



## Recruitment Pack

# FUNDRAISING OFFICER





**Wheels for  
Wellbeing**

336 Brixton Road

London

SW9 7AA

Tel: 020 7346 8482

[isabelle@wheelsforwellbeing.org.uk](mailto:isabelle@wheelsforwellbeing.org.uk)

[www.wheelsforwellbeing.org.uk](http://www.wheelsforwellbeing.org.uk)

20 May 2019

Dear Applicant,

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

- Background to Wheels for Wellbeing
- Fundraising Officer Job Description and Person Specification
- Application Form, including notes for completion
- Notes for disabled candidates

We also include the following documents:

- Equal Opportunity Statement and Monitoring Form
- Declaration of Criminal Record
- Our Privacy Notice for Applicants

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. Remember, a big part of this role post includes sending written applications to funding bodies so this is your opportunity to demonstrate your writing skills to us.

The closing date is **Monday 10<sup>th</sup> June 2019, 12 noon**. Applications received after this will not be considered. The interview date is likely to be **Monday 17<sup>th</sup> June, 2019**.

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?**

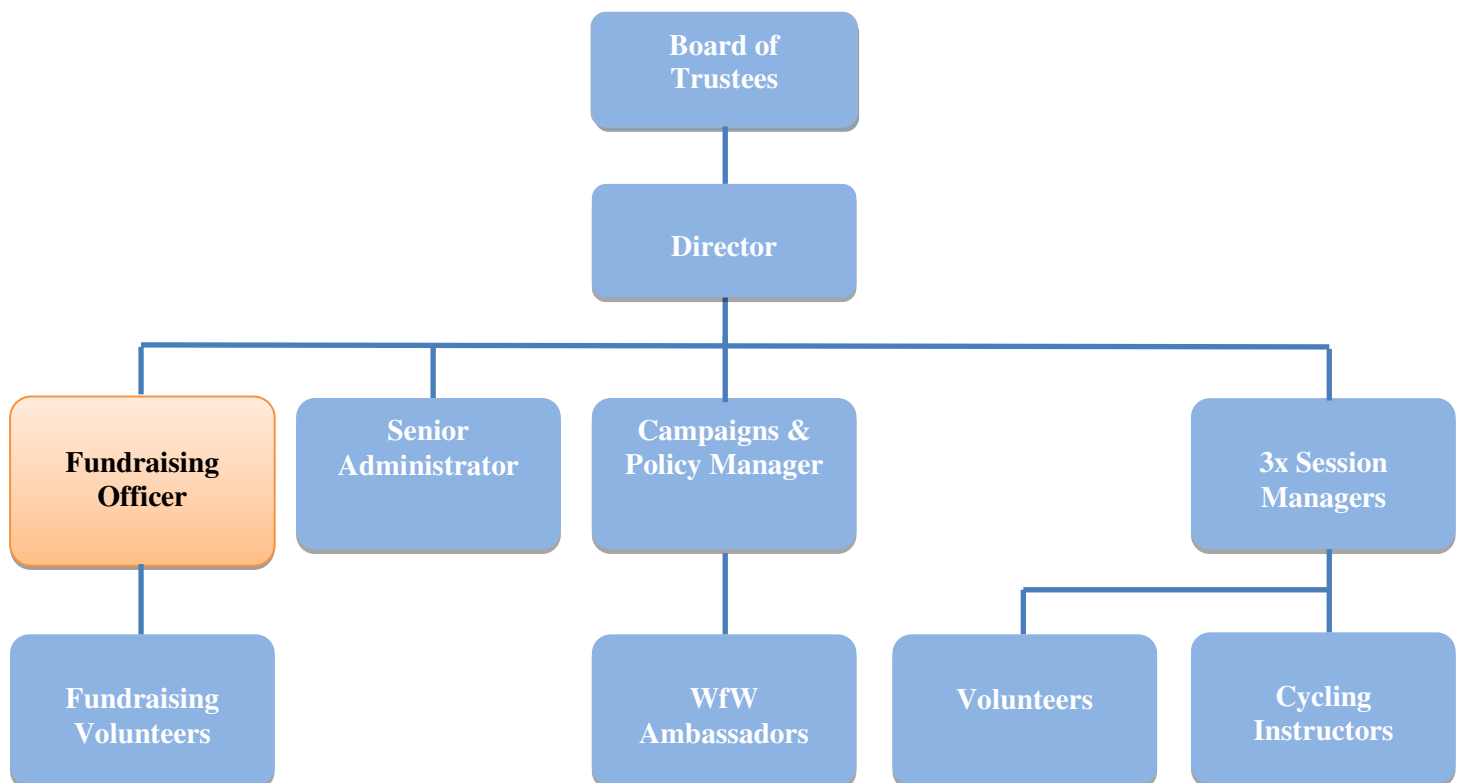
Our beneficiaries are people who experience barriers to cycling. In the main this means disabled children and adults including older people; people with physical and/or learning disabilities or mental health issues; people who have always been disabled as well as people with acquired impairments and health conditions; their carers and the organisations which work with them. See [www.wheelsforwellbeing.org.uk](http://www.wheelsforwellbeing.org.uk)

