

christians
against
poverty

CAP

Recruitment pack

Head of Philanthropy

About CAP

CAP has been serving people who are experiencing unmanageable debt and poverty for over 25 years. In that time, we've developed highly effective expertise to break into the overwhelming mix of poverty, isolation, chaos and severe stress, and as a result we've seen thousands of people released. In partnership with local churches, we deliver holistic debt help, job clubs, life skills groups and money coaching courses, through which people find hope, peace, freedom and, in many cases, a personal relationship with Jesus. Our debt help work is authorised and regulated by the Financial Conduct Authority and, as such, we're required to meet high regulatory standards.

CAP's services are delivered through a network of over 800 affiliated churches across the UK, supported and resourced by more than 350 staff members, most of which are Bradford office based with others working remotely or in our other office spaces.

In the UK, the demand for our services has never been greater, and local churches find the burden of supporting clients ever more challenging. Over the past twelve months, we've started on a journey towards a major technology re-platform for our debt service. This should enable us to improve the reach and effectiveness of our services to churches and significantly increase our impact.

This project, alongside work to refresh our cultural values and redesign our strategy for the next season, creates a catalyst for change that we must embrace as we become an agile, church-based movement.





Our purpose, vision, values and ethos

As of January 2024, 14.4 million people in the UK were living in poverty¹. Crushing debt and chronic low income are some of the main chains that hold them there. Every day, we hear about the burdens of shame, isolation and guilt that weigh people down when they are in financial difficulty. We also experience the daily privilege of seeing people discover hope as they begin to work with their local church. Tens of thousands of lives have been positively impacted through CAP's powerful combination of practical help, restorative church communities and Jesus' love.

Our purpose

To inspire and equip churches across the UK to help people out of debt and poverty and see them become followers of Jesus.

Our vision



We want to see people across the UK released from poverty, living with faith in Jesus and hope for the future.



We want to see churches that have become the beating heart of their communities, actively serving them and bringing the hope of Jesus.



We want to see a hope-filled society, free from poverty, with churches united to improve the lives of those facing debt and financial hardship.

Our values

We are Christians Against Poverty. At our core, we are Christ-centred – it's what we call our 'anchor' value. This guides our other values: Compassionate, Joyful, collaborative, and bold to bring passion every day.

We are Christ-centred

Christ-centred in action: rooted in faith and fuelled by love

Jesus first. Always. We share the gospel and are guided by his teaching. We demonstrate unwavering compassion, faith, and integrity with each other as well as those we serve, partner with and are supported by.

We're Christ-centred when we seek to behave like him in every action. We know that it's in God's strength, as his co-workers, that we do our work to bring his kingdom here on earth. Prayer and worship are patterns of our daily behaviour, and we inspire and equip churches as a channel of God's grace to the world.

We are Joyful

In action: choosing gratitude and celebrating transformation

Whatever the reality of poverty throws at us, we choose joy. The deep joy that comes from being rooted in Christ is our strength and brings strength to others. Every day, we embrace thankfulness, rejoicing with our church partners when those we serve experience moments of faith and hope on their journey, discovering life to the full.

We don't ignore or minimise challenging circumstances, but intentionally focus on God's goodness amidst them, remaining thankful through the difficult and rewarding journey of serving people who experience poverty. We're joyful when we celebrate every win, big or small, for those we serve and partner with.

We are Compassionate

In action: driven by justice and moved to action

Jesus wept. And so do we. Driven by a deep hunger for justice and mercy, we put others first and understand their experiences, showing empathy and care for those we serve, our partners, supporters and each other. We're moved to action every day by the poverty we see in our broken world.

We're compassionate when we're intentionally kind, listen actively, set boundaries, prioritise wellbeing, and offer and receive thoughtful feedback. With faith in Jesus' restorative justice, we pursue restoration and seek reconciliation.

