



British Heart Foundation

Candidate pack

Role: Philanthropy Lead



British Heart
Foundation



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Appointment of Philanthropy Lead

Dear Candidate,

Thank you for your interest in our role of Philanthropy Lead at British Heart Foundation (BHF).

It is my privilege to lead the Marketing, Fundraising and Engagement directorate for one of the UK's largest charities and the nation's leading independent funder of heart and circulatory disease research.

British Heart Foundation is strong, highly effective and well respected nationally and internationally. Our research, funded solely by the generosity of our supporters, has led to radical improvements in heart transplants for children, in the use of revolutionary artificial intelligence techniques to diagnose those at risk of heart attacks, and driven progress in our ambition to find a cure for heart failure.

As a Philanthropy Lead, you'll work closely with the Head of Major Gifts to build and maintain a portfolio of individual major prospects and donors with a gift capacity of £75,000 and preferably above.

We want an exceptional colleague who exemplifies and champions our values; brave, informed, compassionate and driven. It's an incredibly exciting time to be part of our team. We are more ambitious and determined than ever – because the cures and treatments we need are in sight. You could be part of getting us there sooner, so thank you for your interest.

BHF is also proud that we are working towards being a truly diverse organisation, with an Equality, Diversity and Inclusion (EDI) strategy, Igniting Change, which sets out a roadmap of the changes we want to see by 2025. Our growing commitment to equality and diversity spans across our organisation and we pride ourselves in being an inclusive employer who puts diversity at the heart of everything that we do.

So, if you feel you have the skills and experience that we are looking for, and you share our determination to help fund lifesaving research, then we would be delighted to hear from you.

Claire Sadler

Chief Marketing and Fundraising Officer





"CPR and heart surgery saved my life when I was six. Research made that happen." Jadyn

About British Heart Foundation

Scientific progress has gone into orbit with researchers from across the world joining forces since the pandemic. Thanks to an astronomical team effort, we have streamlined our activities, innovated new ways to meet our objectives and funded even more lifesaving breakthroughs for people affected by heart and circulatory diseases.

We raise money to fund research that helps to save and improve lives, and to support people affected by heart and circulatory diseases. These diseases can affect anyone. By funding research that can find breakthroughs, we hope to realise our vision of a world free from the fear of heart and circulatory diseases.

For over 60 years we've been a leading independent funder of research into heart and circulatory diseases. We are the UK's largest charity retailer with around 700 stores, an employee base of over 4,000, supported by a further 18,000 volunteers.

Our lifesaving work is primarily advanced through long-term investment in medical research. We have over £410 million of BHF-funded research underway, with an aspiration to invest £1 billion in research over the next ten years.

We've bounced back following the pandemic with our net income increasing by 148% in one year, from £57.2 million in 2020/21 to £142.1 million in 2021/22.

The pioneering research we fund has helped to transform the lives of people living with heart and circulatory conditions. The landscape of heart and circulatory diseases is changing.

More people now survive a heart attack or stroke than ever before in the UK, and that combined with an ageing population means more people are now living with a heart or circulatory disease. We will continue to fund lifesaving research, vital prevention and survival activity, ensuring quality care and support for those affected by heart and circulatory diseases.



Making our work matter more to more people

We've celebrated the immense progress we've made since 1961, including helping to halve the number of people dying from heart and circulatory diseases in the UK each year.

Our ambitions are clear. We want to see a world free from the fear of heart and circulatory diseases. Our strategy to 2030 is a commitment to achieve this vision, as well as a blueprint for achieving these goals. We are focused on:

- Funding research to help save and improve lives
- Working with patients and the public for better health and care
- Growing support and income
- Striving for excellence

BHF and the research we fund is on the frontline of creating a world free from the fear of heart and circulatory diseases. Covid-19 has shone a light on the power of science to save lives, and that's why we 'rebooted' our brand in December 2021. We need to present ourselves in a more single minded way that clearly demonstrates who we are and what we do. In doing so, making BHF matter more, to more people inspiring more people to donate time, money or stock to fund lifesaving research.

