



Children's Hospices Across Scotland

Appeal Director

Recruitment Pack

November 2024



Dear Candidate,

Thank you for your interest in the role of **Appeal Director** at **Children's Hospices Across Scotland (CHAS)**.

As we launch our most ambitious appeal yet, aimed at transforming children's palliative care across Scotland, we're thrilled to introduce this new Appeal Director role. This position represents a rare and significant opportunity to shape and lead a high-impact, high-profile income generation project.

Working within our award-winning **Income Generation and Engagement Directorate**, you will lead and develop a portfolio of prospects focused on expanding philanthropic networks and securing six- and seven-figure gifts to meet appeal goals for the **Rachel House Redesign Project**, and the **It's Not Just A Hospice Appeal**.

This is an inspiring time to join CHAS. In 2024, we launched our **2024-2028 Strategic Plan**, outlining our vision to provide unwavering care to children who may die young and support for their families at every stage of the journey. CHAS is committed to supporting families across three key areas:

- Learning your child is seriously ill and may die young
- Living Well through supportive care
- Dying Well and Bereavement

Our fundraising goal is ambitious, and the Income Generation and Engagement team is committed to raising **at least £75 million** over the next five years to support the delivery of our vision as outlined in the new Strategic Plan, including a major appeal to raise **£16.3 million** which will support the redevelopment of Rachel House.

It's Not Just a Hospice Appeal

This appeal is about more than fundraising for a hospice. It's about transforming the experience of children's palliative care in Scotland—today and for generations to come. The **Appeal Director** will play a vital role in securing the necessary resources to fund the redevelopment of Rachel House in the medium term, while also supporting CHAS' long-term growth and sustainable impact.



We have bold ambitions, and we work to balance these goals with a supportive work environment, offering flexibility and hybrid work options.

If you have the skills, passion, and drive to join us on this journey, we would be delighted to welcome you to CHAS.

For more information, please reach out to careers@chas.org.uk with any questions or to arrange an informal discussion.

Warm regards,

Iain McAndrew

Director of Income Generation and Engagement



About You

You are a results-driven, strategic professional with a proven record in securing major gifts. You believe in the power of philanthropy to change lives and are energised by the opportunity to make a meaningful difference for dying children and their families at critical moments in their lives. You excel at building meaningful donor relationships, listening to their motivations, and aligning their passions with a mission that resonates with them.

With a background in high-stakes fundraising within healthcare, social impact, or a similarly mission-driven sector, you understand the nuances of major gift fundraising and know how to craft compelling cases that inspire generosity and long-lasting partnerships. We are equally interested in hearing from talented candidates with a background in high-level client management from any sector. A background in the charity sector isn't a pre-requisite for this role. You'll have strategic, organisational, and communication skills, with the ability to inspire, persuade, and build rapport with diverse stakeholders.

Most importantly, you're driven by empathy and compassion. The idea of transforming the experience of children's palliative care in Scotland and creating a state-of-the-art Rachel House resonates with your core values. This role offers you a chance to create a legacy of care for future generations, and you are ready to meet the challenge with enthusiasm and dedication.

We encourage applicants from diverse backgrounds. Whether your experience lies in the nonprofit or commercial sector, we are looking for individuals who can demonstrate exceptional income generation skills, strategic thinking, and a talent for developing impactful relationships.

About CHAS

In Scotland, three children a week die from a life-shortening condition. CHAS provides unwavering care to children who may die young, and holistic support to their entire family. Our ambition is that no one should face the death of their child alone. Our team includes nurses, doctors, chaplains, social workers, and family support specialists who provide services across two children's hospices, community settings throughout Scotland, and in hospitals in partnership with the NHS.

CHAS is an independent charity registered with Healthcare Improvement Scotland to provide hospice care, and with the Care Inspectorate to provide home services. We are recognised for our "exceptional" leadership and vision in our sector.

Our model is unique in Scotland, offering support wherever and whenever families need us: in hospices, hospitals, and homes. Watch our [short video](#) to learn more about our services.

Our Services include:

- **In hospice:** Short breaks, emergency care, symptom management, end-of-life care, and grief support spaces for families.
- **At home:** Respite visits, volunteer assistance, social worker support, sibling services, end-of-life care, and bereavement support.
- **In hospital:** Palliative care support, activities, end-of-life care, and access to all CHAS services at home or in hospice.

Our values



Time is precious

We help children and families make the most of their time together, no matter how short. We value and respect each other, our time and contributions.



We are courageous

Children and families motivate us in our unwavering commitment to deliver exceptional care based on choice.



With love and compassion

We care for children and families, and all those who make our work possible. Love, dignity and inclusion are at the heart of everything we do.