We are Collaborative

In action: collective innovation that transforms lives

We know we can't solve poverty alone, so we collaborate. We deliver our services in mutual relationship with the UK Church, and partner with individuals, groups and people of influence to reach our vision. We include all voices, welcome diverse perspectives and remain agile in our approach. We innovate together to solve problems and make a dynamic impact on UK poverty.

We're collaborative when we work transparently, pursue excellence and remove hierarchy. We co-design with those who've experienced poverty, knowing their expertise delivers stronger solutions for everyone. By working together in this way, we collectively bring Jesus' message to the world.

Bold

Boldness in action: fearless service and uncompromising effort

Poverty won't give up, so neither will we. Our team and ministry is dynamic and determined. We stand uncompromisingly on our faith in Jesus and fearlessly follow him into the darkest places. We embody courage and conviction in all we do, presenting the gospel message in words and actions.

We're bold when we take full responsibility for our actions and outcomes to deliver exceptional service to our church partners and those we serve. Boldness means speaking truth to power, offering prayer and choosing Christ-like actions.





Head of Philanthropy at CAP UK

Context

We are building a church-based movement against poverty, delivering the right messages at the right times to inspire action and support. Our goal is to strengthen the CAP supporter and church movement to "Face it, Fight it, End it - Together."

We inspire our supporters to give, act, and pray, demonstrating hope to those burdened by debt and poverty. We highlight how God uses CAP to mobilise people and churches, transforming lives, churches, communities and society itself.

We are driven to raise the necessary funds and partnerships needed to achieve CAP's vision of transformed lives, thriving churches, and an end to UK poverty. We collaborate with other fundraising and communications teams to provide a fantastic and rewarding supporter experience.

Purpose

The Head of Philanthropy, reporting to the Director of Fundraising, is responsible for leading and growing CAP's major donor income, cultivating and stewarding high-value relationships, and building and mentoring a high-performing Philanthropy Team. This includes overseeing the work of the team (including Trusts and Foundations) and playing a crucial role in achieving ambitious fundraising targets and ensuring CAP's long-term financial sustainability.

They themselves will be an experienced and confident relationship builder, communicator and fundraiser, cultivating relationships with high-value donors and partners to achieve ambitious targets.

Passion

Our philanthropic fundraising is moving into a new era in Christians Against Poverty. We have recently launched our new strategy and within it state the need to have a more diverse fundraising strategy that draws income from a range of types of sources. A particular area that is highlighted is the need to develop our work in the area of major donors "transitioning to a dedicated team of managing our donor relationships on a day-to-day basis." We have recently been developing our CRM (salesforce), upskilling staff and developing our case for support in order to have a robust foundation on which to build our philanthropy strategy. We are looking for an experienced and charismatic practitioner-leader who will not only lead the team but will role model best practice in philanthropy acquisition and relationship management.

Our supporters are more than donors, they are a crucial part of the work we do. We are passionate about ensuring our supporters feel connected, engaged, inspired and committed to tackling poverty in the UK through CAP. We want to give our supporters the best experience of Christians Against Poverty.





Role

Accountabilities

Strategic Planning & Fundraising

- Lead the development and implementation of a strategic plan to significantly increase major donor income, with a target of 17.5% of overall revenue within 3 years.
- Develop and implement a comprehensive fundraising strategy for major donor income, aligned with CAP's overall strategic priorities.
- Ensure the execution of market research and competitor analysis to identify new funding opportunities and best practice in Philanthropic fundraising.
- Build strong relationships with key internal stakeholders, including the CEO, senior leadership, and other departments.
- Represent CAP at high-level events and conferences to build relationships with potential donors and partners.

Major Donor Development

- Develop and manage a designated caseload of high-net-worth individuals, cultivating deep and meaningful relationships.
- Conduct face-to-face meetings, personalised communications, and bespoke stewardship plans to cultivate and steward major donors.
- Develop compelling restricted funding projects to attract major donor investment.
- Develop and implement a donor recognition program to acknowledge and celebrate major donor support.

Philanthropy Team Leadership

- A member of the Senior Leadership Team of our Mission Directorate.
- Lead, mentor, and develop the Philanthropy Team, fostering a high-performing and collaborative environment.