Our marketing and communications are focusing on the awe-inspiring research that we fund, because these stories demonstrate the power of science to find new cures at the frontier of our knowledge. As part of our This is Science campaign to accompany our brand re-boot, we celebrate the people who are alive today because of medical advances uncovered by BHF-funded research. This includes people who have benefited from 3D-printed hearts being used to guide surgery, research uncovering the genetic causes of inherited heart conditions, and harnessing artificial intelligence (AI) to help predict heart attacks. BHF, quite literally, through its funded research helps turn science fiction into reality.

We want better ways to identify people at risk and help people avoid disease

7,600,000

Around 7.6 million people are living with heart and circulatory diseases in the UK today – that's double the number of people living with cancer and Alzheimer's disease combined.





Big breakthroughs

Today, more than 7 out of 10 people survive a heart attack in the UK. Heart transplants, pacemakers, clot-busting medication and statins are just a few examples of the countless advances propelled by BHF-funded medical research.

British Heart Foundation funds over half of all non-commercial research into heart and circulatory diseases carried out in the UK.

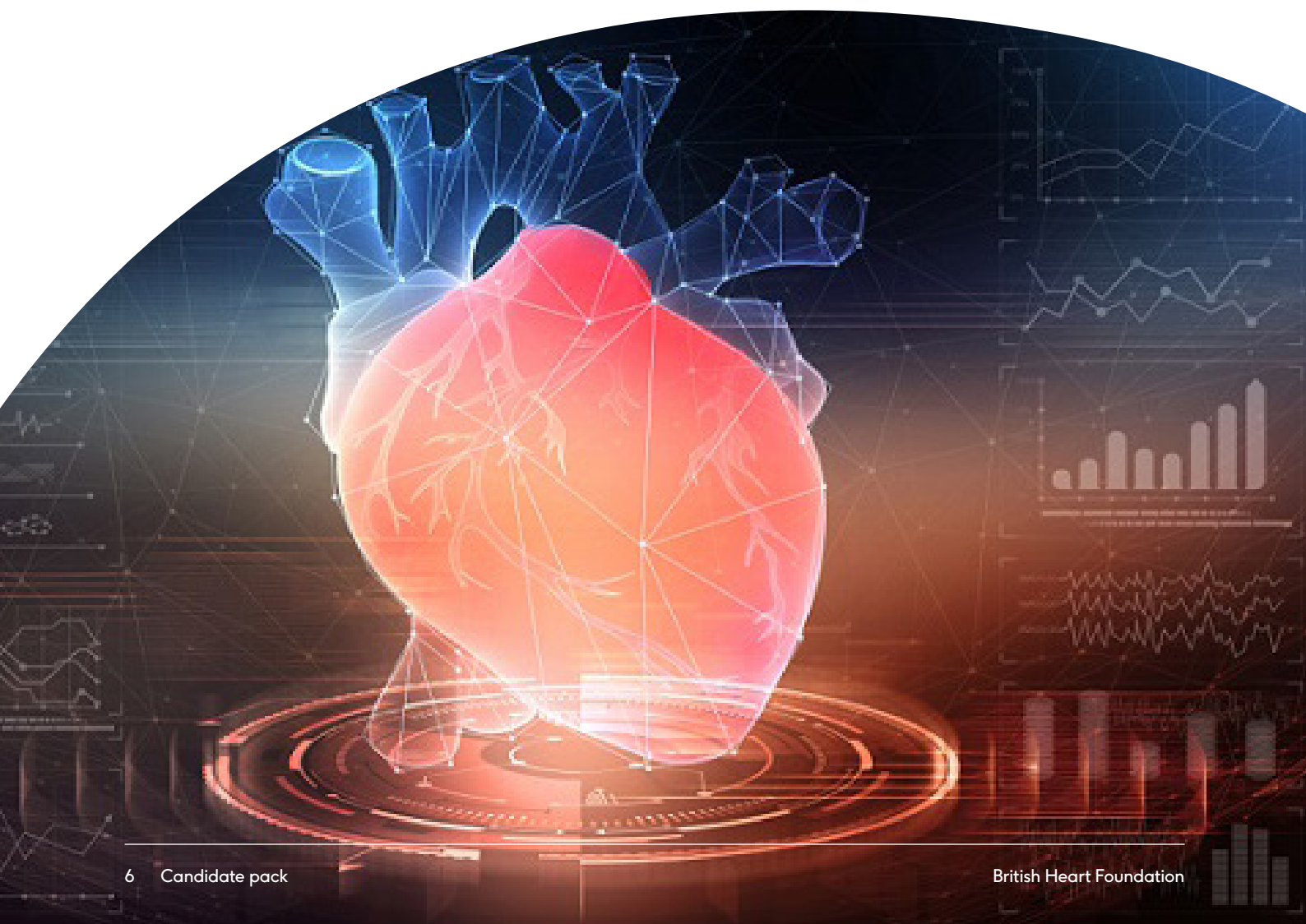
But we've still got so much to do.

