

## **Job Description – Community Engagement and Fundraising Lead**

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<b>Reports to:</b>	Co-Directors
<b>Contract:</b>	2 year fixed term
<b>Hours:</b>	0.4 Full time - 15 hours per week - flexible working requests considered
<b>Salary:</b>	£38,000 per annum pro rata
<b>Annual Leave:</b>	33 days including bank holidays pro rata
<b>Based at:</b>	Sydenham Garden Resource Centre, SE23 2LW or working from home – minimum 1 day a month in office.

### **Our Organisation**

Sydenham Garden, based in Lewisham in South-East London, is a special, unique and beloved wellbeing centre utilising its gardens, nature reserve and activity rooms to help people living with and recovering from mental and physical ill-health. We were established in 2002 and will celebrate our 25<sup>th</sup> anniversary in 2027. We provide nature and arts based creative, social and therapeutic activities for co-workers (the name we give our primary beneficiaries). People are referred to us from community organisations and health professionals and we use an integrative approach where those with different degrees of mental and physical ill health come together with volunteers from the local community to reduce social exclusion and prejudice. Each year we work with over 250 co-workers and over 60 volunteers.

Sydenham Garden's mission is to promote the physical and mental wellbeing of residents living in South London by providing:

- Community gardens where horticulture is used for therapy and rehabilitation
- Opportunity for training for work and education
- Opportunity for artistic and creative expression principally in our resource buildings
- The protection and preservation of the environment for the benefit of the public through nature conservation and the promotion of biological diversity

Some examples of our impact from our most recent **annual report** include:

- 95% of our coworkers reported increased confidence to advocate for themselves
- 93% of our coworkers and 100% of our volunteers reported increased contentment with life
- 91% of volunteers reported improving their skills

### **What our co-workers say about Sydenham Garden:**

*"You make people feel important, special and welcome – there isn't anywhere else like it"*

*"I've enjoyed the fresh air and being outside and connecting with others. Everyone is very supportive. I've gained better confidence, more independence, and less anxiety about speaking with people. I feel more assertive and confident now."*

*"I have really enjoyed being part of a group. I feel a real bond with the people in the group. Everyone is friendly, warm, supportive, and welcoming"*

Our values are Empowerment, Inclusivity and Accountability.

Now is an exciting time to join Sydenham Garden. We are two years into our current four-year strategy, and we have recently recruited two new fundraising trustees to advise on our future fundraising growth. A key focus for us this year will be designing and implementing a new fundraising strategy that builds on our existing strong trust and foundations work, expands our opportunities in local commissioning and statutory funding, and lays the foundations to grow our community fundraising and individual giving.

We are seeking to appoint **two Fundraising roles** – one focused on **Grants, Trusts and Statutory Fundraising** and one focused on **Community Engagement and Fundraising**. Each post will be for two days per week and will play a key role in securing income for our vital work. These are hands-on roles that require a balance of strategic thinking and operational delivery.

At Sydenham Garden, you'll be part of a small but ambitious and dedicated team where your work will directly impact our ability to deliver transformative programmes. Every day you will be able to see and experience the impact of your work. We're looking for people who are ready to roll up their sleeves, embrace challenges, be solution-focused and driven to make a tangible difference to the lives of people across South-East London.

### **Funding at Sydenham Garden**

Our income in 24-25 was £543,947. We have multi-year support from a range of statutory and Trusts & Foundation sources and have a strong track record of securing Trusts & Grant funding. Alongside this we also raise income through venue hire, hosting corporate days, individual supporter and community events. Community Fundraising brings in around £20,000 of our annual income with ambitions to grow this further. We have been supported by a freelance fundraiser since 2023 and we are now seeking to appoint to two staff positions to specialise in each area of fundraising development.

### **Job Purpose**

This is an exciting opportunity for an experienced community fundraiser to build on Sydenham Garden's existing foundations in community engagement and fundraising, taking a leading role in the next phase of our growth.

You'll lead both the strategic planning and operational delivery of our community engagement and individual giving strategy, working closely with our Co-Directors, and provide day-to-day support to our fundraising volunteers, ensuring they feel effective, valued and well supported in their roles.

You'll enjoy getting out into the local community, starting conversations, building relationships and confidently communicating the value and impact of Sydenham Garden to potential supporters and partners.

You'll be comfortable working independently while being part of a close-knit team, and you'll manage the full community engagement and fundraising pipeline, from identifying and researching potential partners, through to reporting on outcomes and impact to our partners and the wider community.

This is a flexible, part-time role with real scope to shape and lead your own work, and would suit someone looking for a rewarding and impactful position where they can see the direct difference their work makes to a community-rooted mental health charity.

## **Key Responsibilities**

### **Strategy & Planning**

- Lead development of Sydenham Garden's Community Fundraising strategy and annual plans, with support from Co-Directors and the Fundraising sub-committee.

