

The Difference

Trusts & Foundations Manager

Job Pack

July 2024





The Difference improves life-outcomes for our society's most vulnerable children by improving the expertise of those who educate them. We do this by developing school leaders, publishing research and influencing policy makers.

The Difference was founded to change the story on lost learning. By 2030, we want rates of exclusion and absence to be falling nationally and for schools to be better equipped to support all children, including those who may be vulnerable.

The Difference was born out of a year of research into school exclusions with think-tank IPPR. This research identified a lack of inclusion expertise in schools and proposed a new leadership development programme to fill this gap. In 2018, Difference founder Kiran Gill hired the team who took this idea from concept to reality, beginning work with our first schools.

The Difference is now a 22-strong team delivering multiple school leadership programmes, alongside a growing research and policy arm. The team is supported by our Youth Advisory Board, made up of young people who have experienced exclusion and who provide expertise and insights on how school inclusion work should be done.

This work is needed more than ever. Effects of COVID-19, coupled with the spiralling cost of living, have substantially increased levels of vulnerability. Schools serving excluded pupils face under-funding. The Difference has had excellent early impact but there is work ahead to capture this, share learning with schools and policy-makers, and grow our capacity to lower exclusions across England.



Why work for The Difference?

Schooling isn't working for the children who need it most. Every week in England 109 children – equivalent to three full classrooms – are permanently excluded.

This is just the tip of the iceberg. Since the pandemic, school suspensions have risen significantly, as has persistent absenteeism. 1 in 5 children are missing more than 10% of their time in school.

Children who are excluded or persistently absent are much more likely to already be experiencing vulnerability or disadvantage. They are more likely to live in poverty, have additional learning needs, suffer mental health challenges, or experience a lack of safety outside school. Certain ethnicities are also disproportionately affected, notably Gypsy Roma Traveller and black Caribbean children.

Exclusion and high rates of absence can have a dramatic effect on life chances. These young people are more likely to drop out of education or employment, become vulnerable to long-term mental ill health, or be at risk of criminal exploitation.

The Difference believes that children and young people deserve better and that the education system has to change.

The fundraising team will drive the growth and sustainability of our fundraising function. Having proved the impact on exclusions via our programmes, you will help us generate the income to scale this success across the country. We need an expert trust fundraiser to support this journey. Join us.



The Difference's Values

High Expectations We are ambitious for excellence from young people, colleagues and ourselves. We don't believe in writing off someone's potential because of their identity or experience of crisis. We believe that compassionate leadership should facilitate reaching high expectations.

Strong Relationships We prioritise genuine relationships over transactional interactions, and know that this requires deliberate relational practice and achieves the best outcomes. We see those we work with as people first and their roles second; and know this greater trust allows us to take more risks, gain more feedback and have greater impact. Working through a network of relationships allows us to achieve more than we could do alone.

Internalised Locus of Control We work hard to reframe difficult situations to discover what we have within our power in terms of solutions. We take it upon ourselves to walk towards challenges and can take a high level of ownership and agency in our work and its continuous improvement. We never shout "fire" without first picking up our own bucket.

Pragmatism We believe leadership means recognising current limitations and striving for improvements within and beyond them. We develop consensus and chart new ways forward, challenging false and extreme positions like "zero exclusions" or "no excuses".

Scientific approach We take a diagnostic approach to unpicking causes of problems. We are loud and proud of our failures, recognising failing fast and often is key to finding the best solutions. We test solutions and are willing to use data and feedback to make adjustments and choose new directions. We look for a measurable shift in outcomes before we declare we are having an impact. We build feedback loops to learn from others' perceptions – especially if they differ from our own.

Not Squeamish about Structural Inequality We believe patterns of inequality can and should be disrupted. We strive to be clear-eyed about how these inequalities work, and both the individual practice and system-changes required to address them. We push ourselves to overcome awkwardness in talking about this; and begin by acknowledging our own biases and blind spots.

Asset-based We work hard to avoid deficit thinking and aim to start with what's strong, not what's wrong. We are careful not to frame our colleagues and stakeholders - particularly young people and families – as othered victims but instead to recognise their agency. We build relationships with, feedback loops from, and recruit into our teams, people who have the assets of insights into our delivery work and the young people we work with.

Role details

Reports to: Head of Fundraising

Location: Hybrid with 50% office presence

Contract: Permanent; full time or 0.8 with options for flexible working

Salary: £40,000 to £45,000 per annum, depending on experience (+6% employer pension contribution and sector-leading parental leave policy shared with all applicants)

Closing date for applications: Thursday 18 July

Purpose of the role

The Difference is launching the role of a Trusts & Foundations Manager. The Difference is a small and growing organisation, founded in 2017. We're an agile and flexible team and you'll be joining the Fundraising team at time of investment in fundraising, having recently employed our first full time Head of Fundraising.

It's an exciting time to join the organisation as we develop our new strategy to take us to 2030 with fundraising playing a key role in the organisation's growth. We have a small but generous group of funders who have supported The Difference and as Trust & Foundations Manager you will work to grow the pipeline and pool of trust funders and work closely with the Head of Fundraising to develop a fundraising strategy.