Research into heart and circulatory diseases is underfunded compared to many other conditions.

Millions of people across the UK are living with the daily burden of heart and circulatory diseases – diseases that cause a quarter of all UK deaths.

We need to close the gap in funding. We need to recover our income. We need to do more for the millions of people living with life-limiting conditions.

Our challenges are only matched by our ambition. We know, with your support, we will power the science that saves lives.





CureHeart

The winner of British Heart Foundation's inaugural Big Beat Challenge, CureHeart, is a multinational initiative aimed at curing inherited heart muscle diseases

The Big Beat Challenge is our global competition for a £30m research grant. It is designed to fund a programme that aims to solve a pressing problem in research into heart and circulatory diseases and bring transformational benefits to patients.

Through a rigorous selection process led by an International Advisory Panel, CureHeart was selected as the winner from among 75 initial applications. The CureHeart programme aims to develop the first cures for inherited heart muscle diseases, which are the leading cause of heart failure and sudden cardiac death in young people and among the most common reasons for heart transplantation worldwide.

CureHeart is led by Professor Hugh Watkins (University of Oxford) and co-led by Doctor Christine Seidman (Harvard Medical School). Who are world leaders in the genetics, mechanisms and clinical management of inherited heart muscle diseases, which can devastate families across multiple generations.

The team includes other world-leading researchers from the UK, USA and Singapore, who bring expertise in complementary fields such as gene editing, gene therapy vectors, nucleic acid therapies and muscle cell biology.

CureHeart aims to apply cutting edge gene editing technologies to correct gene defects that cause inherited heart muscle diseases and thus cure and ultimately prevent those diseases.

CureHeart was selected in recognition of the boldness of its ambition, the scale of its potential benefit for patients with inherited heart muscle diseases and their families, and the excellence of the international team of participating researchers. The programme aims to start early clinical testing of their leading treatments within five years.



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Sustainable Progress

For an organisation founded on an optimistic view of the future, it's critical that we protect the present and safeguard the planet.

Protecting tomorrow's world

Our Sustainability Programme challenges us to minimise waste, reduce emissions, and prevent pollution, while also considering how our supply chains impact people and communities.

This year we launched a Green Champion network to identify future environmental projects and energy savings, increase understanding of sustainability initiatives, and carry out pilots to drive innovation.

This has been the first fully operational year since the programme launched, with real progress made in all target areas.

Recent successes include:

- Delivering recycling bins to 99% of BHF shops and offices for cardboard, paper, plastic bottles, and cans.

- Improving our database tracking where items go for re-use and recycling.
- Phasing out single use plastic where we can. Only 1.4 million plastic bags were issued this year, down from 6.2m in 2019–20.
- Reducing staff travel to 1.6m miles, down 46% from 2.9m miles in 2019–20.
- Encouraging more sustainable travel, and signing a new contract for company cars, with a focus on electric and hybrid vehicles.
- Re-using and recycling through our shops has saved over 57,000 tonnes going to waste, enabling 130,000 tonnes of avoided greenhouse gas emissions.



The changes we want to see in our world by 2030

Our vision is a world free from the fear of heart and circulatory diseases. It's a bold ambition, and we cannot achieve it alone.

By 2030 we want the world to look different. We want to prevent heart and circulatory conditions from developing, and we want those with existing conditions to have better, longer lives.

