



Recruitment Pack

Fundraising Officer





**Wheels for
Wellbeing**

336 Brixton Road

London

SW9 7AA

Tel: 020 7346 8482

isabelle@wheelsforwellbeing.org.uk

www.wheelsforwellbeing.org.uk

01 November 2017

Dear Applicant,

Thank you for requesting information about the **Fundraising Officer** post at Wheels for Wellbeing. This job pack contains the following:

- Cover Letter
- Background to Wheels for Wellbeing
- Fundraising Officer Job Description and Person Specification
- Equal Opportunity Statement and Monitoring Form
- DBS Declaration
- Application Form, including notes for completion
- Notes for disabled candidates

Please note, this post involves some work with vulnerable adults, it is not protected under the Rehabilitation of Offenders Act 1974. Applicants invited to interview will be asked to disclose criminal convictions, no matter when they occurred (see attached form). Information will be treated confidentially and only taken into account if relevant to the post. DBS checks will be carried out before a confirmed offer of employment.

You will find a copy of the application form in Word format on our website. Please email completed forms (no CVs will be accepted) to the address above for my attention.

The closing date is **Monday 20th November 2017, 12 noon**. Applications received after this will not be considered. The interview date is likely to be **Wednesday 29th November 2017**.

Yours sincerely

Isabelle Clement

Isabelle Clement
Director

Wheels for Wellbeing: A dynamic, award winning cycling charity

Wheels for Wellbeing exists to enable anyone who thinks they can't cycle to discover the joy of cycling. This is to ensure disabled people of all ages share in all the benefits of cycling including better physical fitness and mental health, increased freedom and independence, connection to our communities, access to cheap transport and smaller carbon footprint.

How do we do this?

We do this by owning and making available a wide variety of cycles (bicycles, tricycles, 4 wheelers, handcycles, tandems etc.), by employing experienced cycling instructors and by running regular cycling sessions at off road venues. We also provide one to one cycle training and work to raise awareness of the fact that cycling is for everyone. Finally, we are becoming increasingly recognised as the voice of disabled cyclists in the UK, campaigning for more inclusive cycling infrastructure and cycling facilities, and for better recognition of the fact that many more disabled and older people would cycle if the right conditions were in place and if general perception moved from the assumption that cycling is only done on two wheels, on roads.



Who do we help?

