



## **Director of Fundraising and Engagement**

£55,000 - £60,000

Job Pack  
January 2024



## About SPEAR

### **SPEAR used to stand for Single Persons Emergency Accommodation in Richmond.**

In 1987 a homeless person sleeping on river bank in Richmond was found dead. This spurred local resident Penny Wade to set up an emergency accommodation scheme. In 1989, the Penny Wade night shelter then moved to a more permanent accommodation on Kew Road, and is still operating today.

Over the years, SPEAR has branched out to cover the boroughs of Richmond, Kingston, Merton, Wandsworth and Sutton. Our services have also increased to support people experiencing homelessness throughout their journey from homelessness to independence.

We work closely with support services, volunteers, local authorities, businesses and individuals in the local community to enable sustainable change in people's lives.



### **Our Vision**

We strive for communities in which anyone facing or experiencing homelessness can quickly move into secure accommodation, get effective support, and work towards their hopes and aspirations.

### **Our Mission**

To enable people experiencing homelessness in South and West London to find secure accommodation and work towards a positive future.

## Our Approach and Values

We build communities in which people suffering from homelessness have a place to call home and the help they need to lead a fulfilling independent life.

We recognise that homelessness is much more than just a housing issue, so we provide a range of support services to help our clients reach their full potential, always operating from our values:

- Working together** We work alongside service users, partners, staff and volunteers to design and provide services that meet the needs of those experiencing homelessness. Together we overcome challenges.
- Aspirational** We aim high, aspiring to achieve the very best outcomes for our clients. We see potential in everyone, and encourage our clients to achieve their own goals, dreams and ambitions. We aspire to the highest standards of professionalism.
- Respectful** We respect everyone, regardless of their background or circumstances. We view everyone as an individual with their own personal journey. We always listen to and value people's views.
- Determined** We work tirelessly to support people experiencing homelessness to recover from their personal issues. We break down the barriers they face.
- Visionary** We try new and innovative ways to provide long-term solutions and reduce the isolation of homelessness. We are always willing to take a new approach, learning from what works (and what doesn't) and use this to guide our work.

“

SPEAR has helped me learn to love life. I have ambitious plans now.

”

Client

“

SPEAR took me from a dark place and helped me see the horizon, a brighter future

”

Hostel Client

# Our impact in 2021/22



**1006**

## **SPEAR's Services**

1006 people accessed our services



**94**

## **Youth Support**

94 people were under 25 yrs old



**502**

## **Accommodation**

502 people supported into accommodation



**247**

## **Health Link**

247 people helped by our Homeless Health Link project



**51**

## **GP Healthcare**

51 people registered with a GP



**200**

## **Skills**

200 people helped to develop their skills



**59**

## **Employment**

59 people gained employment or volunteering roles



**140**

## **Training**

140 people have undertaken training and/or gained a new qualification

## **OUR VOLUNTEERS**



**126**

people volunteered their time

## **YOUR TIME**



**3,997**

hours of volunteering

## Introduction from the CEO

I've worked at SPEAR for nearly 4 years. In that time I've seen the commitment and dedication of our staff to do their absolute best to prevent homelessness where possible and to assist people who've experienced it. My first taste of this work was as a volunteer just after leaving college; many years later and after leading 4 organisations I'm still involved in the sector and still motivated by the cause.

We work across most of the SW London sub region. Our main focus is on preventing rough sleeping and helping people that have experienced it. Our Outreach teams respond to public reports of rough sleeping, engage with people and start a journey with them through our other services to independence.

80-85% of our income is from services commissioned by Local Authorities but this only really provides accommodation that keeps people off the streets. Our vision is much more holistic than that; we want to give our clients access to a wide range of service and opportunities that will help them to address what lead to them becoming homeless and enable them to live independent lives – e.g. health care, education, training, employment, volunteering and digital skills. This is where fundraising is critical to what we do; it makes the difference between providing basic services and excellent ones.

Over the last 5 years or so the numbers rough sleeping have grown significantly and SPEAR has grown to address this greater need. Our vision still remains to reduce homelessness in our area of London to as near zero as possible; to make it rare, brief and non-recurring.

We're currently an organisation of around 100 people. Achieving the best we can for homeless people is what drives us and shapes what we do. We all know each other; we're pretty informal; we're not big on status or hierarchy.

If you're inspired by our cause, are attracted to work for an organisation of our size and culture and have the vision and skills to secure the income we need to transform the lives of homeless people do please consider applying for this role.

**Tim Fallon**  
CEO



## The role

The Director of Fundraising and Engagement leads SPEAR's fundraising (trusts and foundations, corporates, individuals, community, events), communications (press, PR, digital, social media, brand etc.) and corporate volunteering.

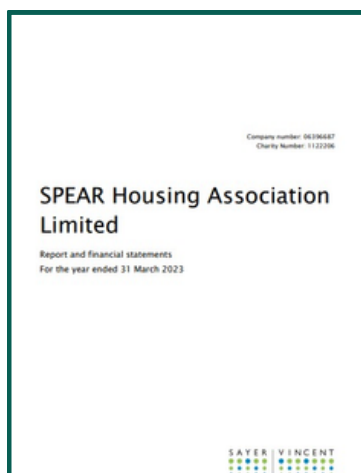
The role is part of the Senior Management Team and has additional SMT responsibilities to support SPEAR's wider operations, risk management and development.