### **Donor management**

- Build strong relationships with our individual donors, increasing their engagement and support of Sydenham Garden.
- Identify and implement new ways to engage new individual donors.
- Communicate regularly with existing and potential individual donors.
- Keep up-to-date with trends and new opportunities in the community fundraising landscape, proactively adapting strategies and shaping and seizing opportunities as needed.

### **Volunteer Management**

- Working collaboratively with the Community Activities & Volunteering Lead, recruit, train, motivate and support a team of Community Fundraising volunteers.

### **Monitoring & Reporting**

- Maintain accurate records of individual donors and community fundraising activities.
- Develop Sydenham Garden systems to improve collection and analysis of fundraising data.
- Effectively record and analyse fundraising data to inform activity and income targets, report internally against targets and KPIs, and contribute to organisational planning.

### **Representation and communication**

- Work collaboratively with the Fundraising Coordinator: Trusts & Foundations to lead the development of resources to support fundraising and effectively showcase the work we do.
- Identify and attend relevant networking meetings and events to increase giving opportunities for future donors
- Be an enthusiastic and credible face Sydenham Garden, representing the organisation in meetings and at events.

- Develop and maintain a strong understanding of how Sydenham Garden’s services support people living with mental ill-health and dementia and the impact of being part of the Sydenham Garden community on co-workers.

### General duties

- Work within the policies and procedures at Sydenham Garden and in a way that meets legal, statutory and best practice requirements.
- Identify and participate in appropriate personal and skills development and training.
- Work flexibly, including evening and weekend working for Board meetings and events, for which TOIL is available.
- Undertake any other duties as reasonably required.

This is a description of the job as it is presently constituted. It is the practice of Sydenham Garden to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you.

### Working with Us

Sydenham Garden is a small team rooted in our local community, and that community is at the centre of everything we do; from the people we support, to the volunteers and neighbours who get involved in our gardens and our work in all sorts of ways.

We work collaboratively, support each other across different areas of the organisation, and aren't afraid to try new approaches and learn from what doesn't work. We're values-led, we care deeply about our impact, and we hold ourselves accountable to the people and communities we serve.

We're also confident advocates for our work, and comfortable making the case for Sydenham Garden to funders, partners and the wider community.

### Person Specification

CRITERIA	To be assessed via application form	To be assessed at interview	To be assessed via task
<b>Experience</b>			
A proven track record of increasing charity income through community fundraising activities.	X	X	
Proven relationship management experience with individual donors or stewarding donor journeys	X	X	X

Experience of developing and delivering a fundraising strategy in a small charity or Experience contributing to or supporting the development of a fundraising strategy in a small charity or similar setting	X	X	
<b>Qualifications/Training/Skills/Abilities</b>			
Excellent people and communication skills, with the ability to engage and enthuse a wide variety of people effectively about Sydenham Garden's work and impact.		X	X
Experience of managing or working alongside volunteers		X	
Excellent communication skills with the ability to draft engaging content about Sydenham Garden's work and impact.		X	X
<b>Knowledge and Understanding</b>			
Passionate about community-based work and committed to Sydenham Garden's mission and values.	X	X	
Knowledge of CRM systems and fundraising databases including how to use and record data for accurate reporting		X	

This role requires a basic Disclosure and Barring Service (DBS) check.

### **Equity, Diversity and Inclusion**

Sydenham Garden is committed to **Equity, Diversity and Inclusion (EDI)**. We want to build a diverse and inclusive staff, volunteer and trustee team where everyone feels that they belong and that reflects the profile of the communities we serve. Therefore, we will welcome and consider applications from candidates of all backgrounds and protected characteristics, and **we particularly encourage applications from people of African or Caribbean heritage** to ensure our staff team represents the communities we serve.

### **How to Apply**

To apply, please send us a CV together with a supporting statement that addresses how you meet the Person Specification, including how you have gained the experience and abilities required (maximum 2 pages). Applications should be made by email to: [jobs@sydenhamgarden.org.uk](mailto:jobs@sydenhamgarden.org.uk) with 'Community Fundraising Lead' in the subject line.

### **A note on the use of AI for your supporting statement**

We understand applicants may use AI tools for accessibility support and for proofreading or structuring their thoughts. However, we're looking for authentic examples from your own experience and your genuine voice. We ask that your supporting statement is not drafted entirely through generative AI

## **Recruitment Timeline**

Deadline for applications: **9am Monday 13 April**

Interviews: **Friday 24 April**

Do you have any questions? If you would like to find out more about the role then we can arrange an informal chat with Beth or Lowell, our Co-Directors, please contact [jobs@sydenhamgarden.org.uk](mailto:jobs@sydenhamgarden.org.uk) to arrange a call.

A diverse workforce is important to us, and for this reason, we request that you complete our equal opportunities form [here](#), which is kept separately from the recruitment process.