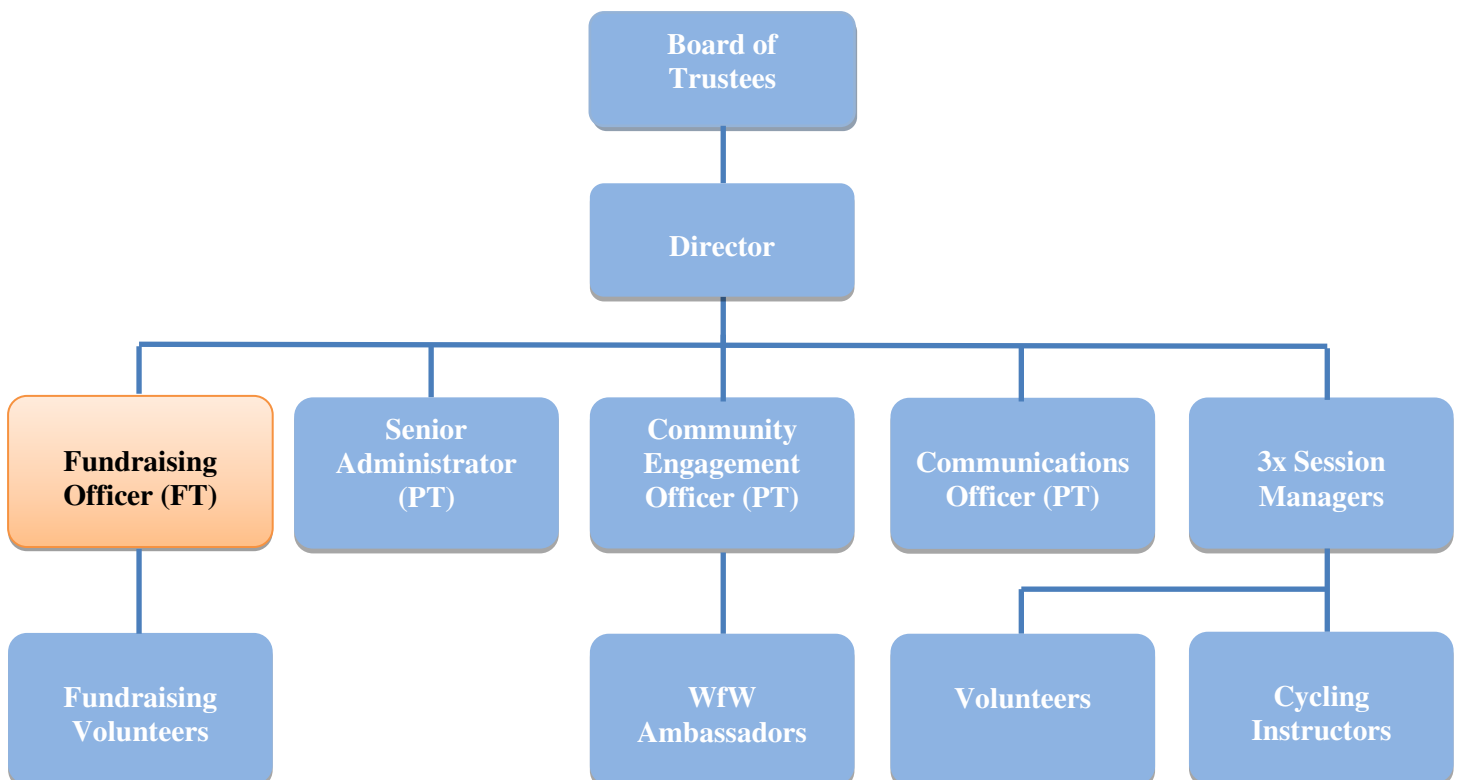
Our beneficiaries are people who experience barriers to cycling. In the main this means disabled children and adults including older people; people with physical and/or learning disabilities or mental health issues; people who have always been disabled as well as people with acquired impairments and health conditions; their carers and the organisations which work with them (we are helping care providers, special schools etc. to offer stimulating and meaningful activities for their clients/pupils). See www.wheelsforwellbeing.org.uk

Continuing to implement our sustainable funding plan:

After a period when the Big Lottery was our main funder (2010-2014), we developed a sustainable funding strategy to move away from the vulnerable position we had been in, having only one main source of funding. We created then the post of Fundraising Officer, as part of the implementation plan for our strategy. Our current post-holder is moving to pastures new and we are looking for the next amazing person to build on her achievements. We are confident that the right experienced fundraising professional will build on the growing, very supportive group of existing donors and fundraisers we currently are supported by and will identify new donors.

The **Fundraising Officer** post is funded out of reserves, for 18 months in the first instance. Future extension to this contract will be directly linked to the successful implementation of our funding plan and availability of sufficient funding. The individuals we recruit will join our existing small team of highly motivated and skilled staff.

Wheels for Wellbeing staff structure:





Fundraising Officer

Responsible to:	Director
Line management responsibility for:	Fundraising interns/volunteers
Hours:	35 per week (part-time hours will be considered if preferable for the right candidate)
Salary:	£27,000 (incl. London Weighting)

This appointment is funded for 18 months from reserves. Extension beyond this is dependent on the successful implementation of our fundraising plan and future funding.

The role:

To ensure that increasing numbers of disabled people get to discover the joy of cycling, the post holder will not only lead on Trust and Foundation applications, they will significantly increase donations from existing and new supporters, the cycling community and local and cycling businesses.

This role includes working closely with the Director, keeping her updated on developments in charitable and public funding opportunities for sports and physical activity by disabled and older people. You will develop our processes for effective fundraising, including relationship management and donor stewardship models, marketing, new products and merchandise. The Fundraising Officer will be expected to deliver against the income and relationship targets set in our Sustainable Funding Plan.

