

Information for Candidates
August 2024



Major Donor & Legacies Manager



Wadars
Animal Rescue & Rehoming

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INFORMATION TO CANDIDATES

MAJOR DONOR & LEGACIES MANAGER

Dear Applicant

The following information is intended as a useful guide to applicants considering joining Wadars. Full details are supplied with an offer of appointment.

Wadars

Set in 15 acres of the beautiful South Downs in Ferring, West Sussex, Wadars is a leading animal rescue charity and has been providing protection of animals of all kinds in need of care and attention by reason of sickness, maltreatment, poor circumstances, or similar causes since 1969. As a registered charity, we rely almost entirely on donations, legacies, and fundraising from within the community that we serve.

Wadars rescues and rehabilitates around 1,300 wildlife and re-homes up to 300 companion animals (pets) every year. Our team of mobile animal rescue officers respond to calls from the general public where animals are in peril and, during the summer months, can receive more than 50 calls a day.



After more than 50 years of working with commercial kennels, catteries, and other wildlife units, we have now obtained full planning permission for the development of a comprehensive rescue and rehoming centre. This will take time – and money – to complete. We have already undertaken the first phase; a feline unit including intake, homing, isolation and maternity plus a laundry and utility area. We have also created a small animals unit for rabbits, guinea pigs and other small companion animals.

We work tirelessly to provide rehabilitation of wild animal casualties and their integration back into their natural environment. We also provide a mobile animal rescue service, with a fleet of three animal ambulances, responding to distressed, injured, and displaced wild animals in our community.

We need to raise at least £600,000 every year to continue to provide our services; we rely almost entirely on donations and legacies from the community which we serve. In addition, we need to raise around £3.5 million to complete the development of the animal rescue and rehoming centre.



Major Donor & Legacies Manager

We are looking for an experienced major donor fundraising manager with a track record of achieving five figure gifts from HNWI, corporates and trusts along with knowledge of legacy fundraising and administration.

This is a challenging and demanding role, bringing together all major gift sources. Supported by a fundraising assistant, you will be responsible for delivering ambitious income targets from HNWI, corporates, trust and legacies. You will need excellent communication and networking skills and be able to produce high quality, imaginative and compelling presentations, proposals, letters and pitches.

You will also be responsible for our individual giving and fundraising in the community by directing and supporting the fundraising assistant.

You will need a passion for animal welfare, be prepared to deliver ambitious income targets and work occasional evenings, weekends and public holidays in response to the fundraising programme.

This role can be physically and emotionally demanding; a high degree of emotional stamina and the ability to cope with animal euthanasia, cruelty and neglect is essential.

A full, clean driving licence and the use of a reliable, suitably insured car are essential for this role.



Terms and Conditions

The role is offered on a full-time basis at 35 hours a week based at Wadars Animal Rescue, Ferring (hybrid working up to 2 days a week may be considered)

- Salary: £39,130 per annum
- Holiday entitlement: 33 days per annum including 8 public holidays.
- The Charity operates a contributory pension scheme through Scottish Widows
- The Charity is unable to contribute towards the cost of relocation if this is necessary.
- As part of the induction procedure for employment, we ask the successful candidates to complete a pre-employment medical questionnaire.
- No offer of employment will be made until eligibility to work in the UK has been verified.

Any offer of employment will be subject to the receipt of at least two satisfactory references, one of which must be from your present or most recent employer. Wadars reserves the right to contact your referees before an offer of employment is made. Unless your permission is granted, your present employer will not be approached until an offer of employment has been made and you have communicated your intention to leave.

Equal Opportunities

Wadars is committed to equal opportunities for all staff, volunteers and applicants. We believe that all staff, volunteers and supporters of Wadars should be treated with dignity and respect. We aim to ensure that all who wish to work in, or volunteer to help with our Charity should have an equal chance to do so. It is our policy that all employment and volunteer decisions are based upon merit and the business needs of the Charity. Wadars does not discriminate on the grounds of age, gender, health, sexuality, class, family status, means, ability, colour, ethnic origin, culture, religion, or belief.

How to Apply

As the first step, please provide your CV along with a covering statement which details your reasons for applying and your relevant experience and achievements, to our Chief Executive, Julie Toben, by email to julie@wadars.co.uk. Shortlisted candidates will be asked to complete an application form prior to interview.



