



# Trust Fundraiser Recruitment Pack

## Overview

**Job Title:** Trust Fundraiser

**Reporting to:** Head of Development [recruitment live]

**Hours:** Part time: 16-20 hours across a minimum of 3 days per week. We are happy to discuss flexible working options to fit your schedule.

**Salary:** £14,933.33 - £18,666.67 (£35,000 FTE)

**Contract:** Fixed term until 31st March 2026 with strong possibility of extension.

**Location:** This role can be delivered remotely, or from our office in Oval, London [or hybrid]. Travel to London will be required for meeting with current and potential funders.

**Benefits:** 5% employer pension and 28 days annual leave plus bank holidays (pro rata).

We are looking for an experienced Trust Fundraiser with a background in securing income from charitable trusts and foundations to join our team to help Groundswell continue to create positive change in the lives of people, services and systems on their mission to tackle homeless health inequalities. Recently kicking off our new 'Creating Positive Change' strategy, coproduced by over 130 staff, volunteers, clients and partners, we have ambitious plans and a compelling model which in its simplest form promotes healthier lives and a better future for anyone who has experienced homelessness.

The successful post holder will have experience in leading the development of well-written, compelling proposals and reports to charitable trusts and corporate foundations; demonstrating key relationship management skills to ensure all our funders feel part of Groundswell's mission. You will be a flexible worker with strong organisational, research and written communication skills. You will pride yourself in collaborative working to ensure the most successful chance of securing income, whilst being a self-starter who can manage their own workload effectively.

# About Groundswell

## Our Vision

Our vision is for a society which is fair, inclusive and equal.

We need equitable access to a healthier life and a better future for anyone with experience of homelessness.

## Our Mission

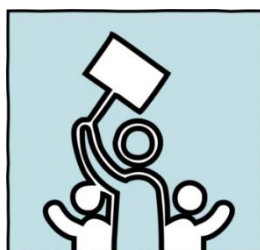
Our mission is to bring people together to:

- Amplify voices of people with lived experience to create solutions to homelessness and health inequalities.
- Stand in solidarity and champion their rights, to create positive change.

## Our Strategy

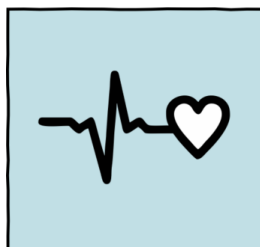
We co-produced our strategy with staff and volunteers with experience of homelessness. We're proud to have remained true to our values of participation and co-production.

## **Stronger Voices, Healthier Lives, Better Futures, Greater Together**



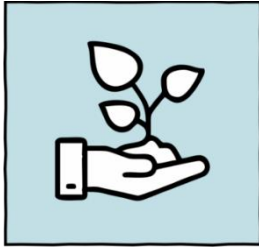
**People with experience of homelessness must inform the solutions – because they understand the problems people face.**

At every stage, we will hear, unite and amplify more voices of people with lived experience to speak out. Through participation we will build a stronger, more inclusive community to create change – through our organisation, in services, our sectors and wider society, locally and nationally.



**Homelessness is a health emergency.**

We will work to end health inequalities for people who have or are experiencing homelessness through advocacy, practical support, information and by influencing people, policy and services.



**Everyone deserves a better, more hopeful life and future.**

Lived experience of homelessness can lead to barriers that impact people's life chances.

Recognising the potential in everyone, we will provide more opportunities and support for people with experience of homelessness to progress if, and when, they are ready.



**We can't achieve our goals alone – we are more impactful when we pull together.**

We will become more effective and sustainable, building on our culture of relationships, compassion and transparency, and working closely with partners to learn, share and create change.

If you'd like to read our full strategy document, you can find it [here](#).



