

## **Little Village - Head of Fundraising Job Pack**

### **Our story**

Little Village equips families with pre-loved children's clothes and baby essentials as well as linking them with key services. We also work alongside parents to fix the systems that create a poverty trap.

We operate out of four main centres in London (in the boroughs of Wandsworth, Camden, Brent and Southwark), as well as a warehouse currently situated in Watford. We are powered by an incredible group of over 700 committed volunteers. We've grown to be one of the largest 'baby banks' in the UK, supporting over 17,000 children since we launched in 2016 – including 6,300 children in 2021 alone.

The families who come to Little Village are referred to us by a network of nearly 2,000 professionals from more than 500 organisations, such as midwives, health visitors, social workers, and children's centres.

Families can receive items from us either by having them delivered to their homes, or by coming into one of our centres. When clothing and kit are being delivered, our family liaison team will first speak to families over the phone to understand their needs – from what kind of toys their kids like to play with, to what type of buggy might work best for them. Volunteers in our centres use this information to carefully pack delivery boxes with clean and pressed clothes and personally selected items. When families come into one of our centres, they are welcomed with love and kindness and treated with dignity. Volunteers help them choose the items they need from our extensive stock of high-quality donated clothes, toys, buggies, beds and more. Families can receive new items every three months, as their needs evolve, and are encouraged to donate back to Little Village any items that they have finished using.

Although we call ourselves a 'baby bank', we provide so much more than just high-quality kit to families – at the core of what we do is a desire to build connections across communities and to create opportunities for people to thrive.

We have always argued that our work should not only serve to support families who are struggling, but should also act as a force for change when it comes to the existence of child poverty. We are committed to playing our part in ending child poverty and we believe that every child deserves the best possible start in life. You can read more about our impact [here](#).

Little Village benefited from a wide range of new partnerships during Covid, and as well as scaling up our capacity to help families, we were able to invest in a new fundraising function as a result of the increase in funds during that period. We are keen to make the most of that investment by developing a set of multi year partnerships with funders that support our long term strategy.

As the Head of Fundraising, you will have the chance to build on the rich learning from this intense period, develop and grow the team and ensure we are well placed to capitalise on the opportunities we have to secure Little Village's financial future.

## Our vision, purpose and values

**Our vision** is of thriving communities where families share their pre-loved kit and every child under five has the start in life they deserve.

### Our mission:

We have three:

- 1) To ensure families on low incomes with children under five have the support and essentials they need
  - 2) To work together with parents to fix the systems that trap families in poverty
  - 3) To inspire families to both choose and share preloved children's clothes and kit
- *"(Little Village) has a huge effect on parental self-esteem." - Referral partner*
  - *"Thank you for helping us give our children the start in life they deserve" – Parent we've supported*
  - *"I want to say thank you not just for (supporting me) but for listening to me. Tonight you listened to me and it's the first time I've spoken to anyone, not even my best friend. I try to be brave and the one who makes people laugh. Thank you for everything you and little village has done for me and my family. I am so grateful for everything you have done." Parent we've supported*
  - *"Parents want to help other parents: this is how" - Volunteer*

### Our values

Everything we do – from how we gift on donations, to how we look after our volunteers, to how we manage our staff team – is grounded in our four values:

**Solidarity** – We bring people together across economic and social divides, united in a shared belief that every parent deserves to give their kids the best possible start in life.

**Love** – Everything we pass on to families is a gift, not a handout. We see love as an action – an act of donating precious baby kit, of volunteering valuable time and of offering solidarity during tough times.

**Sustainability** - We achieve our mission whilst treading lightly on the planet, joining forces with other parts of the circular economy to reduce waste and promote re-use.

**Thriving** - This means having a sense of agency, belonging, and hope. And these are the qualities we focus on in how we work as well as what we do.



You can read more about our impact in our report [here](#).

## Our strategic objectives

### *Helping more children*

We want to help more children living in poverty by opening more centres and creating more partnerships with community organisations and others working with families so that we can serve people right across London.