Better survival and recovery from heart diseases

- We want cures for inherited heart conditions to end sudden death.
- We want every child born with a heart condition to lead a long and healthy life.
- We want to stop heart attacks before they strike, helping thousands more people to survive.
- We want to cure heart failure.
- We want to prevent people having heart rhythm problems.
- We want to significantly improve survival rates from out-of-hospital cardiac arrests.

New and better treatments for circulatory diseases

- We want to halve the number of people dying from or being disabled by a stroke.
- We want to find ways to prevent and treat vascular dementia.

Better prevention and management of risk factors

- We want better ways to identify people at risk and help them avoid heart and circulatory diseases.
- We want everyone to breathe clean air and to live in a smokefree UK.
- We want a world in which the healthy choice is the easy choice.
- We want everyone to know how to reduce their risk of developing heart and circulatory diseases.

Longer, better lives for everyone

- We want everyone's heart and circulatory disease treatment to be personal to them.
- We want everyone to have access to the best available heart and circulatory disease treatment and care.
- We want everyone affected by heart and circulatory disease to get the physical, psychological and social support they need.





We work with patients and the public for better health and care



We fund research to save and improve lives



We grow support and income



We strive for excellence

Our strategy to 2030

Our vision is a world free from the fear of heart and circulatory diseases.



Out of this world research

We've welcomed many scientific breakthroughs that showcase the limitless potential of our funded research, from a technique that's doubling the number of children able to receive a heart transplant, to the discovery of a new drug that could improve recovery from a heart attack.

Together, we are making the impossible possible, and if the last year is anything to go by – the sky is the limit.

From artificial intelligence (AI) technology that can predict heart attacks to a potential new drug for vascular dementia, we have continued to advance our understanding of heart and circulatory conditions.

To bring about the changes we want to see, we're going to focus on...

- **Growing and diversifying the research community.**
- **Working with others to develop and deliver a strategic research agenda.**
- **Investing in world class research across the spectrum of heart and circulatory diseases.**
- **Strengthening the implementation of research outcomes for patient benefit.**
- **Communicating the impact of the research we fund to inspire more support.**

We want
more people to
survive a heart
attack

5

Every five minutes someone
is admitted to a UK hospital
due to a heart attack





Protecting our stellar support services

The pandemic has been tough for everyone, including many of those affected by heart and circulatory conditions. Since 2020, millions of visitors have turned to our coronavirus hub for support and our helpline, which remains a lifeline for thousands of patients and their loved ones.

Due to the pandemic's devastating impact on the NHS, many people still face unprecedented delays in diagnosis, treatment and care across the UK's four nations. The situation is stark, but we will not stop until people get the support they need.

To bring about the changes we want to see, we're going to focus on...

- Engaging more people with our patient information and support services.
- Tackling the major risks to heart health of high blood pressure, obesity and health workforce constraints through partnerships and influencing activities.
- Increasing the scale and diversity of patient and public involvement and meeting the needs of everyone affected by heart and circulatory diseases.
- Aligning all our community resuscitation activities to improve survival rates from out-of-hospital cardiac arrest.

We want

everyone to know their numbers

5

As many as 5 million people are living with undiagnosed high blood pressure in the UK





Recovery and resilience

Thanks to the phenomenal efforts of our staff, volunteers, and our supporters – our financial position is positive. As we focus on the future and our epic goals, it's time to accelerate fundraising in a bid to save even more lives.

We believe the combination of extraordinary value, choice, and sustainability our shops and online channels provides, allied to the mission of BHF, makes us increasingly relevant and resilient. We are committed to our future as part of local communities across the UK.

To support our recovery we will...

- Transform the public's perception of BHF to increase their consideration to support our work.
- Significantly enhance the quality of customer experience across the whole of our customer base.
- Strengthen our engagement and relationships with philanthropists and corporate partners.
- Adapt our retail offering by growing our online presence.
- Evolve our retail volunteer offer to meet the needs of future volunteers.

We want
to tackle vascular
dementia

13,000

Vascular dementia causes more than 13,000 deaths each year in the UK. People with a family history of coronary heart disease are significantly more likely to develop vascular dementia



Adapting to our new world

Now that we find ourselves in post-pandemic recovery mode, it's time to look at how we embrace our new world.

The disruption caused by the pandemic was immensely stressful and challenging to navigate, but the pandemic showed us alternative ways to work. We've explored new ways to adapt, and tirelessly planning our return to routine.