This post is particularly suited to a Fundraiser with experience in Trusts/Foundations fundraising, who feels ready to develop Major Donor and Corporate fundraising experience and who relishes the challenge of developing and embedding systematic fundraising good practice in a small but expanding, dynamic, user-led organization. Above all, we are looking for someone with strong writing skills, who is able to engagingly communicate the progress and impact of Wheels for Wellbeing's work promoting cycling by all, inclusion and the Social Model of Disability. This post will be based at our Brixton office.

Probationary period

The appointment of every new employee is subject to a probation period of six months. This may be extended if it is felt that you have not achieved a satisfactory level of performance but have the potential to do so.

Pension

Wheels for Wellbeing's auto-enrolment pension scheme is with NEST. We contribute a generous 5% towards our staff's pensions, after 3 months' employment.

Annual leave

Annual leave entitlement is 20 days, in addition to the 8 English Public Holidays.

Job Description

1. To lead the design and delivery of a successful sustainable funding model for WfW by:

- Building on our previous post-holder's systems, developing principles, processes and tools for effective relationship management, identifying stakeholders and potential donors, including from the cycle trade and cycle clubs, local businesses, cyclists and other individuals, statutory and grant-funders
- Managing these relationships effectively, ensuring WfW understands and responds to funder/donor motivations and demands with effective fundraising opportunities, products, events and communications.
- Compiling and managing a calendar of key events and funding opportunities and deadlines
- Creating a marketing plan and marketing tools responsive to funder/donor needs and expectations
- Ensuring maximum use is made of digital tools e.g. Virgin Money Giving, e-marketing, social media
- Ensuring any other necessary tools and processes are developed as required
- Ensuring all fundraising and marketing activities are in line with WfW's principles and messaging

2. To lead the majority of day-to-day income generating activity including:

- Increase current income from individual fundraising and donations, and ensure future growth in these areas with the support of community fundraising volunteers.
- Ensure that individuals' support for WfW achieves maximum tax efficiency, overseeing Gift Aid claims and remaining abreast of changes to legislation and best practice in this area
- Support the Director to engage effectively with potential statutory funders (local authorities and Health)
- Identify, research and prioritise potential funders for Wheels for Wellbeing.
- Working closely with the Director on the research stage and development of new projects you will project manage the preparation of proposals and submit applications to grant-making trusts, foundations, public funders and individual donors as appropriate
- Write reports and evaluations, as required, for project funders
- Ensure all existing and current funders/donors are appropriately thanked and kept informed of how their grant/donations are supporting WfW's mission.
- Grow our recently launched Friends of WfW scheme
- You will operate within Charity Law and Data Protection legislation and adhere to the Institute of Fundraising Codes of Practice.
- You will take responsibility for all the administration relating to the role with support from the Senior Administrator.

3. To participate positively to the running and development of Wheels for Wellbeing by:

- Working at least once a month at a WfW cycling session, in an appropriate role, to be defined with your line manager
- Contributing to team meetings and organisational priorities
- Occasionally working evenings/weekends as necessary
- Being proactive in keeping up to date with developments affecting the role
- Carrying out other associated duties as may arise, developing or being assigned in line with the broad remit of the post
- Abiding by and promoting organisational policies and practices, and WfW's values
- Supporting diversity and equality of opportunity in the workplace.

This job description is not exhaustive, but is provided to assist the postholder to know what her/his main duties are. It may be amended from time to time without change to the levels of responsibility.

Person Specification

Experience:	Essential	Desirable
Proven experience of writing and editing bids or sale pitches, creating marketing and supporter materials	✓	
Proven experience raising funds in a community setting on a paid or voluntary basis or in a related discipline (eg PR, Marketing, Sales)	✓	
Proven experience of project management and reporting	✓	
Proven experience of setting and working to budgets, targets, income projections and plans	✓	
Proven experience of identifying and managing relationships and understanding stakeholder demand and expectations	✓	
Proven experience of working effectively as part of a team	✓	
Experience of identifying and stewarding major donors		✓
Experience of co-ordinating the work of volunteers and fundraisers		✓
Experience of working or volunteering in Sports and/or Disability field		✓
Experience of designing and managing events		✓
Has successfully managed an income and expenditure budget		✓
Being a cyclist		✓

