, it is accepted that there may be exceptions to this and moves to address issues of attendance will be at the Chair's discretion.
- Commit to attend at least one training session each year and make every effort to attend any Strategic or Planning Days called by the Chair – expected attendance is a minimum of 75% with attendance issues at the Chair's discretion.
- Make every effort to attend the annual Staff Conference/Volunteers Big Thank You.
- Respond to email requests and invitations in a timely manner.
- Trustees are encouraged to introduce themselves and speak with staff, people we support and volunteers when walking around the building.
- Trustees are encouraged to make purposeful visits whenever they are able to service events and clubs (both at Focus and in the community) and to other Community-organised events.
- Trustees are encouraged to make purposeful visits whenever they are able to internal departments at Focus (e.g., to Complex Needs Support, Sight Loss Support Services, Millward Place etc.)
- Trustees should act as 'Ambassadors' for the charity, to raise the organisation's profile through networking, social media and building relationships to increase the number of sponsors, donors, and supporters to improve the overall financial viability of the charity
- Trustees should make every effort to take part in any specific 'Ambassadorial' events they are requested to attend by the SMT, either as a whole Board or individually.

Communication

- As part of every induction, Trustees should spend a day being introduced to each of Focus Birmingham's key services, meeting and spending time with staff, service users and volunteers to understand how the charity works, its ethos and commitment.
- If asked, Trustees should attend 'drop-in' surgeries where staff, service users or volunteers (individually or representing a group) can talk to them. Prior notice of subjects should be provided to ensure the most appropriate Trustees are available to answer questions. These surgeries will take place a minimum of once a year before Board Meetings.
- Information on all Trustees should be available in key points such as the reception area. This would include a photograph and short summary profile outlining who each Trustee is, what they do outside and inside of Focus, including why they choose to volunteer at Focus
- A Trustee structure with names and role (as per Focus staff structure) should be available around the Focus building and on the website.
- The Terms of Reference for each Committee should be available via the Trustee's OneDrive facility.

Training and Development

- All Trustees are asked to commit to attending relevant training within a timely period of joining the Board. This training includes:
 - Induction Focus Birmingham
 - Sight Loss and Low Vision
 - Safeguarding
 - Governance
- Trustees are requested to commit to one day's training per year to keep up to date on governance, legislation, social care trends etc.

Trustee Engagement Touch points

- Trustees should refer to the Trustee Engagement Calendar in order to plan visits to Services and Events and other Community events. Visits to Complex Needs Support, Sight Loss Support Services, Millward Place and other operational areas should be regarded as informal drop-in visits where Trustees are encouraged to chat to staff and the people we support and to listen to what they have to say.
- Requests for Trustees to act as a Focus Ambassador with external touch points will be made via the SMT.



10. How to Apply

Reach TrusteeWorks are supporting us with our Trustee recruitment. Please submit your CV, a supporting statement of no more than two pages that sets out your interest in the role and demonstrates your relevant experience, knowledge and how you meet the requirements of the post to trusteeworks@reachvolunteering.org.uk

Please mention 'Trustee – Fundraising Specialist Application' in the subject line.

Applications will be accepted until midnight 12/04/2024.

We are an equal opportunity employer. We value diversity and are committed to creating an inclusive and equitable workplace. We encourage applications from individuals of all backgrounds, regardless of race, gender, age, sexual orientation, disability, or religion.

We are committed to ensuring everyone can access our website and this application process. Should you require support please contact trusteeworks@reachvolunteering.org.uk

To arrange an informal confidential chat about the role please email trusteeworks@reachvolunteering.org.uk



Thank you for considering joining our team and helping us on our mission to make lives better.