We play as one team

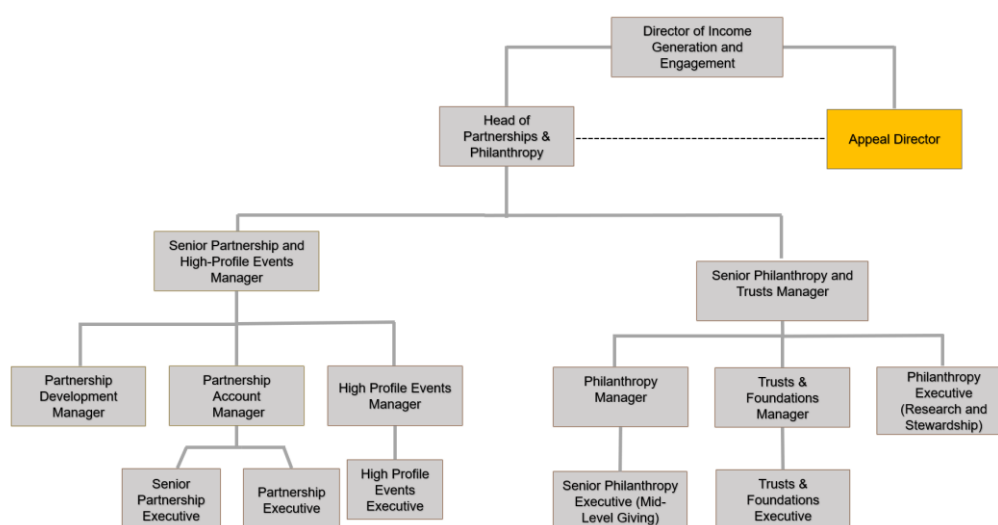
Children learn through play, and we're inspired by them. Together, we make extraordinary things happen every day.

Fundraising at CHAS

CHAS has a high-achieving and award-winning fundraising team with a collaborative culture that drives success. Led by Iain McAndrew, our team has earned recognition for its innovative campaigns and effective corporate partnerships.

Our approach is distinctive: we support our team in providing creative, personalised solutions that support the development of deep relationships and sustained engagement with our supporters. [Learn more](#) about our approach.

As **Appeal Director**, you'll report directly to our Director of Income Generation and Engagement and collaborate closely with the Head of Partnerships and Philanthropy to make our vision a reality.



About the Role

Reporting to the Director of Income Generation and Engagement, the Appeal Director will play a pivotal role in delivering significant gifts for our Rachel House Redesign major appeal and more broadly to help CHAS grow sustainably. The next five years represent a unique opportunity to transform the experience of children's palliative care in Scotland, with the redevelopment of Rachel House at the heart of this mission.

We aim to raise over **£75 million** in this period, including **£16.3 million** specifically for the Rachel House redevelopment. The Appeal Director will be instrumental in delivering large gifts, collaborating across departments, and ensuring each donor receives exceptional stewardship aligned with CHAS's goals and values.

This is a rare opportunity to create a lasting impact on children's palliative care across Scotland, advancing a compassionate, family-centred model of care that prioritises comfort, choice, and dignity.

Read on for a detailed Job Description

JOB DESCRIPTION: APPEAL DIRECTOR

Purpose of the role

Lead and develop a portfolio of prospects with a focus on growing philanthropic networks and securing multi-year giving at a level of six and seven-figure gifts in order to achieve the appeal goals set for the Rachel House Redesign.

Main duties/ Responsibilities

Campaign Strategy & Leadership:

- Lead the development and execution of a comprehensive strategy for identifying, cultivating, soliciting, and stewarding major and principal gift prospects.
- Work closely with the Director of Income Generation and Engagement, Chief Executive, and board members to ensure alignment of major and principal gift activities with overall appeal and CHAS income generation goals.
- Work closely with the Head of Partnerships and Philanthropy to agree strategic prioritisation between major and principal gift activities in relation to the Rachel House appeal and core business as usual income in line with agreed strategy and donor motivations.
- Maximise opportunities to identify where prospect interests may align to other elements of the CHAS Strategic Plan or capital expenditure programme.
- Collaborate with Senior Partnerships and High-Profile Events Manager and Senior Philanthropy and Trust Manager in the identification and management of donor cultivation and pipeline development.

Donor Identification & Cultivation:

- Identify and qualify new major and principal gift prospects with the capacity to make six- and seven-figure contributions, working with other members of the P&P Team to identify where such opportunities may be from foundations or partnerships.
- Work closely with the Head of Partnerships and Philanthropy and other Heads of Business across Income Generation and Engagement and as required more broadly across CHAS to develop the required networks and expand the number of engaged HNWI donors.
- Develop personalized engagement plans for each prospect, focusing on building strong, long-term relationships.
- Partner with senior leadership and key volunteers to engage prospects in meaningful ways, including one-on-one meetings, events, and other cultivation activities.

Solicitation & Closing:

- Lead the solicitation of major and principal gifts, working closely with the CEO, board members, volunteers, and other key stakeholders.
- Prepare compelling proposals and presentations tailored to the interests, motivation, and philanthropic goals of each prospect.
- Negotiate and close major and principal gifts, ensuring alignment with the donor's intent and the organization's priorities.

Stewardship:

- Design and implement a robust stewardship program for major and principal gift donors, ensuring they are recognized, appreciated, and engaged in the life of the organization.
- Work closely with the Partnerships and Philanthropy Team to ensure effective use of resource in the delivery of any stewardship activity.
- Manage ongoing relationships with donors, ensuring they are informed about the impact of their gifts and opportunities for further engagement.

