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Welcome

I am delighted to be recruiting for a Major Gifts & Partnerships Lead to join our team at Rays of Sunshine Children's Charity.

You will be joining a small but passionate team, full of positivity, energy and drive to succeed and we need someone who will be a part of our success, helping to achieve our new vision for the charity to ensure we can create lasting memories for all children and young people with a life limiting illness.

This is a new role to lead on developing and implementing our Major Gift Strategy, building a pipeline of support and securing significant gifts across Corporate and Commercial Partnerships, Philanthropy, Trusts and Foundations, with an initial predominant focus on Corporate Partnerships and Philanthropy.

We are open to candidates with experience in one or more of the above areas but you must have significant experience in developing a pipeline and evidence of securing 5 and/or 6 figure partnerships or gifts.

With a new fundraising strategy and 3-year income growth plan, and support from the organisation where fundraising is embedded throughout, including a supportive board of Trustees and connectors, you will have plenty of opportunities to build relationships and to be a part of the future success.

You will be valued and rewarded, joining a vibrant and fun working culture, and you will get to see the positive impact on the lives of children, young people and their families first hand.

If you're interested in being a part of our success, we'd love to hear from you. Do get in touch for a chat or an informal meeting.

I look forward to hearing from you

Amy Chambers
Director of Fundraising and Communications

amy@raysofsunshine.org.uk



About Rays of Sunshine

Rays of Sunshine exists to brighten the lives of seriously ill children aged three to 18 across the UK by granting magical wishes and providing ongoing support within the community. Our work creates a positive distraction, reduces isolation, improves self-esteem and creates precious memories and smiles.

Wishes - The wishes we grant are as unique as the children themselves and whether a child wants to be a fireman, meet a real-life mermaid or even the Loch Ness Monster, we work hard to make that wish come true.

Wish Community - From the moment a wish is granted, children and their families become part of this community, and are invited to join in any of the events which take place throughout the year – across the UK.

We offer a 'relaxed', fully accessible environment during our events so children and young people can feel free to be themselves whilst not being overwhelmed, and share valuable time with others in a setting which aims to boost their confidence. Our events help to bring wish families together, provide an opportunity to meet others who have faced similar experiences, and most importantly, have fun!

Sunshine in Hospitals - Our team delivers sunshine to children up and down the country currently receiving treatment in hospitals. From our activity days to our sensory bags, we aim to reach children and their families when they need it the most.

Our projects help to reduce anxiety, loneliness and isolation in the hospital and hospice environment for seriously ill children and their families.

Job Specification

Job Title: Major Gifts & Partnerships Lead

Salary: £47,000 to £52,000 FTE

Hours: 37.5 hours pw (part time considered, no less than 4 days pw paid pro-rot)

Working pattern: Flexible working hours, with home and office working

Location: Finchley, N3 (nearest station Finchley Central) / Home Working

Reports to: Director of Fundraising and Communications

Direct reports: Major Gifts & Partnerships Executive, Corporate Researcher Volunteer and Internships.

Key Responsibilities

Leadership and Strategy

1. Provide leadership to the Major Gifts Team comprising of 1 direct report, interns and volunteers.
2. Create and deliver a new Major Gifts & Partnerships Strategy, working across Corporate, Philanthropy, Trusts and Foundations.
3. Produce supporting Operational Plans and KPI's to ensure income growth is realised over the next 3 years. Performance monitoring and reporting on these to the Director of Fundraising and Communications.
4. With the Director of Fundraising and Communications, lead on develop a pipeline of support across Major Gifts and Partnerships, securing high value donations and partnerships.

Corporate Partnerships

5. Create winning proposals and pitches to secure Brand, Corporate and Commercial Partnerships, using your understanding of ESG and CSR, with a strong focus on shared purpose and mutual benefit, to create successful long term strategic partnerships.
6. Develop impactful corporate partner relationships with our linked brands and wider networks, growing engagement and maximising new opportunities to grow support.
7. Create plans to and secure pro bono support from companies, with a specific

focus on strategy development, data and digital transformation; and secure significant gifts in kind and sponsorship to underwrite costs; adding non-monetary value to our work.

8. Develop new corporate campaigns and initiatives that will grow income from corporate partners.

Philanthropy

9. Review our existing Patrons Club, increasing engagement from existing donors; and develop and enhance our Patrons Club to secure a new pipeline of support.
10. Secure significant 5 and 6 figure major gifts, focusing multi-year giving and long term support from HNWI.
11. Organise cultivation events, using existing donor networks, to grow engagement and introduce new donors to the charity.
12. Support the Special Events committee to manage invitations, guest lists, sponsorship, pledges and other adhoc fundraising support for our flagship Gala, and attend the event in person to support with on the day fundraising activities and networking.

Trusts and Foundations

13. Work with the Trust and Foundations Consultant to develop the pipeline of identified opportunities for application.
14. Support with applications to Trusts and Foundations, using an established pipeline and case for support, to increase the number and value of gifts from Trusts and Foundations.

Stewardship

15. Lead on creating a stewardship and retention plans for Major Gifts, to increase a supporters LTV.
16. Providing personalised communications, proposals, and impact reporting.
17. Develop a case for support and project funding proposals, that are engaging and impactful, motivating donors to give, and to continue their support.

Internal and External Relationships

18. Manager key relationships with significant donors and partners, along with the Director of Fundraising and Communications.
19. Develop strong relationships throughout the charity to help create opportunities for donor support, gaining an excellent understanding of our services and the projects within them to be funded.
20. Work collaboratively with Trustees and the Services Team to create a pipeline of support across Corporate Partners, Philanthropy, Trusts and Foundations.

Person Specification

1. Experience of creating and implementing a successful Major Gifts Strategy, and producing budgets and achieving income targets to enable growth, or a sales/new business development role with demonstrable transferable skills.
2. Experience developing a Corporate and/or Philanthropy pipeline and evidence of securing 5 and/or 6 figure partnerships and gifts.
3. Experience of building a pipeline of support, mapping contacts, creating winning proposals and delivering impactful pitches to secure support.
4. Experience of managing major supporter events, such as gala's, sporting events or other.
5. Experience of securing Trusts and Foundations (advantageous).
6. Experience of introducing new products and campaigns to secure new sources of income.
7. Excellent at building relationships and earning the respect of senior stakeholders and HNWI to positively influence outcomes.
8. Ability to proactively use a database and establish an effective means to monitor a pipeline within a CRM (we use Donorfy) and report on outcomes.

Benefits

- Flexible working hours and hybrid working
- 30 days annual leave plus bank holidays (pro-rata for part-time)
- Pension scheme with a contribution of 4% from Rays of Sunshine
- Occupational sick pay
- BHN extras employee benefits platform
- Free eye tests
- Free 24-hour confidential advice via our Employee Assistance Programme (EAP)
- Staff forums and staff surveys
- Opportunities for training and further development
- Access to online learning

Our Values

Our values are at the heart of everything we do and help guide us in our mission to grant more magical wishes for seriously ill children.

- **Kindness** – We are kind to ourselves and others in everything we do
- **Integrity** – We are honest and trusted to do the right thing
- **Joy** – We work with fun, passion and a sprinkle of magic
- **Empowerment** – We work to build confidence and nurture potential.
- **Connection** – We build strong connections with everyone in our wish community



How to apply

Please send a cover letter (no more than two sides on A4) explaining your suitability for the role, along with a CV to amy@raysofsunshine.org.uk by 12 noon on Friday 12 July.

Interviews will be held in person, on a rolling basis, before or on Thursday 18 July.

If you wish to discuss the role before applying, it would be a pleasure to organise a suitable time with you.