### *Offering families broader support*

We want to ensure that Little Village offers families more than just 'kit' by also providing emotional support and if necessary, referrals to other organisations.

### *Building our volunteer programme*

Volunteers are at the heart of Little Village and our volunteer programme offers people from all backgrounds opportunities to grow and thrive. We have an explicit focus on developing skills and helping people back to the labour market when this is what they want.

### *Being a force for change*

We believe that every child deserves the best possible start in life. Our focus is on changing unhelpful and damaging attitudes and beliefs towards child poverty as well as campaigning for policy change.

### *Building a resilient organisation*

It is critical that our strategic objectives are supported by a strong and resilient organisation, with sustainable funding, a forward-thinking approach to people management and development and robust financial and operational systems.

## **Finances**

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Little Village has grown rapidly since our launch in 2016. We have a broad range of income, including a 5 year grant from the National Lottery Community Fund that runs until 2024.

£m	2017	2018	2019	2020	2021*
<b>Income</b>	0.1m	0.3m	0.4m	1.6m	2.1m
<b>Costs</b>	0.05m	0.2m	0.4m	0.9m	1.2m
<b>Net surplus/Deficit</b>	0.05m	0.1m	0	0.7m	0.9m

\*these figures are indicative, not finalised and may differ slightly from published accounts

Given this growth trajectory and the increasing levels of need, we expect our fundraising target to grow to £2-3m.

You can find our Annual Reports and Accounts on the Charity Commission website here. [link <https://beta.charitycommission.gov.uk/charity-details/?regid=1169735&subid=0>].

## **Head of Fundraising: background to the role**

We are looking for a Head of Fundraising who is energised by the challenge of growing a village of support to support the sadly growing number of parents who are trapped by poverty whilst trying to bring up their babies and young children.

You'll be passionate about tackling child poverty and motivated by our values of love, solidarity, thriving and sustainability. You'll be an enterprising and ambitious fundraiser who comes with experience of how to build financial sustainability into a growing organisation. You'll know how to build relationships over time, and you aren't phased by ambitious income targets. You will have incredible interpersonal skills and an eye for opportunities. You'll love working in the environment of a small, ambitious and relatively new organisation. You're a team player who knows how to collaborate and is able to keep their eye on the bigger picture.

Little Village builds relationships in each of our communities, raising funds from community activities, local businesses, community grant makers and through the significant generosity of philanthropists who have seen the impact of our work first-hand. We have a good relationship with the National Lottery Community Fund, a key funder for Little Village. We also have support from a number of charitable trusts including the Joseph Rowntree Foundation. We have run a number of individual online campaigns and know from that, and our overall fundraising success to date that we have opportunities across the fundraising streams for our new Head of Fundraising to capitalise on.

You will bring an entrepreneurial mindset to Little Village's fundraising activities, defining the balance of work between different fundraising/income generating opportunities. We are looking for a creative fundraiser who can find ways to engage with our communities.

You will also take on an organisational leadership role, as a member of the Little Village Management Team, contributing your expertise and insight to our overall work and ongoing evolution as an organisation.

## **What we can offer (see further detail on page 11)**

**Salary:** £50,000-£60,000 (FTE) dependent on experience

**Hours of work:** 28-35 hours per week

**Location:** Home and at our sites in London

**Reports:** 3

**Permanent Contract.**

## **Purpose of role**

To secure the financial stability of Little Village through an entrepreneurial and strategic approach to income generation, that supports and reinforces our strategic priorities.

## **Responsible to:**

The CEO.

## **Responsible for:**

- Trusts & Foundations Manager;

- Corporate Partnerships Manager
- Communications and Fundraising Officer

You will sit within an overall team of 44 paid staff, equivalent to 28 FTE, spread remotely and across our sites, and a volunteer team of over 600 incredible individuals.