## Continuing to implement our sustainable funding plan:

Following a period when the Big Lottery was our main funder (2010-2014), we developed a sustainable funding strategy. We created then the post of Fundraising Officer, as part of the implementation plan for our strategy. Our last post-holder moved to pastures new recently and we are looking for the next amazing person to build on his achievements. We are confident that with some experience of raising funds, the right person will build on the growing, very supportive group of existing donors and will identify new donors.

## Wheels for Wellbeing staff structure:

The next post holder will be joining a lovely team of passionate individuals, all driven by the desire to get as many people as possible to discover or re-discover cycling and to enjoy the amazing wellbeing benefits which cycling brings.



## Fundraising Officer

<b>Responsible to:</b>	Director
<b>Line management responsibility for:</b>	Fundraising intern/volunteers
<b>Hours:</b>	35 per week (part-time hours may be considered)
<b>Salary:</b>	£25,000 to £28,000 (incl. London Weighting) depending on experience

### **The role:**

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

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 continue to develop our processes for effective fundraising, including relationship management and donor stewardship models, marketing, new products and merchandise.

### **The ideal person:**

We are looking for an all-rounder, with excellent communication skills and a passion for ensuring the sustainability of our dynamic, user-led organisation with both local service delivery and national campaigning ambitions. 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.

### **Pension**

Wheels for Wellbeing's auto-enrolment pension scheme is with NEST. We contribute 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.

### **Flexi-time**

We are a flexible employer and will work with you to ensure your working patterns best suit not only the requirements of the job but also your life circumstances (commuting/caring/parenting responsibilities, etc.).

## Job Description

### **1. To lead the majority of day-to-day income generating activity including:**

- Identify, research and prioritise potential grant funders for Wheels for Wellbeing.
- Working closely with the Director on the research stage and development of project bids; you will project manage the preparation of proposals and submit applications to grant-making trusts, foundations, public funders and individual donors as appropriate
- Support the Director to engage effectively with potential statutory funders (local authorities and Health)
- Increase current income from individual donations, and ensure future growth in these areas (with the support of community fundraising volunteers).
- Ensure all existing and current funders/donors are appropriately thanked and kept informed of how their grant/donations are supporting WfW's mission.
- Keep accurate records of all donors and donations.
- 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 (training will be provided if needed).
- Write timely reports and evaluations, as required, for project funders
- Grow our recently launched Friends of WfW scheme
- At all times, operate within Charity Law and Data Protection legislation and adhere to the Institute of Fundraising Codes of Practice (training will be provided if needed)