The fundraising team are responsible for annual income of c.£850,000, which is around 20% of SPEAR's overall operational budget. Half of this income is restricted funds from trusts and foundations for services such as skills development, health, peer mentoring, outreach and property funding. The other half is unrestricted funds from corporates, community, individuals, and core grants.

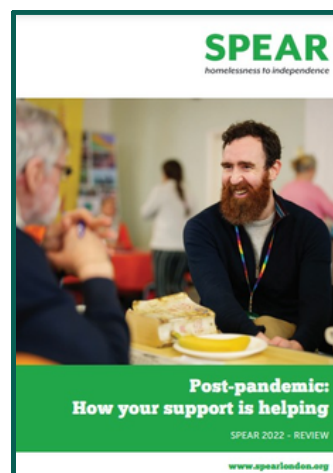
This portfolio of funders comprises around 580 individual donors, 125 standing orders, over 100 corporates/community/school/faith groups and a portfolio of around 50 trusts (of which half gave in the last year). In addition to grants, these supporters engage with the charity in a range of ways from cause-related marketing, organising community fundraising events, participating in challenge events and regular giving.

This role will sustain and grow current fundraising for these and other operational services, and strategically seek out new opportunities to grow income for the charity, in particular unrestricted income – be that increasing core grants, bringing on board new corporate and community partnerships or further developing the individual giving and online giving programmes.

**Click on the images below to open the documents.**



**2022/2023 Annual Report and Accounts**



**2022 Impact Report**

## Role description

**Role title:** Director of Fundraising and Engagement

**Salary:** £55,000-£60,000

**Contract:** Permanent

**Hours:** Full-time

**Location:** Hybrid/Twickenham (1 dpw, plus events and key meetings as needed)

**Reporting to:** CEO

## Fundraising Leadership

Lead and manage an effective fundraising team ensuring partnerships are managed effectively, reach income targets, and adhere to fundraising policies, procedures and law.

- Develop and build on a strategic year-on-year fundraising growth plan for SPEAR that aligns with SPEAR's strategic goals and budgeted targets
- Liaise closely with other SMT members and operational managers to ensure fundraising proposals identify and respond to operational need and that outcomes tracking is fulfilling funders requirements
- Lead on bids management, clearly understanding the objectives and timeframes of all bids with clear messaging to other members of the SMT if and when their input is required
- Take on significant partnership management, particularly new corporate business, new COTY approaches and pitches, major donor leadership, some restricted funding leadership and at times some community fundraising such as presentations and communications
- The Director will be the key relationship holder for all major fundraising relationships, involving the CEO and Trustees to enhance relationships if needed
- Work closely with the team on funding bids and applications, funding reports, fundraising newsletters and mailings to supporters, to ensure these are of a high standard and are meeting charity objectives
- Ensure effective launch of fundraising/comms campaigns aligning with operational need
- Updating and implementing SPEAR's policy on donations, ensuring effective resource management of Fundraising and Operations Teams
- Create long term and ambitious proposals of how the department will grow income, presenting proposals to the CEO and Board of Trustees
- Review performance against income targets, giving updates and forecasts to the CEO and Board of Trustees

*Continued overleaf*

## **Fundraising Leadership Ctd**

- Manage the overall fundraising budget (and communications and Corporate volunteering budgets), team staffing budget and ensure funded project budgets are kept on track with regular updates to CEO, FD and Ops Director
- Review current reporting and data management procedures with the view of implementing a new fundraising database
- Ensure SPEAR's fundraising adheres to Fundraising Regulator code of practice, financial auditing processes and GDPR regulations, ensuring effective record keeping and reporting

## **Communications Leadership**

- Ensuring communications functions are well managed across various channels:
  - Digital (Website, Google ads, SEO)
  - Branding (External and internal – logos, signatures, messaging, fonts, image library etc.)
  - Press and PR (editorial and press releases)
  - Interviews for radio, You Tube, website etc.)
  - Crisis communication: (i.e. preparing for response to media)
  - SPEAR's social media accounts
  - Newsletters and Brochures
  - Impact Report
- Ensure that SPEAR has an up to date internal and external communications strategy that effectively supports and enables fundraising goals
- Management of the Communications Manager to deliver on communications strategy and objectives
- Ensure internal communications are reviewed, planned and well supported in line with Senior Management Team responsibilities
- Take a lead role in communications with the press and media including TV, radio interviews, or brief and support others in this process
- Ensuring relevant metrics are included in Board Reports and Annual Reports
- Producing and overseeing the external stakeholders' section of the Annual Report and the Chairman/CEO's letter
- Ensuring the Impact Report is produced effectively, fully reflecting SPEAR's key messages, accurate data, achievements and branding, with inclusive and diverse image use



## **Corporate Volunteering Leadership**

Strategically oversee the Corporate volunteering strategy, maximising the impact and benefit of this volunteering.