### **Main responsibilities**

#### **1. Development and delivery of our income generation strategy**

- Work with the CEO and Board to develop and implement Little Village's 3-5 year fundraising strategy;
- Further develop Little Village's case for support to reflect the changing external environment, operational developments and impact of the organisation;
- Develop and manage annual income generation plans, pipelines and budgets, setting and reporting to the CEO and Board on clear fundraising KPIs which meet the charity's operational objectives.
- Lead work to define and deliver annual income targets from high net worth individuals, trusts and foundations and corporate partners, with a focus on funder retention and new multi-year opportunities.
- Lead the fundraising team and resources to develop and deliver community and individual fundraising
- Build a supporter-centred culture that creates the best supporter journeys across all income streams and makes people want to support our work.

#### **2. Grow, deepen and sustain our supporter relationships**

- Lead and deliver our ongoing work to maintain and deepen relationships with existing major donors across foundations, corporates and individuals.
- Identify new high-value leads across these areas, working with the CEO and Board to build our relationships with them.
- Oversee work to engage, retain and build individual giving relationships at all levels including how to exploit digital and social media channels.
- Act as a brand ambassador, conveying our mission and values at every interaction and engaging people in our work authentically so that they want to become supporters.

#### **3. Build a motivated, high performing team**

- Work with the CEO to further develop the fundraising function for Little Village, putting in place the right systems and resources as we grow.
- Line manage the team in a way that aligns with our values, as well as integrating fundraising work with wider communications and campaigning work.
- With the Head of Finance, define the systems and processes required to enable us to better manage and deepen our supporter and funder relationships, and monitor progress against fundraising targets.
- Adhere to data protection legislation and stay up to date with the guidelines of the Fundraising Regulator and GDPR, and promote where necessary.

#### **4. Contribute to the leadership of Little Village**

- As a member of the Management Team, contribute your experience and insight to the development of our strategy, operations and impact
- Play an active part in decision making within the management team and in organisational leadership, including a visible presence at our sites, in team meetings and events

## **About your skills and experience**

At Little Village, we know that the way we do things matters as much as what we do. Time and again, feedback from families speaks about how people felt as a result of visiting Little Village, as well as the items they received.

So when it comes to you, we are looking for how you are, as well as what you do. Your behaviours and beliefs matter as much as your previous career experience and what you've done in your life.

### **Who you are**

- You believe that child poverty can and must be eradicated
- You see justice, not charity, as the end game
- You have a passion for our cause, our vision and our values
- You are a natural relationship-builder who builds rapport and trust quickly
- You combine pace and ambition with a commitment to self-care and reflection
- You are a natural collaborator who loves to help others shine
- You are resilient, positive, proactive and have a growth mindset

### **Skills and experience**

We are looking for a creative and skilled fundraiser with strong experience in high-value fundraising and proven success in at least one of the following: soliciting and securing high value gifts; cultivating relationships with corporate partners; engaging grant makers and foundations in long-term partnerships.

You will embrace digital and the role it needs to play in fundraising. You need to be a strategic thinker and to know how to prioritise and pace this work. And you need to love working with others, including volunteers, to achieve our goals.

#### **1. A track record in generating significant income**

- Significant and demonstrable experience in developing and leading strategic fundraising work, with a proven ability of bringing together a range of fundraising techniques and systems to achieve targets.
- Evidence of personal effectiveness in successful income generation from individuals and organisations, particularly at a high level.
- An understanding of the full income generation mix, with personal expertise weighted to high value income streams and knowledge of what is needed to build each fundraising channel.
- The ability to write compelling, coherent and persuasive propositions that are based on hard figures and evidence and grounded in our mission and values.
- Clear personal resilience with evidence of an ability to positively adapt and respond to change.

#### **2. A skilled networker who can build highly effective relationships**

- Clear evidence of excellent interpersonal skills, including relationship development, persuasion and influencing.
- Significant experience and proven success of soliciting and securing high value gifts across multiple years
- Proven experience of working closely with senior stakeholders to identify a network of funders and supporters
- Proven success in cultivating and retaining relationships with trusts, foundations and corporate partners.