# About Groundswell's Fundraising and Communications team

The team is led by Becky, our Finance & Fundraising Director who has over a decade of experience generating income for homelessness charities. We have a Communications Manager in post leading Groundswell's digital communication platforms, ensuring our supporter engagement and stewardship journey is joined up at every touch point. We've also just begun an exciting project to develop a brand-new website; giving us the opportunity to refine our 'shop window' to meet the needs of all audiences and align with our strategic goals.

We're now recruiting a Head of Development and Trust Fundraiser to join our team. We know the fundraising landscape is challenging at present, and Groundswell's fantastic board of trustees support the SLT to ensure Groundswell has the resource it needs to diversify income, follow new leads and proactively seek new sources of income. This updated team structure is following a fundraising investment from the board last financial year, internal role changes and the recognition we need a larger fundraising team going forwards. In addition to these roles, we also work with experienced and successful freelancers to develop our corporate and major donor offering and partnerships; generating promising opportunities, and we will continue working with them during 2025/26.

Working at Groundswell brings you a busy, positive, enthusiastic environment and supportive fundraising culture. There is no shortage of dedicated, experienced staff and volunteers full of ideas on how to overcome homeless health inequalities and influence the sector to use the insight of lived experience to develop solutions to homelessness. You will be a crucial part of the team, working closely with the SLT and Heads of Departments who meet at a monthly Development Group – fully led by the Fundraising Team – to generate and identify opportunities.

## Trust Fundraiser Key Responsibilities

### Income generation

- Generate voluntary income from charitable trusts and corporate foundations.
- Produce well-written, effective funding applications, tenders, proposals and cases for support to meet the relevant criteria.
- Use effective time-management to meet application deadlines.
- Attending meetings and pitches alone and/or with relevant colleagues.
- Provide ad-hoc advice/proofing to fellow colleagues generating income through commissioned sources (research, training, service delivery, consultancy).

### Stewardship

- Write and keep updated a library of 'cases for support'.



- Produce well written and timely reports and updates to all funders.
- Act as main point of contact for trust and foundation funders; offering opportunities for them to meet with us in person and attend events.

### **Prospecting**

- Identify, research, evaluate and develop new business leads and be proactive in approaching potential new funders (predominantly trusts and foundations, but at times support with statutory research).
- To create and maintain an active process of reviewing opportunities for funding and being alert to new calls for applications.

### **Project management and administration**

- Maintain the fundraising CRM system (Donorfy), recording all research, prospect management, approaches and communications in a timely and accurate manner.
- Work with relevant colleagues to define project need, objectives, outcomes and agree budgets.
- Work collaboratively with Groundswell colleagues to gather information (evidence, data, project plans and case studies) to inform funding applications and reports.
- Oversee the day-to-day trust fundraising administration. This includes but is not limited to recording and processing grants/donations, writing thank you letters, arranging grant agreements and liaising with finance colleagues.
- Play an active role in the monthly Development meeting, where necessary leading discussions on trust fundraising opportunities.

### **General**

- Work with the wider fundraising and communications team to ensure all trust fundraising activity adheres to the fundraising code of practice; stay informed of updates and feed into our internal policy.
- Support the fundraising team in annual budgeting and reforecasting for trust income.

### **Groundswell responsibilities and the Groundswellian Way**

- Act in line with our code of conduct, the Groundswellian Way, in all interactions with colleagues and third parties in the course of work. The Groundswellian Way states:
  - We want a safe, friendly and respectful working environment
  - We want to encourage transparent communication to ensure everyone knows what is expected of themselves and the organisation
  - We want everyone to feel valued and celebrate our individual strengths



- We want to promote diversity, equity and fairness in all we do
- We want to encourage collaboration and working together

## Person Specification

We welcome all applicants and value transferable skills gained through employment, volunteering and life experience.

If you are excited about this role but don't meet every requirement, we still encourage you to apply. Your unique experience and perspective could be exactly what we're looking for.