Knowledge:	Essential	Desirable
Understanding the principles of sustainable funding and the challenges and opportunities for small charities	✓	
Knowledge of fundraising methodology for different audiences, including the risks, benefits, implementation processes and resourcing for different approaches	✓	
Knowledge and understanding of budget processes and monitoring	✓	
Knowledge of effective relationship management principles and processes	✓	
Knowledge of the tax and VAT issues surrounding fundraising		✓
An awareness of sport/physical activity funding opportunities		✓
Understanding of the risks and advantages of developing products and services to trade, especially for smaller charities		✓
Understanding the world of cycling, including infrastructure, events, sports, trade, fundraising trends and routes of access to possible sponsors and donors		✓

Skills:	Essential	Desirable
An ability to use your initiative, to work to deadlines and to balance priorities	✓	
Excellent, compelling and clear writing skills suitable to structure, edit and prepare funding bids, marketing materials	✓	
Numeracy skills sufficient to be able to develop event budgets, track income targets, prepare fundraising bids	✓	

Excellent computer skills including use of social media, blogs, website updating, etc. (training will be provided but you must be a comfortable with interacting with social media and mobile technology)	✓
An ability to delegate clear tasks to volunteers/interns, to support them, oversee the quality of their work including providing feedback, constructive criticism, etc	✓
A commitment to working to empower and further the rights of disabled people and to working within the Social Model of Disability	✓
An ability to relate positively to people of different cultures, backgrounds and experiences and believe in the equal value of people, regardless of race, religion, culture, gender, age, disability or sexuality	✓
An ability to work flexibly according to the needs of the organisation including attending meetings outside office hours if required	✓
An ability to contact new people on the phone, in person or via email	✓

Attitudes & Behaviours:	Essential	Desirable
Attention to detail and accurate working methods, especially keeping accurate records about prospects and funders/supporters	✓	
A commitment to working to empower and further the rights of disabled people and to working within the Social Model of Disability	✓	
Totally committed to the principles of user-led organisations	✓	
Respectful of others and with a total belief in the equal value of people, regardless of race, religion, culture, gender, age, disability or sexuality	✓	
A team player who likes getting things done, can take initiative and juggle priorities	✓	
At ease with being accountable for your work	✓	

Private and Confidential



Application Form

Thank you for your interest in Wheels for Wellbeing. We would like to know more about you.

Post applied for: **Fundraising Officer**

Contact Information			
Surname		First Name	
Address			
		Postcode	
Phone (day)		Phone (eve)	
Phone (mobile)		Email address	
Are you available for an interview on November 29th? (Y/N)			

Referees			
Please give the names of two people, not relatives, who will provide a reference. One of these must be a current or most recent employer.			
Name		Name	
Position (if relevant)		Position (if relevant)	
Address		Address	
Telephone		Telephone	
Email address		Email address	
Any offer of employment will be subject to satisfactory references			
Can we take up reference prior to interview? (Y/N)			
Are you allowed to work legally in the UK? (Y/N)			

Education

Please list in date order starting with the most recent

Dates (from / to)	Establishment	Subject	Qualification gained

Work / Professional Experience:

Please tell us about your relevant work experience including an regular part time, casual or voluntary work. Start with your present or most recent work and continue on an additional sheet where needed. You need to explain any gaps in your work / study history.

Name of previous employer			
Address			
Post held (from – to)		Salary	
Summary of duties and responsibilities			
Reason for leaving			

Work / Professional Experience cont...

Name of previous employer			
Address			
Post held (from – to)		Salary	
Summary of duties and responsibilities			
Reason for leaving			

Name of previous employer			
Address			
Post held (from – to)		Salary	
Summary of duties and responsibilities			
Reason for leaving			

Name of previous employer			
Address			
Post held (from – to)		Salary	
Summary of duties and responsibilities			

Reason for leaving	

Name of previous employer			
Address			
Post held (from – to)		Salary	
Summary of duties and responsibilities			
Reason for leaving			

Suitability for Post

Question 1

If you are appointed, what will you need to concentrate on during the first 3 months in post? (max. 300 words)

Question 2

Tell us of the top 3 fundraising strategies you think Wheels for Wellbeing should concentrate on developing and why? Please describe how your experience would help you develop this, in this post (max 300 words).