### **3. Demonstrable experience of working collaboratively and with an entrepreneurial flair**

- Experience of growing a high-performing income generation team, sustaining their energy and delivering results.
- Tech-savvy, with excellent communication skills across all channels
- An impressive level of financial literacy, with experience of working with finance to create and track budgets
- Clear drive, motivation and appetite for achieving results.

### **4. A systematic approach to managing multiple priorities**

- Excellent at managing funder relationships, including managing reporting requirements.
- Experience of deepening and extending funder relationships through the use of CRM systems, ideally Salesforce.
- Good knowledge of relevant charitable legislation and guidelines, as well as fundraising best practice.

### **5. A knowledge and passion for our work**

- A sound understanding of the issues of child poverty
- A commitment to using Little Village's platform to give profile and voice to families experiencing poverty

## **What we can offer**

### **Salary and pension**

We are offering an FTE salary for the role of £55,000 - £60,000 dependent on experience. On pensions, we will match your contributions by 3%.

### **Annual leave**

You will be entitled to 25 days of annual leave plus bank holidays (these will be pro-rated to reflect your hours). We usually give the team time off between Christmas and New Year that doesn't come off your allowance.

### **Hours of work**

We're passionate about ensuring our roles work with the grain of life beyond Little Village. We believe it's vital to create roles that enable people to balance purpose-driven work with other priorities.

In this role, we're ideally looking for someone who can work at least 28 hours a week (our working week is 35 hours). Beyond that, we're open about how and where they are done. We'd welcome applications from job-share partners.

### **Location**

Currently we are all mainly working at home in London. When we go back, we are very flexible about where you work. We have desk space at our Camden hub near St Pancras station, and you will be expected to visit our sites and work with the teams across London on a regular basis.

### **Contract**

This is a permanent contract. You will have a probation period of 6 months.



## **Racial justice, inclusion and diversity**

Little Village operates in London, one of the most diverse cities in the world. We are working towards a goal where our team fully reflects that diversity and difference in lived experiences. Some of our team are parents we've supported.

We know we operate in a charity sector that struggles with racism, particularly in the way it recruits for senior roles like this one. We are fully committed to running a recruitment process that underlines our commitment to racial justice and wider inclusion and diversity. That means:

- Anonymous sifting
- No pointless degree requirements
- A selection process based on values, skills and competencies

We want Little Village to be a place where our individual differences and contributions are truly recognised and valued. We want to support people with disabilities and are fully committed to make any reasonable adjustments so that everyone can apply to this role. We are serious about working with the right candidate to make this role work for them.

## **The application process**

To apply, we would like you to provide an up-to-date CV along with a cover letter which addresses the following questions (max two A4 pages).

- Tell us about your track record in generating significant income. What skills and experience would you highlight that are relevant to our work at Little Village?
- Tell us about how you have successfully built relationships in order to secure high value gifts and grants.
- How have you successfully juggled multiple priorities and what strategies, systems and processes have helped you to do so?
- What experience and skills would you bring to Little Village when it comes to building a small but high-performing team?
- How would colleagues and friends describe you? Where do you excel and where are you still growing?
- What motivates you about working in the field of child poverty?

We will be looking for concrete evidence of the difference you've made in relation to the questions we've asked: it's your chance to show us the skills and experience you'd bring to this role.

We will also invite you to complete an [anonymous equal opportunities monitoring form](#). The information contained in this questionnaire will be treated as confidential and will be used for monitoring purposes only. This information won't be seen by any person involved in the selection process for this post. It will enable us to monitor how we are doing against our diversity and inclusion commitments.

Applications should be completed by **16 May 2022**

All applications will be assessed on the match to the experience and skills set out here. We know we are asking for a lot and we are looking for your honest appraisal of where you are already high performing and where there is room for growth.

Assessment will be by competency-based interviews with two members of the Little Village team. We will confirm who you'll be meeting when this interview is arranged.