### Essential

- Knowledge and experience of generating income through charitable trusts and foundations.
- Demonstrable experience of writing engaging and high-quality applications, proposals and cases for support.
- Experience of securing 'new business' through trusts and foundations.
- Strong experience of using research to identify prospect funding sources (e.g. grant databases) to identify prospects and secure income.
- Experience of face-to-face meetings or pitches to potential funders.
- Understanding of monitoring and evaluation to drive understanding of impact and attract funding.
- Experience of defining objectives, setting outcomes and aligning with internal measurement tools.
- Excellent creative and persuasive writing skills.
- Excellent research skills with the ability to disseminate and record information.
- Exceptional organisational and time management skills with the ability to prioritise, work on your own initiative and to be self-motivated.
- Proactive, with the ability to seize and act on opportunities.
- Excellent attention to detail.
- A proven ability to work collaboratively within and contribute to a team.

### Desirable

- Experience of working with a fundraising/CRM database (Donorfy).
- Experience of working in a coproduction and participatory environment.
- Strong numeracy skills, including the ability to interpret and present financial information.
- Personal experience of homelessness or other related issues (e.g., mental health, the criminal justice system).
- Good working knowledge of all Microsoft Office software including Outlook, Word, Excel and SharePoint.



# Why join Groundswell?

## Key Benefits

- 28 days annual leave plus bank holidays (pro rata for part time roles)
- 5% employer pension
- Flexible working options, including hybrid and part-time arrangements
- Reflective practice with a trained therapist for all team members

## Culture

- **Support** - Regular guidance, support and the opportunity to reflect on your work through regular one to ones with your Line Manager
- **Teamwork** - Regular opportunities to contribute to and learn from the wider Groundswell team
- **Strategic input** - Opportunities to input into Groundswell's strategic direction
- **Voice** – The ability to input into working practices that impact you, and to know where to turn if any problems arise.



# Application and Interview Process

Please let us know if you would like to request any accommodations or adjustments throughout the application and interview process. We will be very happy to support these wherever possible to give all applicants the best opportunity to showcase their skills and experience.

## 1. Application

To make an application, please submit your **CV** along with a **cover letter (no more than 2 pages)** which explains:

- How you meet each of the areas outlined in the person specification above
- Why you are interested in doing this job at Groundswell.

You can find a guide to applying for a job at Groundswell [here](#), which includes tips for constructing your cover letter.

Please also send a completed **Equal Opportunities Monitoring Form** with your application. You can find the form [here](#). Completing this form is voluntary. The information provided will be kept confidential and will be used to help us understand the diversity of our job applicants so that we can hold ourselves accountable and continue to improve in relation to our Equity, Diversity, Inclusion and Belonging Policy. None of the information you provide will be linked to your application, and the information provided will have no bearing on the outcome of the recruitment process.

The deadline is **Wednesday 30<sup>th</sup> April**. Please submit your application by email to [jobs@groundswell.org.uk](mailto:jobs@groundswell.org.uk) with the subject line Trust Fundraiser application.

## 2. Interviews

Candidates will be notified if they have been invited to interview by **Wednesday 7<sup>th</sup> May** at the latest. We are a small charity with limited resources and are unable to give feedback on unsuccessful applications before the interview stage. If you have not been notified by this date, then please assume you have been unsuccessful on this occasion.

**Interviews will then be held online on 14<sup>th</sup> or 15<sup>th</sup> May.**

## 3. Pre-employment checks

Two references will need to be taken up before a job offer can be made. Please include reference details in your application. One should be your current or most recent employer, and the other someone who has known you in a professional capacity for at least two years. **We will not contact any referees before the interview and only after you grant consent.**

Many thanks for taking the time to look into this role – it is an exciting opportunity, and we hope you will consider applying.





If you would like to discuss this role before applying then please contact: Becky Tansley, Fundraising and Finance Director on [becky.evans@groundswell.org.uk](mailto:becky.evans@groundswell.org.uk).

[We care about your privacy; read here how we manage your personal data.](#)