Impact & Reporting

- Develop compelling narratives and impact reports that effectively communicate the impact of major donor support.
- Track and analyse key performance indicators (KPIs) to measure the effectiveness of fundraising efforts and identify areas for improvement.
- Provide regular updates on fundraising progress and proposals to strengthen our approach to the Director of Fundraising, Chief Mission Officer and senior leadership.

Innovation & Best Practices

- Stay abreast of current trends and best practices in major donor fundraising.
- Explore and implement innovative fundraising strategies, such as engaging new philanthropists, digital engagement, corporate engagement and high-impact events.
- Evaluate philanthropy campaigns with the Fundraising Insight & Innovation team to develop a deeper understanding of supporters and identify new prospects, making data-informed decisions.
- Champion a culture of continuous learning and improvement within the Philanthropy Team.
- Create opportunities for supporters to engage at a senior level and deepen their relationship with CAP, working with the CEO and other senior staff.

Communications & Campaign Management:

- Ensure that philanthropy initiatives are well-planned, producing excellent bids, proposals, events, and reports, delivered on time and within budget.
- Coordinate with the Brand and Digital Engagement teams to align messaging and campaigns.
- Ensure philanthropy plans align with brand guidelines and fundraising regulations.

Senior Leadership Accountabilities:

- **Strategy.** Understands the organisation and industry context, knows how to set strategic plans and execute them well.
- **Operational oversight.** Delivers on the department's business-as-usual objectives and key results (OKRs) and strategic priorities, knows how to lead the department through change and is constantly looking to improve processes.
- **Developing and leading people.** Able to lead managers and develop them to deliver on accountabilities. Highly skilled at appraisals and setting targets.
- **Promoting healthy culture.** Ensuring department work and behaviour exemplifies CAP's values.
- **Collaboration (across departments).** Strong in organisational awareness and passionate about cross-collaborative working.

Measurable Outputs:

- Creation, development and delivery of an annual philanthropy plan that contributes to the wider long-term fundraising strategy.
- Growth in major donor revenue over 3 years (reaching 17.5% of overall revenue).
- Deliver agreed annual income targets for philanthropy including
 - Major Donor income
 - Trusts & foundations income
 - Corporate income
- Deliver key philanthropy targets including:
 - Number of major donor prospects engaged and converted to a managed relationship
 - % of major donor caseload met
 - Number of trusts applied to
 - Average gift size from major donors

Culture

- Clearly live out and embrace the values of CAP.
- Clearly demonstrate a heart and passion for the charity.
- Sincere acceptance, understanding and practice of the Christian ethos and purpose of the charity.

Other responsibilities include:

- Being willing to pray with staff and fully engaged with our Christ-centred culture.
- Encouraging friends, family and other contacts to support the charity through the Life Changer program, and other fundraising initiatives.
- Attendance at CAP staff conferences.
- Completing all compulsory CAP training within given timescales.
- This role falls within the scope of the FCA's conduct rules, and you will be provided with training as to how these apply to the role. It is your responsibility to ensure that you follow these conduct rules.

The above job profile is a guide to the work you may be required to undertake but does not form part of your contract of employment. It may change from time to time to reflect changing circumstances.

Christian commitment:

- The candidate must be able to give both verbal assent to and practical demonstration of Christians Against Poverty's Statement of Faith and Core Values.
- Must be able to actively participate in prayer and worship, whether individual, small group or corporately, as an expression of their own personal faith and in line with CAP's Statement of Faith.
- A responsibility to ensure a safe environment in which CAP services can be delivered.
- Identifying children and adults where there may be safeguarding concerns.
- Following CAP's Safeguarding policy in addressing any concerns appropriately.

Person

Education

Essential:

- Degree level or equivalent experience of critical thinking. A relevant qualification in fundraising/marketing or equivalent in a relevant discipline (communications, sales) would be beneficial.

