



WINSTON'S
WISH **WW**

Giving hope to grieving children

**Head of High Value
Fundraising**

April 2025

You might be surprised to know just how many children and young people are bereaved of a parent or sibling every year in the UK.

It's around 62,000 - that's more than 160 every day.

Winston's Wish was the first organisation in the UK to provide specialist support to grieving children. Our founder, Julie Stokes OBE, was a true pioneer.

Much has changed over the years, but that pioneering spirit is in our DNA. Our desire to make a difference to as many children and young people's lives as we can remains undimmed. In fact, it is what drives us, and it is at the heart of our delivery model – providing accessible and appropriate digital bereavement information and support to make sure that every child, young person, family or professional that comes to us for help can get it. This approach ensures we continue to grow our services and reach even more grieving children and young people in the years ahead.

We are constantly striving to improve what we do, embracing new ways of getting our support out there, and doing everything we can to connect and work with other organisations and partners to make sure we can reach the children who need us.

Our vision is a society in which every child can get the help they need when someone close to them dies. That's why we do so much to raise awareness of the needs of bereaved children, to shape the big picture so that they can get what they need.

We are positive, optimistic, courageous, and driven. You will need to be too.

If you are looking to play a pivotal role in an organisation that is passionate about what it does, one in which your contributions will have a direct impact on the lives of our beneficiaries; one in which the stories you hear will sometimes make you smile, sometimes make you cry (and sometimes at the same time) then Winston's Wish might just be the place for you.

You join us at a challenging but exciting time. Our services are in high demand. We have embraced the possibilities and opportunities of digital and will continue to be innovative in our ways to support children, young people and their families as we continue to work towards our goal that no child or young person faces grief alone. We are a forward-thinking digital-first organisation, with exciting and ambitious plans.

It is tough out there. Our work can be difficult. You'll help us find new ways to overcome these challenges, as we have been doing since 1992. Then, now, and always.

If you think this is for you then we look forward to hearing more.

Fergus Crow

Chief Executive



Our services

WEBSITES

You will find a wealth of information and help on our websites, including support and advice following specific types of death, free training for professionals and further information about our services.

winstonswish.org and our youth website **talkgrief.org**

winstonswish.org and **talkgrief.org**

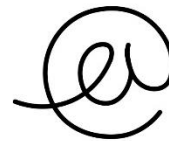
FREEPHONE HELPLINE

Immediate support and advice for young people, parents, carers and professionals, as well as access to our more in-depth, ongoing services. **08088 020 021 - Mon-Fri, 8am-8pm**



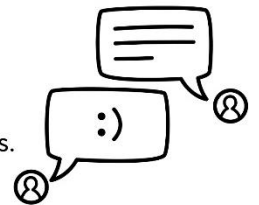
EMAIL SUPPORT

Anyone can email us seeking advice or to ask a question on **ask@winstonswish.org** and we will get back to you within 2 working days.



ONLINE CHAT

Chat online in real time with a Bereavement support worker at **winstonswish.org** and **talkgrief.org**. Conversations are anonymous and nothing about your grief is off limits.



CRISIS MESSENGER

Free and confidential support in a crisis 24 hours a day. **Text WW to 85258**

BEREAVEMENT SUPPORT AND COUNSELLING

For children and young people who require additional support, referrals can be made for one to one and group bereavement support. Children and young people who have experienced traumatic or multiple bereavements and/or have additional needs may also benefit from a referral to our bereavement counselling service.

TRAINING

Bereavement training and consultancy for professionals to help ensure that children and young people under their care get the support they need. **winstonswish.org/training**



PUBLICATIONS & RESOURCES

A range of specialist publications and other helpful resources for professionals, children and parents are available at **shop.winstonswish.org**



Our impact

From analysis we know that following support children show improvements in measured difficulties, including stress, emotional difficulties, behavioural difficulties, hyperactive/concentration difficulties and friendship difficulties.



Working at Winston's Wish

OUR VISION

A society in which every child and young person gets the help they need after anyone close to them dies.

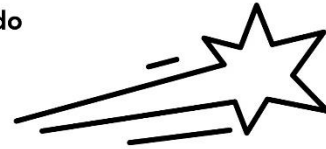
OUR MISSION

To make sure no child or young person faces grief alone.

OUR VALUES

If these values resonate with you, we would love to hear from you!