You will manage, develop and grow The Difference's portfolio of trusts and foundation donors, supporting us to diversify our donor base and secure high value, long term support. This post will manage trust income in line with donor requirements, identifying and building relationships with new prospects and submitting high quality and engaging reports and proposals. You will feel real ownership over your work and need to be self-starting, flexible and hungry to grow with the charity.

Key Responsibilities

Writing, reporting and recording

- Write and submit compelling funding applications and grant reports to trusts and foundations, ensuring that non-sector specialists can gain insight into our work, impact and learning
- Record and manage the trust and foundation pipeline, ensuring robust and accurate recording and reporting processes.

- Work closely with teams across The Difference to ensure accurate and funder relevant monitoring & evaluation data is captured in order to support fundraising and keep our community of trust funders up to date
- Oversee the fundraising work of the Impact and Fundraising Officer ensuring that key cultivation and stewardship activities are organised to a high standard and fundraising information is recorded on the company CRM, HubSpot.

Relationship Management and Communications

- Build relationships with trust and foundations to secure 5 and 6 figure gifts and ensure that funders feel bought into The Difference's ambition and strategy, can feel excited by our successes and aware of the challenges we work together to overcome
- Support the creation of engaging content from our impact data and case studies, for dissemination to funders to keep them engaged and connected to our work
- Plan and deliver fundraising outreach to build out our pipeline of trusts and foundations.
- Develop and expand meaningful engagement opportunities that we can offer to funders
- Have interest and active involvement (where required) in The Difference's programmes and organisational strategy, in order to really understand the nature of our work and therefore communicate this effectively and emotively to funders.
- Work closely with The Difference Executive Team, Trustees and Development Board to maximise network opportunities and facilitate introductions with potential trust supporters

Strategic

- Support the Head of Fundraising to develop the trust fundraising strategy with an aim to grow multi-year restricted, unrestricted and flexible income from existing and new donors and support the growth of overall fundraised income from £1.25m to £1.9m annually in next 3 years.
- Drive prioritised trust prospect research and identification of funding opportunities in line with sector trends and organisation fit.
- Prepare trust forecasts for fundraising quarterly, for the Head of Fundraising to present to the Board of Trustees.
- Support the wider work of the fundraising team with ad hoc requirements as required in order to support fundraising activity

Person Specification

High value trust funding experience

- Experience developing bids and applications for 5- and 6-figure grants
- Experience overseeing management of the entire stewardship journey end-to-end, from prospect to long-term engagement, and building relationships with foundation trustees and grant managers
- Experience of fundraising related to the education sector; knowledge of school exclusions / alternative provision including independent research in preparation for this job (desirable)

Strategic communication

- Proven ability to write compelling, well-organised content which turns complex ideas and detail into summaries that can effectively engage different audiences.
- Confident in communicating with funders and stakeholders from different backgrounds, including in face to face meetings
- Experience in adapting style for all types of communication, including long applications, short cover notes, and external updates

Organised and expert project manager

- Evidenced capacity to take high levels of ownership in your work
- Ability to thrive in a fast-paced environment and work cross organisationally to coordinate work and activity
- Strong communication to work efficiently internally
- Ability to prioritise conflicting deadlines and tasks

Employee benefits

- 6% employer pension contribution
- 25 days annual leave
- Enhanced sick leave and compassionate leave
- Enhanced maternity & adoption pay#

Accessibility

If you require access to this document in alternate formats, or any other adjustments, please contact Joe by email joeb@quarterfive.co.uk or call 07507 789 143

Recommended reading

If you'd like to understand more about The Difference and what we are trying to achieve, we would recommend the following:

- The [research](#) which underpins our organisation.
- Our latest [Impact Report](#), sharing our work in 2023
- Coverage of our work as told in this [BBC Radio 4 show The Spark](#) and this [The Economist short film](#)

Details of our most recent work and issues in the sector, as illustrated within our fortnightly [bulletin archive](#)

We are committed to building a diverse team and strongly encourage applications from under-represented groups in the charity sector such as people from black, Asian and minority ethnic backgrounds, LGBTQ+ people, people with disabilities, people with experience in the care system, non-graduates and first-in-family graduates.

Drill Map

SAFETY INFORMATION

EVACUATION ROUTES

ASSEMBLY POINTS

EMERGENCY PROCEDURES

Fire action

1. Sound the alarm

2. Leave the building

3. Go to the assembly point

Health & Safety

First Aid

Accidents

Illness



How to apply

We are partnering with Joe Blythe at QuarterFive Fundraising Recruitment for this appointment. For a confidential discussion of this role and to make an application, please contact Joe on:



joeb@quarterfive.co.uk



07507 789 143

The deadline for applications is Thursday 18 July 2024.

Green circular icons with text: 'Be Safe', 'Be Healthy', 'Be Happy', 'Be Kind'.



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