- Supporting the development of new one-off Corporate volunteer days according to operational need – from admin, drivers, Outreach, painting, gardening, property management, fundraising etc. and volunteer activities that align with specific charity campaigns
- Ensuring volunteer activity is effectively risk assessed, in line with insurance requirements
- Ensuring Corporate volunteering works in partnership with fundraising and comms so consistent messages are sent out to our supporters and volunteers and volunteer stories are shared for SPEAR's communications and funding applications
- Ensuring Corporate volunteering data and records are kept up to date and are in line with funders reporting requirements and Annual Report reporting requirements
- Progressing opportunities for volunteer award applications as and when appropriate

## **Senior Management Team Responsibilities**

Work with the Trustees, CEO and Senior Management Team to take forward SPEAR's strategic goals. To contribute to the development of SPEAR through pro-active membership of the Senior Management Team, taking on specific projects as and when required by the CEO, to further the organisation's goals.

- Present quarterly updates to the CEO and Board of Trustees on performance and forecasts
- Input as required to performance management within other teams across SPEAR (for example supporting HR processes such as performance management, grievances, disciplines etc.)
- Support the development of policies and procedures at SPEAR as and when input is required and ensure that own team work within them
- Support the risk management process and risk assessment at SPEAR as and when input is required (in particular Covid-19 management)
- Support the development of diversity, equity and inclusion at SPEAR
- Update own fundraising/comms/volunteering team on SMT activities and plans as and when appropriate and relevant to their roles and work with SMT and HR to ensure internal updates across staff teams are provided as and when appropriate

## Person specification

- A seasoned, high value fundraiser with experience across multiple income streams
- An articulate communicator who can convey a message about SPEAR's work that is appropriate and inspiring for different audiences – verbally, in presentations and in writing
- Deep knowledge of trusts, foundations and project-based restricted fundraising
- Additional knowledge of some or all of: corporate partnerships; individuals; major donors
- Extensive line management experience
- A collaborative style, able to work effectively with colleagues across the charity
- Appetite and ability to develop existing relationships alongside seeking new opportunities
- Experience of the creation and delivery of a multi-stream fundraising strategy
- Knowledge of the homelessness sector, (or a similar charity, housing or social care sector) desirable
- Strategic approach to fundraising
- Ability to report to the board of trustees
- A professional qualification such as a post-graduate diploma or Masters in this area of work is not an essential requirement but highly desirable

## How to apply

We are partnering with **Emily Birch** at **QuarterFive Fundraising Recruitment** for this appointment. For a confidential discussion of this role and to make an application, please contact Emily on:

 [\*\*emily@quarterfive.co.uk\*\*](mailto:emily@quarterfive.co.uk)

 **07851 879269**

The deadline for applications is **Friday 16th February 2024**.

First interviews will take place on Tuesday 27th and Wednesday 28th February.

## Employee benefits

Please contact Emily for a full list of employee benefits, which include:

- 26 days annual leave plus bank holidays, increasing by 1 day with each year of service, up to a maximum of 31 days
- Enhanced maternity and paternity leave
- Enhanced occupational sick pay

## Accessibility

If you require access to this document in alternate formats, or any other adjustments, please contact Emily by email [emily@quarterfive.co.uk](mailto:emily@quarterfive.co.uk) or call 07851 879269.

## Equality, Diversity and Inclusion

Diversity and inclusion are at the heart of what SPEAR does, all our clients are treated fairly and respectfully. We are committed to ensuring that our services are accessible and reach all members of the communities we serve. SPEAR is an inclusive employer. We are committed to maintaining a culture of diversity. We have a Diversity Steering Group made up of staff members to assess and change the way the charity addresses diversity and inclusion for the better.

QuarterFive and our clients know fundraising could better reflect the diverse backgrounds and experiences of the people the charity sector supports. If you think you meet some of the criteria for a role and would like to discuss how your other experience might transfer, please ask us for a chat. We're here to support you. Appointments will be made on merit alone and we will gladly make reasonable adjustments to always ensure a fair process.

QuarterFive's Equality, Diversity and Inclusion Policy can be found [here](#).



# SPEAR

*homelessness to independence*

A photograph of two women in a home setting. On the left, a woman with long dark hair, wearing a blue textured sweater, is looking towards the right. On the right, a Black woman with her hair in braids, wearing a dark green short-sleeved top, is smiling and looking back at the first woman. The background shows a warm-toned wall with a clock and a lamp.

**ENABLING SOMEONE TO  
KEEP THEIR HOME MEANS  
MUCH MORE THAN PUTTING  
A ROOF OVER THEIR HEAD**

**quarter5**  
fundraising recruitment

This job pack has been created by QuarterFive, in collaboration with SPEAR.

QuarterFive Fundraising Recruitment is a specialist agency for charities and fundraisers. We provide clients with access to the best fundraising talent in the sector, and offer candidates expert support in securing their next fundraising role.