Experience

Essential:

- Proven track record of success in securing significant major gifts (6-7 figures) from high-net-worth individuals.
- Minimum 5 years of experience in high-value fundraising, with at least 3 years in a leadership role.
- Demonstrated ability to build and maintain strong, long-term relationships with high-net-worth individuals.
- Exceptional interpersonal, communication, and presentation skills.
- Strong strategic planning, analytical, and problem-solving skills
- Strong understanding of fundraising best practices and regulatory requirements.

Desirable:

- Experience managing and developing a high-performing fundraising team.
- Experience of managing budgets for projects and campaigns.
- Knowledge of fundraising databases and CRM systems and Salesforce in particular.

Skills/Knowledge

- A proven strategic leader who can inspire, influence and deliver results
- Strong negotiation and influencing skills, particularly in securing philanthropic support and building partnerships
- Exceptional interpersonal skills to build strong and collaborative relationships with internal and external stakeholders
- Exceptional and passionate written and verbal communication skills
- Highly organised and able to manage competing priorities
- Strong financial literacy, including experience managing budgets, tracking performance and forecasting income
- Proven ability to lead and develop high-performing teams, driving results through collaboration, mentorship, and a focus on achieving ambitious fundraising goals.
- Able to analyse complex situations, identify challenges, and make sound, data-driven decisions
- A high level of emotional intelligence

How to apply

Please apply via our website www.capuk.org.

If you have any questions regarding this opportunity. Please contact recruitment@capuk.org

Many thanks
for your
interest in the
work of CAP.



CAP's statement of faith

The triune God

We believe that there is one living God, revealed through the Bible as the Father, the Son and the Holy Spirit. The universe is the creation of the one living God and reveals God's existence, power and goodness.

Human beings

Every human being is an image bearer of the creator – created in order to love, worship and obey God, to relate to one another in love and compassion, to seek justice and to care for creation. Being made in the image of God, every individual is unique, sacred, dignified and equal. God loves and cares for everyone as shown by the sacrifice of Jesus Christ and the grace this sacrifice makes possible.

All humans have sinned (acted contrary to God's nature and purpose) by rejecting God's authority and disobeying God's commands. We are therefore alienated from God, one another and creation. This unchecked rebellion leads to eternal separation from God.

Jesus the Christ

Jesus of Nazareth is the Son of God, the Messiah uniquely appointed by God to bring salvation to the world. Jesus Christ, being in very nature God, came to earth and, becoming truly man, taught and modelled for us the new life of the Kingdom of God. In his death on the cross, he took upon himself the sin of the world, bearing its full cost and penalty so that we can be put right with God through his grace, by faith in Christ alone.

On the cross, Christ also entered into our suffering, defeated the powers of evil and accomplished the reconciliation of all creation. In his bodily resurrection, he defeated death for us all and gave us the way to eternal life. Through his ascension, he is exalted as reigning Lord, and at his return he will fully establish the universal reign of God's kingdom.

Holy Spirit

The Bible testifies to the Holy Spirit's activity both in creation and history as well as in our lives – empowering us to love generously, experience freedom, to fight for justice and to proclaim the gospel. The Holy Spirit convicts of sin, leading to faith and repentance and unites believers to Christ. Through Christ, God's spirit is poured out on all believers. The Holy Spirit gives gifts along with the power to proclaim and demonstrate the gospel, discern truth, pray effectively and advance the kingdom of God.

The Bible

The Bible tells the universal story of creation, the fall, God's redemption of humanity and ultimately the hope of a new creation, begun through the person and work of Jesus Christ. We believe the Bible is the word of God spoken through human authors and that it is trustworthy in all it affirms. We view it as the ultimate revelation of God's identity, character, purposes and actions and submit to it as supremely and uniquely authoritative for our belief and behaviour.

The Church

The Church is the worldwide community of believers who have been called by God to represent his character of holiness and compassion, to bring justice on earth and to fulfil his mission of proclaiming the new life made possible through the cross and resurrection of Jesus Christ. We exist to worship and to love him with all our heart, mind, soul and strength, and to love our neighbours as ourselves.