### **2. To lead the design and delivery of a successful sustainable funding model for WfW:**

- Managing funder/donor relationships effectively, ensuring WfW understands and responds to funder/donor motivations and demands with effective fundraising opportunities, products, events and communications.
- Ensuring all fundraising and marketing activities are in line with WfW's principles and messaging.
- Ensuring maximum use is made of digital tools e.g. Virgin Money Giving, e-marketing, social media.
- Compiling and managing a calendar of key events and funding opportunities and deadlines

### **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 and with notice, 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 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

<b>Experience:</b>	<b>Essential</b>	<b>Desirable</b>
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 writing reports	✓	
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		✓
Experience of working or volunteering in Sports and/or Disability field		✓
Being a cyclist		✓
<b>Knowledge:</b>	<b>Essential</b>	<b>Desirable</b>
Understanding the funding challenges and opportunities for small charities	✓	
Knowledge of fundraising methods for different audiences		✓
Knowledge of the tax and VAT issues surrounding fundraising		✓
An awareness of sport/physical activity/disability funding opportunities		✓
Understanding the world of cycling, including infrastructure, events, sports, trade, fundraising trends and routes of access to possible sponsors and donors		✓
<b>Skills:</b>	<b>Essential</b>	<b>Desirable</b>
An ability to use your initiative, to work to deadlines and to prioritise	✓	
Excellent writing skills and the ability to plan (alone or with others), draft, edit and finalise compelling funding bids	✓	
Numeracy skills sufficient to be able to develop event budgets, track income targets, prepare fundraising bids (with our Director)	✓	
Excellent computer skills including use of social media, blogs, databases, Mailchimp etc. (training will be provided but you must be a comfortable with interacting with social media and mobile technology)	✓	
The ability to delegate clear tasks to volunteers/interns, to support them, oversee the quality of their work including providing feedback, constructive criticism, etc		✓
The 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	✓	
The ability to work flexibly according to the needs of the organisation including attending meetings outside office hours if required	✓	
The ability to contact new people on the phone, in person or via email	✓	

<b>Attitudes &amp; Behaviours:</b>	<b>Essential</b>	<b>Desirable</b>
High levels of attention to detail, especially keeping accurate records about prospects and funders/supporters and about reporting deadlines etc.	✓	
A commitment to working to empower and further the rights of disabled people and to working within the Social Model of Disability	✓	
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	✓	

# Application Form

## Post applied for: Fundraising Officer

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

Please **type inside the grey boxes**, which will expand as you type.

Contact Information			
Surname		First Name	
Address			
		Postcode	
Phone (day)		Phone (eve)	
Phone (mobile)		Email address	
Are you available for an interview on 17 <sup>th</sup> June 2019? (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, adding rows if necessary

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			

Please explain any gaps in your work/study history here	
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### 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 General Data Protection Regulation (GDPR) and Data Protection Act 2018.

**Signature:**

**Date:**

Please email your completed form via email or postal address (details below), to reach us latest by Monday 10<sup>th</sup> June, 2019 at 12 noon:

[isabelle@wheelsforwellbeing.org.uk](mailto:isabelle@wheelsforwellbeing.org.uk) or

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. This is an important part of our Safe Recruitment process.
4. **Do not send CVs.** Decisions to interview will be based on the answers provided to the questions on the application form.
5. Your 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. If you are a Disabled candidate, do let us know of anything we can do to make the interviewing process accessible for you, should you be shortlisted, by completing the form below.
9. Help us by completing and returning the separate 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 monitoring form 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).
10. 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.
11. Your completed application form must have reached us by 12 noon on Monday 10<sup>th</sup> June, 2019. Interviews for this post are planned for Monday 17<sup>th</sup> June, 2019.
12. If you have not heard from us 10 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. If you wish to clarify any aspects of the job, do not hesitate to contact our Director, Isabelle Clement, on 020 73468482.

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.

**Post applied:**            **Fundraising Officer**

**Name:**

**Interview date:**      June 17<sup>th</sup>, 2019

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

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**Signature:**

**Date:**