Leadership & Collaboration:

- Provide leadership and mentorship to the Partnerships and Philanthropy team, particularly in the areas of principal gifts and major donor engagement.
- Work with marketing and communications teams to develop materials that support principal gift cultivation and solicitation.
- Report on progress towards campaign goals, including pipeline development, donor engagement, and gift commitments.

Other Duties:

- Stay current on trends and best practices in major and principal gift fundraising.
- Participate in relevant professional development opportunities.

Education

Bachelor's degree or equivalent required; advanced degree preferred.

Skills and Experience Requirements

- Extensive experience in major or principal gift fundraising, with a proven history of securing multiple six- and seven-figure gifts or in securing and developing high level client relationships at a similar scale.
- Demonstrated success in managing and closing complex gift agreements or in securing high level strategic partnerships.
- Exceptional interpersonal and communication skills, with the ability to build rapport with high-net-worth individuals and institutional donors.
- Exceptional organizational skills, with the ability to manage multiple priorities and deadlines.
- Ability to work independently and as part of a collaborative team.
- Knowledge of fundraising software and donor management systems.
- Commitment to the mission and values of CHAS.

Technical Skills

- Ability to work independently within the role, under their own initiative and cooperatively as part of the Partnerships & Philanthropy team.
- Exceptional time management and organisational skills, with experience of managing multiple relationships at any given time, prioritising and meeting agreed deadlines.

- Skilled at identifying, developing, and maintaining internal and external working relationships at all levels.
- Advanced level of communication skills, being able to represent the interests of the organisation at all levels and positively influence internal and external contacts.
- Well-developed analytical skills to understand overly complex or sensitive situations and information, to operate with exceptional judgemental skills to formulate solutions and recommend or decide on the best course of action.
- Ability to represent CHAS with gravitas to create and secure major gifts.
- Ability to persuade and influence staff and supporters.
- Ability to produce innovative, persuasive fundraising proposals and applications.
- Ability to articulate and present complex information to individual supporters as well as large groups including, existing and potential supporters.
- Ability to vary communication style (both written and verbal) to reflect the needs of the audience.
- Excellent diligence.
- Confident networking and public speaking.
- Excellent administration skills with a sound working knowledge of CRM databases, Windows-based software, including Word, Excel and Outlook and Teams.
- Knowledge and demonstrable experience of adhering to data handling/GDPR laws and codes of conduct.

Key Working Relationships

- Director of Income Generation and Engagement
- Chief Executive
- Chief Operating Officer and other members of CHAS Senior Leadership Team
- CHAS Board of Directors
- Volunteers
- Head of Partnerships and Philanthropy and other members of the Income Generation and Engagement Leadership Team.

INTERNAL COMMUNICATION

Communication partners:

- Extended Leadership Team; specifically Head of Facilities and Projects, Head of Finance, Head of Partnership and Philanthropy, Head of Marketing and Communication, Head of Supporter Engagement and Legacies and Head of Community Giving and Retail, and associated members of those Teams.

Nature of communication:

- Emails
- Meetings (online and in-person)
- Presentations
- MS Teams
- Phone

<ul style="list-style-type: none"> • Clinical Lead (Rachel House Redesign) and Rachel House Project Team. • CHAS Senior Leadership Team and Board of Directors. 	
EXTERNAL COMMUNICATION	
<p>Communication partners:</p> <ul style="list-style-type: none"> • Philanthropists • Volunteer Giving • Committees/Giving circles • Marketing and Media agencies 	<p>Nature of communication:</p> <ul style="list-style-type: none"> • Presentations • Written applications • Meetings (online and in-person) • Emails • Phone calls

Further details

Location: your base location can be any CHAS site, our teams work flexibly and in a hybrid manner with time split between at home and onsite in Edinburgh, Glasgow and our hospices in Kinross and Balloch.

CHAS offers flexible and family friendly working. and are happy to discuss working arrangements that work for you!

Comprehensive Benefits: Including generous annual leave and pension, incremental salary progression, life assurance, employee assistance programme, access to Blue Light discounts, and health and wellbeing support.

Holidays: 35 days rising gradually to 40 days over 5 years service.

How to apply: Please click apply to answer a couple of questions and upload a CV, or complete the application form, at www.chas.org.uk (Get Involved > Join Our Team). Closing date: 26 November 2024.

Recruitment process: Provisional interview date of 6th December 2024. We strive to be an inclusive hirer and are happy to make adjustments to this process where possible.

Queries: Please feel free to get in touch with any queries to careers@chas.org.uk

To arrange an informal conversation about the position, please reach out to our Director of Income Generation and Engagement, Iain McAndrew, at IainMcAndrew@chas.org.uk

What if you don't meet all the job requirements?

At CHAS we are committed to creating a workplace where everyone feels welcome, supported, and valued. We celebrate diversity and inclusivity, recognizing that everyone's journey is unique. We believe in the power of transferable skills, so if you don't have the exact qualifications or background listed but believe your experience and skills are a great fit, we encourage you to apply. Feel free to reach out to Iain or our team for a chat to explore how you could be a great addition to our team.