- We put children and young people at the heart of everything we do
- We are positive and have fun
- We embrace differences
- We never stop learning
- We strive for better



EQUALITY, DIVERSITY AND INCLUSION STATEMENT

We want Winston's Wish to be the best place to come and work, and an organisation that feels as though it reflects the world we see around us in a modern, diverse, 21st Century Britain. We believe this diversity is an asset to be cherished, nurtured and grown.

We are an organisation set up as an open access community service. Increasing the equality of access to that service is at the heart of our new delivery model.

We are committed to providing an inclusive and supportive working environment for everyone who works here, and we recognise appropriate steps should be taken to achieve this. We believe that all staff, service users, volunteers and contractors have the right to be treated with fairness and respect. One of our organisational values is to embrace differences.

We believe that the services we offer and the makeup of our staff should represent and reflect the communities that we work with and we know that we have a way to go on this. As an employer we are actively working to increase diversity in our organisation by strongly encouraging applications from all sections of the community and currently under represented groups. All applicants are anonymised until shortlisting for interview has taken place and we are flexible and transparent to encourage the widest range of talented potential applicants to come and work here.



WHERE IS WINSTON'S WISH BASED?

We operate a blended working system: most of our team work primarily from home, with travel to our head office or venues for collaborative working as required. We also hold several face-to-face whole team meetings each year to enable the whole team to get together. The aim of blended working is to provide greater flexibility so that staff can achieve and maintain a strong work-life balance.

Staff who would like to work from an office more regularly are able to book a desk at our head office:
Winston's Wish, Conway House, 31-33 Worcester Street, Gloucester, GL1 3AJ

ROLE DESCRIPTION

Job Title: Head of High Value Fundraising

Reporting To: Director of Income Generation

Direct Reports: Senior Trusts & Grants Fundraiser, Trusts and Grants Fundraiser and Philanthropy and Partnerships Manager

Department: Income Generation

Location: Remote with occasional UK-wide travel as required for meetings and events

Hours: Full-time (35 hours per week)

Salary: £50,000 per annum

Role Purpose

Winston's Wish is a digital first organisation leading the way in Digital Transformation across the Bereavement sector. This role is new and exciting and will play a vital part in helping Winston's Wish turn up the dial across our high value fundraising.

The Head of High Value Fundraising is responsible for delivering and significantly growing income from Corporate Partnerships, Philanthropy and Trusts and Grants. Leading a team of committed fundraisers, you will develop a robust strategy that delivers mutually beneficial partnerships, outstanding supporter relationships and long-term sustainable income.

Main Responsibilities

Leadership

- To lead and inspire the high value team fostering a collaborative and high culture that delivers against income and objectives.
- Provide clear and supportive leadership that motivates staff to achieve, develop and grow in their roles.
- Undertake quarterly reviews for all direct reports.

High Value Fundraising

- Cultivate and maintain relationships with high-value donors, ensuring effective solicitation, stewardship, and follow-up to secure significant contributions (six-figure gifts).
- Build and maintain a portfolio of Trust & Grants supporters. Responsible for researching, approaching and developing compelling applications with a focus on ensuring Trusts & Grants provide a long-term, diverse and sustainable income stream.
- Lead the development and stewardship of the Philanthropy board to identify and secure transformational (6-7 figure) gifts and the development of the Business development Board to open opportunities with Corporate Partners.
- Write and design a compelling case for support that is tailored to our High Value audiences.
- Build a portfolio of corporate partners, including securing high-value, multi-year partnerships. You will work with the team to grow this income stream from prospecting,



approaches, applications, pitches, stewardship and providing excellent account management.

- Lead on planning and delivering successful high value cultivation events.
- Represent Winston's Wish at fundraising events and meetings with internal and external stakeholders.

Strategy, Planning and reporting

- To create and implement a strategy including corporate partnerships, trusts & foundations and major donors.
- Lead on developing and delivering effective stewardship journeys and cultivation plans.
- Produce regular reports on fundraising activity, analysing performance against targets, and identifying areas for improvement and growth.
- Work with the Director of Income Generation and the Head of Mass Participation Fundraising to develop the annual budget, including leading on monthly performance reports and contributing to quarterly reforecasts and reporting against KPI's and milestones.
- Undertake research and make use of tools to identify potential High Value partners.

Collaboration

- Work closely with the Director of Income Generation, Head of Mass Participation Fundraising, SLT and other teams to maximise high value fundraising opportunities.
- Work with the Marketing team to deliver urgent and compelling high value messages tailored for the different audiences.
- Work with the Trustees to build networks and increase the reach of Winston's Wish.