We've launched a new programme called FlexiblyConnected, to help us give our colleagues new freedom to live and work sustainably. We're eager to support our colleagues at work and at home, while giving everyone the tools and skills they need to deliver our strategy and realise our mission.

With such a diverse workforce working in such varied roles and environments, being FlexiblyConnected is about balancing opportunities with challenges and understanding the breadth of perspectives, priorities and needs that we must address.

To support our colleagues further we will focus on...

- Improving equality, diversity and inclusion across BHF's work to accelerate change for researchers, patients, the public and colleagues.
- Continuously learn from hybrid working to keep colleagues highly motivated and effective.
- Power up the BHF's leadership, team management and performance capability.
- Strengthen our culture of cost management, lean principles and continuous improvement.

We want

every child born with a heart condition to lead a long and healthy life



13

Every day, around 13 babies are diagnosed with a heart condition in the UK



These are our values

Our values express who we are and what we stand for. They are the spirit and culture of our organisation. Because through the way we work together, knowing what to expect of each other, of our leaders and of ourselves,

we're able to live our values. We are fearless in our approach. Together, we can fund lifesaving research to create a world free from the fear of heart and circulatory diseases.



We're brave

We speak out. We're decisive. We're innovative



We're compassionate

We're open and honest. We respect others.
We promote our cause



We're informed

We work together. We're clear.
We're curious



We're driven

We're focused. We're determined.
We keep learning



Team BHF attending London Pride 2023

Equality, diversity & inclusion

Our push for equality, diversity and inclusion takes many forms, including how we manage our organisation, and how our research funding helps to tackle health inequality.

Reducing heart and circulatory disease health inequalities is an important part of our strategy to 2030. The ongoing work of Kaleidoscope, our diversity and inclusion group, as well as our Research Inequalities and Health Inequalities Working Groups, demonstrate a similar commitment to improving equity, diversity and inclusion for our staff and volunteers. Discussion around how far BHF could bring together all the different aspects of our diversity work, patients, research, our people; into one clear EDI strategy is underway.

Our Kaleidoscope group is made up of representatives from across the organisation. Our activities encompass accessibility to work for people with caring responsibilities, working parents, those with disabilities, different age groups, ethnic minorities, LGBTQ+ and many more strands of diversity.

We have a number of 'affinity groups' within the organisation. These include working parents as well as religions, and racial and ethnic groups and are spaces for colleagues from underrepresented groups to feel connected, included and heard.

Whilst working for BHF, you will be actively encouraged to bring your true self to work. You'll find a culture where colleagues are inquisitive about diversity and keen to get involved in all activities that make individuality part of what we do every single day.

We want to fund lifesaving research for everyone. We can help to achieve this by welcoming colleagues from all backgrounds to come and be part of our BHF family.





Our benefits

We all achieve more together when we're happy and healthy

As a world class organisation, we offer competitive salaries and an attractive package of benefits, designed to support the health and wellbeing of everyone who works here.

But more than that, we provide opportunities that are completely unique to British Heart Foundation, such as going behind the scenes of cutting edge research, meeting scientists who are paving the way for future cures, and hearing from people who have directly benefited from the research we fund.

We've been recognised by the Chartered Institute of Personnel and Development (CIPD) for our Live Well. Work Well. programme and we're passionate about creating a mentally healthy workplace for everyone. From mindfulness sessions to team sports, we know there's more to work than targets.

Because we all achieve more together when we're happy and healthy.

Our generous benefits include:



Annual leave

Your work-life balance is important to us and our annual leave allowance of 30 days plus bank holidays is among the best in the sector.



Healthcare

We offer employees private healthcare, dental health cover and a contribution towards your gym membership.



Live well. Work well.

Heart health is central to our mission, and that starts with you. We provide a programme of activities, opportunities and guidance to inspire and support you to live a healthy and happy life, at home and at work..



Pension

It's essential to save for your retirement. Everyone is eligible to join our group pension plan after three months up to a maximum employer contribution of 10%.