Supporting Statement

Please tell us why you want to be considered for this particular post within Wheels for Wellbeing and why you think you are suitable for the work by showing how you meet the requirements of the person specification. Use 1 (max) additional A4 sheet if you need too and ensure you name is marked clearly

Declaration

To the best of my knowledge I declare that the information contained in this application form is accurate and correct.

I understand and agree that:

- a) The provision of false information may result in disqualification from the recruitment process or termination of employment.
- b) Where I cannot provide evidence of qualifications, suitable references and/or the right to live and work in the United Kingdom the offer of employment may be rescinded and/or employment terminated.
- c) Under the Rehabilitation of Offenders Act (if it applies to the post for which I am applying) failure to disclose any convictions spent or otherwise will result in non-appointment or disciplinary action and potential dismissal.
- d) Where the post for which I am applying requires a background check, I hereby agree to the relevant check being made by the relevant organisation about the existence and content of a criminal records spent or otherwise.
- e) All information contained in this form will be treated as strictly confidential, and used only for recruitment purposes. By supplying information, you are indicating your consent to the information being processed for all employment purposes as defined in the Data Protection Act 1998, and any verification checks that may be made.

Signature:

Date:

Please email completed forms (including Equal Opportunities Monitoring Form and Declaration of Criminal Record forms) via email or postal address (details below):

isabelle@wheelsforwellbeing.org.uk /

Isabelle Clement, Wheels for Wellbeing, 336 Brixton Road, SW9 7AA

Signed:

Date:



Notes for completing the application form

Please read these notes carefully. They explain how we would like the form completed.

1. Read the Job Description and Person Specification carefully. They will tell you what the job is about and what experience, skills, knowledge, attitudes and behaviours we are looking for in potential candidates. If you wish to clarify any aspects of the job, do not hesitate to contact Isabelle Clement (Director) on 020 7346 8482.
2. The skills, knowledge and experience could have been gained in paid or voluntary work. Relate your answers to the Person Specification and Job Description. The recruitment panel will only be able to interview the applicants who demonstrate that they meet at least the essential criteria for the job.
3. Explain any significant gaps which are not covered by the education, training, paid or unpaid employment which you have listed on the form.
4. **Do not send CVs.** Decisions to interview will be based on the answers provided to the questions on the application form.
5. Referees should be people who are able to relate their opinion of you to the skills, knowledge and experience needed for the post.
6. If you are completing your application in paper form, type or write in black ink & in capitals. Otherwise, please type in the grey boxes in the application form (they will expand as you type).
7. You are welcome to use additional sheets of paper if there is not enough space on the form but be concise in the information you provide and make sure your name is written clearly on each.
8. Help us by completing and returning the Equal Opportunities Monitoring form. It is for monitoring purposes only and will not be used to decide who to recruit. If you are emailing your form back to us, you do not have to attach this to it but we would appreciate if you could print and post it to us (you do not need to add your name to it).
9. Please complete and return the Declaration of Criminal Record form. Again, if you are emailing your form back, you do not have to attach this to it. Please print and complete it. We will ask you to bring it with you if you are shortlisted for interview.
10. Interviews for this post are planned for Wednesday November 29th 2017.
11. If you have not heard from us 14 days after the closing date you can assume you have not been shortlisted.



Information for disabled candidates

It is the intention of Wheels for Wellbeing to give every possible opportunity to disabled candidates who have the skills and experience we seek, as it is fundamentally important to the success of the project to involve disabled people in as many ways as we can. If you wish to clarify any aspects of the job, do not hesitate to contact our Director, Isabelle Clement, on the number below.

If you consider yourself to be disabled, is there anything we need to know in order to offer you a fair interview? The interview will be held in a fully wheelchair accessible venue with available car parking on-site. Please tell us if there is anything else we can do to make sure the recruitment process is accessible to you.

If you have any specific requirements, please outline them below and return this form with your application. Alternatively, contact Isabelle Clement on 020 7346 8482 to discuss.

Post applied: **Fundraising Officer**

Name:

Interview date:

This is what I need Wheels for Wellbeing to take into account / provide to make the interview process accessible to me:

Signature:

Date:



Equal Opportunities Statement

Wheels for Wellbeing will treat all people who use our services, or who work for us, with respect and will value their contributions.