All Staff

- Contribute to the vision and mission of Winston's Wish; whilst embedding the values into your daily work activities.
- Promote equality of opportunity and diversity in accordance with Winston's Wish policy.
- Contribute to the overall success of the charity's fundraising needs by providing case studies, attending events and adding value to the experience of our supporters as required.
- Contribute to the brand and reach of the charity by working alongside our Marketing & Communications Team when relevant press opportunities arise or when required for social media and online content (including the use of photography).
- Work to objectives, targets and work plans agreed with your line manager.
- Undertake specific projects and other ad hoc duties agreed with your line manager, fulfilling any deadlines, reviews and reporting procedures required.
- Take an active part in the Quarterly review process and participate in training agreed with your line manager.
- Recognise and champion the lived experience of children and young people with bereavement within your work.
- Ensure the health and safety of all colleagues, volunteers and visitors in accordance with Winston's Wish policy.



PERSON SPECIFICATION

Experience and Skills

Essential

- A proven track record in high-value fundraising, including securing 6-7 figure donations from high-net-worth individuals, trusts, foundations, and businesses.
- Track record of converting cold prospects to planned gifts of 6-7 figures.
- Demonstrable strong strategic planning skills and the ability to develop and implement long-term strategies to achieve fundraising targets and enhance the charity's mission.
- Proven leadership and people management skills, with experience in overseeing multi-disciplinary teams. Essential experience includes team leadership, staff motivation, setting clear objectives, and fostering a collaborative work environment.
- Experience in effectively developing, managing and reporting complex income and expenditure budgets.
- Exceptional communication and negotiation skills, with the ability to influence at senior levels and excellent written skills.
- Experience of successfully engaging trustees and/or senior volunteer committees to drive philanthropic income.
- Excellent relationship-building and stakeholder management skills.
- Strong networking skills with the ability to engage with diverse stakeholders.
- A proactive and results-driven mindset.

Desirable

- Experience in managing, supporting, developing and motivating colleagues in a digital first organisation.
- Experience of salesforce or other similar CRM systems.
- Evidence of continued professional development.



BENEFITS



25 days' holiday plus bank holidays (pro rata if applicable), with increase for long service



TOIL for out of hours work



Contributory pension scheme



Company sick pay



Employee Assistance Programme



Life assurance



Training loans



Cycle to work scheme



Enhanced family friendly policies



Safeguarding children and safer recruitment

Winston's Wish is committed to safeguarding and protecting the children and young people we work with. All posts are subject to safer recruitment processes including self-disclosure, the disclosure of criminal records and vetting checks. We have a range of policies and procedures in place which promote safeguarding across the organisation.

Every applicant will be required to complete a self-declaration form at the point of application. This will form a discrete part of the recruitment pack but must be returned, in a sealed envelope or as a separate document, with your application form. Self-disclosure forms will only be read if the candidate is shortlisted and called for interview.

Applications that do not contain a completed self-disclosure form will automatically be disqualified.

All offers of employment are made subject to a few background checks. These will include:

- Two professional references from your most recent employer(s) - covering the last five years
- Clarification of any gaps in your employment history
- Verifying originals of your ID documents, including your right to work in the UK
- Verifying originals of your qualification - where they are an essential requirement for the role
- A police check - satisfactory Disclosure and Barring Service (DBS) clearance



HOW TO APPLY

Use of Curriculum Vitae (CVs)

Our policy is to recruit our employees on the basis of their suitability for the work to be done. An application form allows us to compare individuals based on like for like information, and as such we do not accept a CV unless accompanied by a fully completed application form.

Recruitment Timetable

Application deadline: **Monday 28th April 2025**

Interviews: w/c 5th May 2025

Interview location: MS Teams

Winston's Wish reserves the right to close the vacancy early if we receive a high number of applications for the role before the closing date.

Queries

Please contact us by email at recruitment@winstonswish.org or by telephone on 01242 515157 for an informal discussion about this role.

Retention of Personal Information

Please see our Privacy Statement, which can be found at www.winstonswish.org/privacy-statement/.

Equality, Diversity and Inclusion

Winston's Wish is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. Should you require the recruitment pack or application form in a different format, or any other adjustments to the recruitment process, please contact recruitment@winstonswish.org.