Job specification

Job description

Job title	Philanthropy Lead		
Directorate	Marketing, Fundraising and Engagement		
Team	Philanthropy		
Reporting to	Head of Major Gifts	No. of direct reports	0
Agility contract type	Blended (home and office)		
Location	Dual Location – London Office (NW1 7AW) and home		
Budgetary responsibility	Blended (Home and office)		
Job level (HR use only)	4	Date	May 2023

Role summary

- Working closely with the Head of Major Gifts to build and maintain a portfolio of individual major prospects and donors with a gift capacity of £75,000 and preferably above.
- Engaging the British Heart Foundation's senior and academic leadership, as well as volunteers, in the cultivation, solicitation and stewardship of individual major prospects and donors.
- Helping to enhance the BHF's reputation, with respect to philanthropy, in the charitable and higher education sectors.



Key duties

- Work with the Head of Major Gifts to develop and manage a dynamic portfolio of 90-110 major individual prospects and donors with capacity to give £75k and above
 - Deliver annual income and activity targets (as agreed with Director of Philanthropy and Head of Major Gifts)
 - Capitalise on any major gift opportunities (£100,000 or more) and work with relevant internal stakeholders and Head of Major Gifts to solicit and close such asks
 - Work collaboratively with the Director of Philanthropy, Head of Major Gifts, and the other Philanthropy Lead, to maximise income generation by the Philanthropy Team and support productive relationships and partnerships across the Marketing, Fundraising and Engagement Directorate, and the BHF
 - Support the BHF's senior and academic leadership and volunteers to foster and curate relationships with philanthropic individuals and other senior influencers
 - Work with the Prospect Research and Supporter Insight Team to identify prospects, and work with the Donor Relations Team to cultivate and steward major individual prospects and donors
 - Work with the Proposition Development Team and other internal stakeholders as appropriate to develop compelling proposals
 - Work with the Operations Team to meticulously track and report on all activity, including maintaining accurate records on the OneCRM database
 - Exercise judgement and demonstrate fundraising expertise in the area of major individual donors
 - Build effective relationships internally and externally which support the BHF's aims and priorities
 - Champion the BHF in the charitable sector and the Philanthropy Team within the BHF
 - Contribute to the development of the Philanthropy team's operational and strategic plans
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Person specification

Knowledge, training and qualifications

- Knowledge of major gift fundraising techniques, and what it takes to achieve success in developing income from high value prospects and donors
 - Knowledge of working with volunteer leaders to maximise their involvement and support in high value fundraising
 - IT literate with good understanding of Microsoft Office applications
 - Competent using OneCRM or similar relationship database
 - Knowledge of Data Protection and other legislation relevant for fundraising knowledge of data protection and other fundraising related legislation as relates to UK, US and other territories
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Experience

- A proven track record in major gift fundraising with evidence of successful solicitation of six figure gifts and multi-year gifts
 - Demonstrable experience of working with multiple stakeholders
 - Experience of fundraising through multi-year major gift campaigns
 - Experience of building bespoke fundraising propositions for six figure gifts
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Skills and attributes

- Excellent written and verbal communication, and social skills; and an ability to communicate complex concepts and ideas
 - Excellent relationship building skills and an ability to interact with prospects and donors at the highest levels in a professional manner
 - Takes a collaborative approach and works effectively with internal stakeholders
 - Able to drive income through regular monitoring and evaluating of progress against plan
 - Flexible, able to work unsociable hours when occasionally necessary, and willingness to travel where required
 - Alignment with the BHF's mission and values
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Safeguarding

At British Heart Foundation (BHF), we are committed to creating a safe and rewarding environment for all of our people to work and volunteer. This means we have a robust safeguarding policy to ensure everyone is treated properly, and a whistle blowing service so people can raise any concerns they have confidentially



British Heart Foundation



Palirey's
Flats 1 & 2

How to apply

To apply for this role please use the apply button via the jobs page on our website. Our process involves submitting your CV and a covering letter, which should outline your interest and explain how you meet the criteria stated in the person specification.

All applications are managed by our Recruitment Team. If you wish to speak with a member of the team regarding the role and your application please contact them on careers@bhf.org.uk

Early application is encouraged as we will review applications throughout the advertising period and reserve the right to close the advert early should we receive a sufficient number of applications.



**British Heart
Foundation**