We are accepting applications on a rolling basis which means the role can close at any stage, so early application is strongly encouraged. Please contact us if this impacts you in any way. Interviews will be held in person at our offices.

**Thank you for your interest in
working at Wadars**

JOB DESCRIPTION

JOB TITLE:	Major Donor & Legacies Manager – full-time
CONTRACT:	Permanent
REPORTS TO:	Chief Executive
LOCATION:	Based at the Charity's offices in Hangleton Lane, Ferring, with some travel
RESPONSIBLE FOR:	Fundraising assistant

PURPOSE OF THE JOB

Plan, lead and continually develop a robust strategy to generate substantial income from individuals, trusts and corporates.

Plan and lead our legacy programme, maximising the opportunities available to encourage new and current supporters to leave a gift in their Will, including legacy administration.

Lead, manage and support the fundraising assistant to meet their fundraising targets and goals, and to achieve their potential.

MAIN RESPONSIBILITIES

- Develop and implement a strategy to identify, cultivate, solicit and steward a portfolio of major donors across targeted revenue streams including HNWI, trusts and corporates.
- Develop and execute a plan to significantly increase and enhance the organisation's individual giving through traditional and digital methods.
- Achieve agreed income targets and key milestones.
- Ensure the consistent support of new and existing major donors through successful stewarding and relationship cultivation.
- Develop and implement a legacy programme to encourage new and current supporters to leave a gift in their Will.
- In collaboration with the Chief Executive, take responsibility for legacy administration working alongside internal and external parties to ensure that all estates are correctly administered and accurate records kept.
- Work with staff and volunteers to create an open culture to celebrate the need for donations and legacies and empower them to talk openly and appropriately with new and existing supporters.
- Create persuasive funding proposals, propositions, cases for support and progress reports for new and potential donors.
- Ensure that appropriate research is undertaken to identify potential donors and bespoke approaches made.
- Ensure that accurate records of all contacts are kept up to date to ensure appropriate approaches.
- Work with finance to ensure all donations are recorded appropriately and accurately.
- Ensure that Wadars complies with the Data Protection Act, Fundraising Standards Board and Institute of Fundraising standards.

General

- Be aware of the philosophy of Wadars and behave as a fit representative
- Help to maintain a high profile for Wadars, raising the public awareness of the importance of donations to the continuance of the work of the Charity
- Maintain regular and effective liaison with staff to ensure good working relationships
- Meet agreed objectives, undertake an annual performance review, and undertake training as required
- Be flexible and willing to take on or assist with special projects or other reasonable duties as requested by the Chief Executive
- While at work all staff are required to take care of their own health and safety and that of others who may be affected by their acts and omissions
- To be aware of and comply with the requirements stated within the Charity's policies and operational procedures as issued from time to time

Variations

This job description is a statement of the job content agreed in August 2024. It should not be seen as precluding future changes. This job description will be reviewed annually during the Appraisal process, to take into account the need for change in the services, role and activity.

Major Donor & Legacies Manager Role Description – August 2024

MAJOR DONOR & LEGACIES MANAGER PERSON SPECIFICATION

Education and Training

- Good standard of general secondary education
- Sound IT skills (Word, Excel, internet, and email); Publisher
- Institute of Fundraising qualification is desirable

Essential Experience and Skills

- Proven record of achieving five and 6 figure, single and multiyear gifts
- Excellent customer service and stewardship
- Knowledge of legacy fundraising and administration
- Writing persuasive funding proposals, propositions, cases for support and progress reports for donors.
- Experience of using CRM for donor development
- Excellent communication skills; written, verbal and social media
- Ability to motivate and engage individuals in order to achieve fundraising targets
- Good people management skills: managing volunteers is desirable

Qualities

- Enthusiastic self-starter with the ability to work on own initiative and as part of a team
- Ability to stay calm under pressure and deal with all issues with tact and diplomacy
- Good at juggling tasks and prioritising
- Desire to show initiative
- Honest and trustworthy

Other requirements

- Empathy for the work of Wadars and its values
- High degree of emotional stamina and the ability to cope with animal euthanasia, cruelty, and neglect
- Willingness to undertake training as and when required
- Willingness to work flexibly including some evenings, weekends, and Public Holidays
- Car driver with full clean driving licence and regular access to a reliable, suitably insured car