Wheels for Wellbeing recognises that many people covered by this statement face discrimination for a variety of reasons. They are likely to experience prejudice in their personal lives and unequal access to services. Disabled people face additional discrimination caused by physical barriers within the environment, inadequate transport, a lack of accessible information, and other factors.

Wheels for Wellbeing is actively opposed to all forms of discrimination and breaches of human rights on the grounds of disability or health status, including physical and sensory impairments, serious and long-term illnesses, learning difficulties, mental health problems, age, class, gender or transgender status sexual orientation, ethnic origin, nationality or immigration status, responsibilities for dependants ,religious or political beliefs, including trade union activities, marital status, unrelated criminal convictions

Wheels for Wellbeing will comply fully with the requirements of the Equal Pay Acts 1970 and 1984, the Rehabilitation of Offenders Act 1974, the Sex Discrimination Acts 1975 and 1986, the Race Relations Act 1976, the Race Relations Act 1976 (Amendment) Regulations 2003, the Employment Equality (Age) Regulations 2006, the Disability Discrimination Acts 1995 and 2005 and other relevant legislation.

We will introduce measures to combat all direct or indirect discrimination in our own employment practices and service delivery.

If you would like a copy of our Equal Opportunities Policy then please ask. If you feel that we are not meeting our aims, please contact the Director or ask for a copy of the Complaints Procedure.



Equal Opportunities Monitoring Form

The information collected on this form will only be used for monitoring purposes. It will be treated in strict confidence and will not be used to shortlist who to interview. Completion of this form is voluntary. If you choose not to complete this form, it will not adversely affect your application. However, we would appreciate your co-operation to enable Wheels for Wellbeing to monitor its Equal Opportunities Policy. Once you have completed this form please print and send it to us. It will not be open until after the recruitment process has ended.

Job applied for: Fundraising Officer

Where did you see the advertisement?

Please tick the appropriate boxes below:

1. How would you describe your ethnic origin (tick one box)?

White British	<input type="checkbox"/>	Black British	<input type="checkbox"/>
Any other white background Please specify _____	<input type="checkbox"/>	Any other black background Please specify Chinese _____	<input type="checkbox"/>
Asian British	<input type="checkbox"/>	Mixed Heritage Please specify _____	<input type="checkbox"/>
Any other Asian background Please specify _____	<input type="checkbox"/>	Other ethnic groups Please specify _____	<input type="checkbox"/>

2. Preferred language if not English : _____

3. Gender: Male Female

4. Disability is defined by the Disability Discrimination Act as:
A physical or mental impairment, which has a substantial and long-term adverse effect on a person's ability to carry out normal day-to-day activities. The disability could be physical, sensory or mental and must be expected to last at least 12 months.

Do you consider yourself to have a disability? Yes No

5. Age: 18 - 25 26 - 40 41 - 65 65+

6. How would you describe your religion or belief?

- Christian Buddhist Hindu Jewish
 Muslim Sikh None Prefer not to say
 Other, please specify

7. What of the following describes your sexual orientation?

- Heterosexual Bi-sexual Gay/Lesbian Transgender
 Prefer not to say



Declaration of Criminal Record

Because of the nature of the duties you will be expected to undertake, you are required to disclose details of any criminal record. Only relevant convictions and other information will be taken into account so disclosure need not necessarily be a bar to obtaining this position.

Please answer the questions below and return this form with your application form but in a separate, sealed envelope. This will not be opened unless we are considering offering you the post and the information contained will be treated with the strictest confidence.

Criminal convictions:

Have you ever been convicted in the courts or cautioned, reprimanded or given a final warning by the police? (Note that the post you have applied for is excepted from the Rehabilitation of Offenders Act 1974, which means that all convictions, cautions, reprimands and final warnings on your criminal record need to be disclosed, including those that are spent.)

Yes / No

If yes, please full details of offences, penalties and dates:

Police Enquiries:

Are you aware of any police enquiries undertaken following allegations made against you, which may have a bearing on your suitability for this post?

Yes / No

If yes, please give full details:

Name (printed):

Signed:

Date: