



Head of Fundraising

Appointment Brief
February 2020



Contents

- P3** Welcome
- P4** About FareShare
- P5** Our impact
- P6** Voluntary income ambitions
- P7** Organisational chart
- P8** Role description
- P9** Responsibilities
- P10** Person specification
- P11** How to apply



Welcome

A letter from Lindsay Boswell, CEO, FareShare

Dear Candidate,

I am so pleased that you are interested in joining our team.

There has never been a more exciting time to be a part of FareShare and the Head of Fundraising role sits at the heart of our ambitions for growth.

In the past few years we have undertaken a process of significant change by building a new Leadership Team to develop our core areas with expert champions; by securing 3 major grants to transform our infrastructure and by achieving record volumes to lead the way in food redistribution for the UK.

We are incredibly passionate and committed to keep increasing our activities so that more food can reach the 11,000 charities and community groups nationwide we currently support and our teams of talented people enable us to build on previous successes whilst mapping smart new ways of working.

Our mission to divert surplus food to people in need brings with it not only social impact, but huge benefits for the environment, making our dual purpose a highly attractive proposition for Funders and Food Partners alike.

I am immensely proud to be CEO of this fantastic charity and after reading this application pack, I hope you feel inspired to join us.

Lindsay Boswell
CEO

About FareShare

Our Vision

No good food goes to waste.

Mission Statement

To use surplus, fit for consumption, food to feed those who are vulnerable in the UK by supporting front line charitable organisations that tackle the cause and not just the symptoms of food poverty.

Our Purpose

We are doers. We are a community. We change lives.

Our Values

Passion - for our cause and the challenge that lies ahead.

Ambition - to go the extra mile and drive the change that must happen.

Respect - for ourselves, each other, our volunteers, our partners and our beneficiaries.

Collaboration - it's only by working with others that we can be stronger.

Focus - on providing the best service possible so that we deliver and achieve the most for our clients/ customers.

At FareShare, we fight food poverty by tackling food waste. We source fresh, quality and in date food, that is surplus to requirements from manufacturers and retailers. This is then redistributed to charities and community groups that provide meals to vulnerable people, individuals who are homeless, unemployed, socially isolated or recovering from addictions.

FareShare operates 22 Regional Centre warehouses around the UK and in conjunction with our store level solution, FareShare Go, last year (2018/2019) FareShare redistributed a record amount of food to charities. For the first time ever, the network of Regional Centres received more than 12,500 tonnes of food from the food industry. With the 7,000 tonnes managed through FareShare Go, we received over 19,500 tonnes in total! In terms of food going out, FareShare RCs and FareShare Go collectively contributed enough food for 46 million meals, helping to support almost **one million people** every week.



Our impact



FareShare is now providing food to **19,500 charities and community groups** - a **27% increase on the previous year.**

We help feed **924,325 people a week.**



We received **19,500 tonnes from the food industry** (92.5% is surplus food. The remaining 7.5% is donated food from retailer food drives.

The food collected helped create **46 million meals.**



Food from FareShare reaches **1,960 towns, cities and villages** and is present in **95% of Local Authorities.**

FareShare contributes **£33.7 million worth of food to its charity members**, an increase of **18.5% on the previous year.**



By making sure good food is not wasted, we turn an environmental problem into a social solution.

However, what is most exciting about FareShare is our potential. All the above was with only 7% of the possible food that is currently surplus in the UK food industry. Our stated aim is to grow rapidly to 100,000 tonnes of surplus food redistributed and our experience tells us that this would save frontline charities and community groups more than £150 million a year.

Voluntary income ambitions

FareShare's national model with local reach and delivery is attractive to funders and our joint proposition of 'Fighting Hunger and Tackling Food Waste' appeals to both social and environmentally motivated donors.

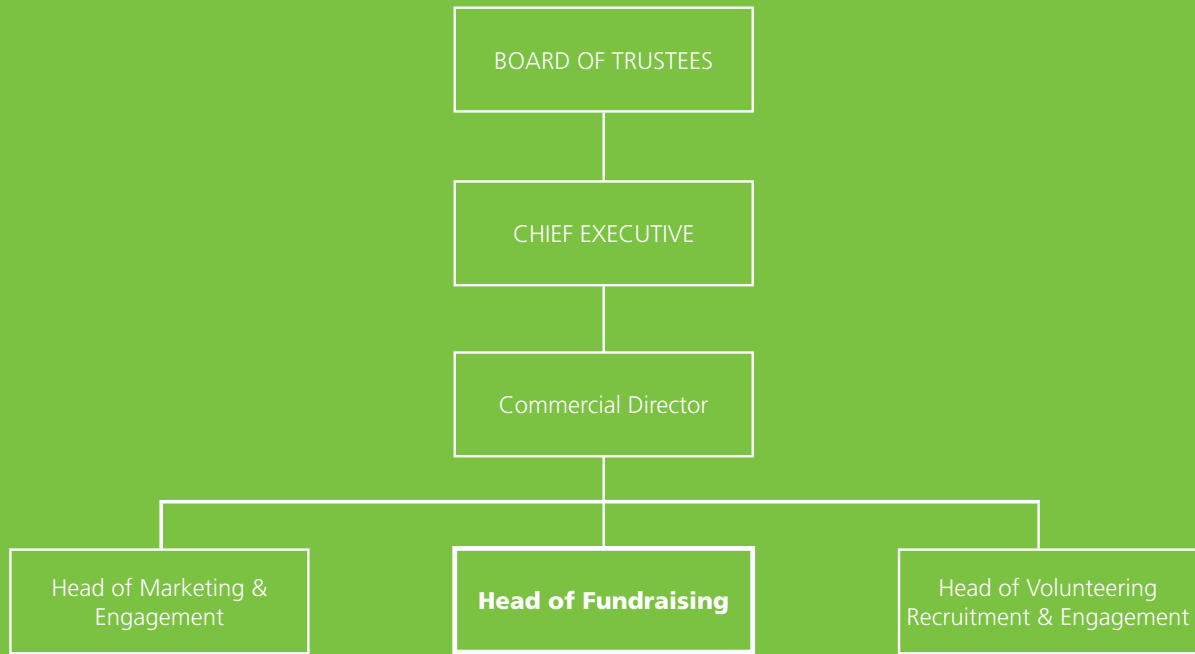
FareShare's ambition is to grow voluntary income by over 40% over the next 3 years to deliver an additional net income of over £1m.

Our focus will centre on achieving incremental growth across our portfolio of income streams, reflecting time to enhance systems and processes and to cultivate bigger patronships and by targeting new levels of partnerships at specific values. Our Corporate pipeline is well stocked, with potential opportunities based both within the Food Industry and outside, giving us a particular benefit for generating voluntary income.

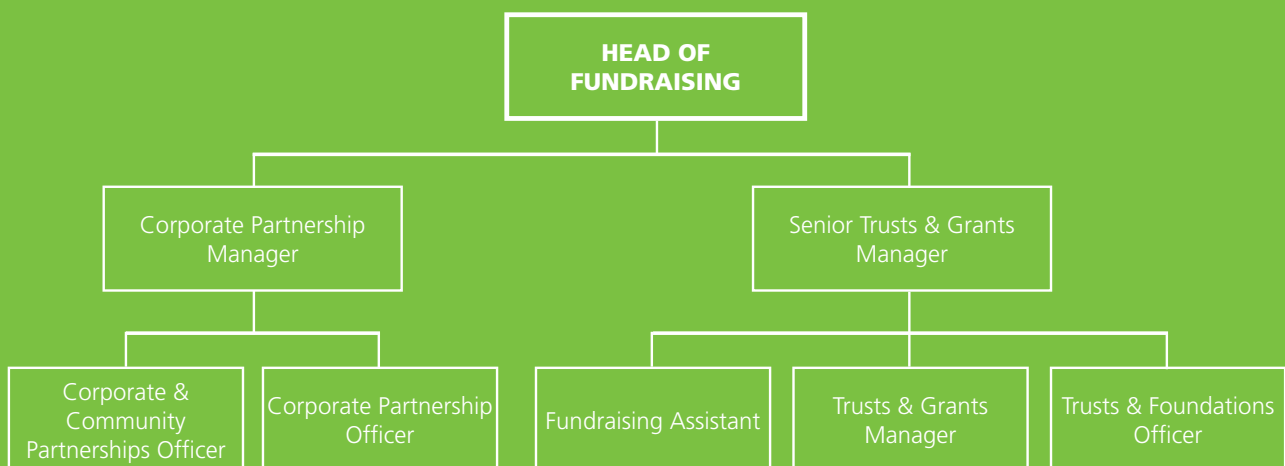


Organisation chart

Leadership and Team Structure:



Fundraising Team:



FareShare has grown rapidly in the last 5 years and is currently going through a change of structure to strengthen our management capacity across the organisation. This role is part of this change.

Role description



Head of Fundraising

Location:	Deptford, London
Reporting to:	Commercial Director
Direct Reports:	Senior Trusts and Grants Manager, Corporate Development Manager, Fundraising Assistant
Hours:	Full time - 35 hours per week (flexible working)
Salary:	£60,000 per annum

This role offers the opportunity, in a fast growing organisation, for the right candidate to generate major fundraising growth and to cement a reputation as one of the leading fundraising sector stars of the next generation.

Main purpose of this role:

Core to this role is generating the necessary income to fund FareShare's work. Whether that's covering the costs of our logistical operations, our relationship management with all areas of the food industry to secure quality surplus food, our ability to then safely transport, store and deliver it to our member charities or supporting our Network of Regional Delivery partners to also receive and redistribute food, our fundraising needs to work hand-in-glove with the rest of the organisation and across different department functions.

To date, our fundraising focus and successes have been on corporate partnerships and income from trusts and foundations as well as some from statutory and grant based sources.

We have recently undertaken an external review of our fundraising performance and future potential which has shown that our key fundraising departments perform

robustly against industry averages and ROIs but also that they have huge potential to be developed further.

We are seeking to increase all areas of income, but in particular we aim to focus on significantly developing our engagement and interaction with Corporate Partners, from both within the food industry and outside of it, while maintaining our success with trusts and foundations and developing new approaches to attract major donors.

The role will be focused on the development of a fundraising strategy using the recently completed external review and to create a deliverable Fundraising strategy that supports our organisation's ambitious growth plans whilst taking into account when current funding ends. This will include working with a new business plan to demonstrate to significant funders (including the Big Lottery Fund) how FareShare will meet the challenge of its ambitious growth target.

Responsibilities

Strategy and planning

- Develop, oversee and actively lead the implementation of a fundraising strategy which exploits a wide range of fundraising opportunities, maintains diverse and sustainable income streams, and builds the organisation's voluntary income capacity to meet its aims and objectives.
- Drive innovation in fundraising activity in order that FareShare can stand out from the crowd – improving current approaches but also developing new behaviours, projects and activities to win new funding.
- Lead and support the development of fundraising to ensure that opportunities to secure income for the FareShare network are maximised.
- Maintain an overview of funding across the organisation and analyse income sources to manage the fundraising strategy, assess progress against targets and contribute towards our financial capacity.

Leadership and management

- Lead the Fundraising Team to effectively identify, engage and deliver a number of key funders.
- Lead and manage the Fundraising team and coordinate their activities to meet and exceed the fundraising targets.
- Ensure the effective line management of direct line reports in accordance with FareShare's PDR process and commitment to staff development, providing regular support and performance monitoring.
- Work effectively with our Board of Trustees to identify, map and develop a network of potential major donors and unlock high net worth opportunities with a focus on delivering against the long term strategy for growth.
- Support the Commercial Director by ensuring that fundraising has suitably high quality leadership and structure.
- Work closely with the Commercial Director on complex and multifaceted corporate relationships that cover income, cause-related marketing, brand awareness raising and food donations and supporting the Corporate Fundraising and Marketing Teams to deliver them.
- Help drive the annual planning cycle and project management processes within FareShare.

Relationship management

- Lead a collaborative approach to relationship management with colleagues across the organisation in Food, Operations and Network Development Teams to identify, secure and track sources of income, within an agreed framework.
- Ensure delivery of the required donor care through effective stewardship strategy and mobilising support from the Marketing Team where appropriate.
- Support the development of appropriate resources through the Team and in collaboration with Marketing to ensure that individuals either donating or raising money through events or community activity can be properly supported and recognised.
- Develop and maintain relationships with a variety of key stakeholders including the Leadership Team, Regional Delivery partners, funders (including trusts, companies, major donors), food businesses, Trustees and involve other team members and staff as appropriate to develop effective fundraising bids as well as creating an internal culture of fundraising.

Reporting and financial management

- Continuously monitor and evaluate fundraising activities, taking corrective action or enhancing them when necessary.
- Support the Director of Finance with regular reporting and updates for submissions to FareShare's Finance Sub-Committee and Board of Trustees.
- Work alongside Finance to ensure accurate budget forecasting, management accounts, annual and long-term budget planning.
- Assess that FareShare has the appropriate systems, processes and platforms in place to ensure fundraising activities and behaviours can be implemented in the most effective and timely ways.

The role has a high degree of accountability for areas of activity which will have significant long-term impact on the achievement of FareShare's goals.

This is not an exclusive or exhaustive list. Its purpose is to provide a broad outline of the role, within which the changing needs of FareShare's work, and annually set objectives, can be accommodated.

Person specification

Knowledge and experience:

- Successful track record gained in corporate fundraising.
- Evidence of having led successful fundraising and income generation at a senior level.
- Background in developing and securing significant Corporate Partnerships and some experience of high net worth individuals.
- Track record of building and managing productive relationships and alliances with internal and external stakeholders.
- An adept budget planner with substantial experience of building multi-million pound voluntary income budgets, and regular forecasting.
- Leadership and line management experience - leading individuals at middle management level to achieve their potential as individuals and as a team to create change and new ways to working.
- An excellent networker and engaged in all matters fundraising and committed to the highest and most sustainable standards in fundraising practice.

Skills and abilities:

- Strong people management skills with the ability to train and develop staff.
- Able to build networks and rapport quickly.
- Highly effective presentational skills, with the ability to build positive and high-value relationships across a range of sectors, individuals and organisations.
- Highly effective written and verbal communication skills, with the ability to persuade, influence and negotiate effectively.

- High analytical capacity, with the ability to use analysis to find and promote solutions.
- High level of financial literacy, able to think and plan strategically for an organisation's resources.
- Strong project management skills.
- Ability to acquire an in-depth knowledge of the sector in which FareShare works and its funding environment.
- Familiar with CRM systems and maximising them to deliver benefits for both staff and colleagues.
- Able to work in a volunteer orientated organisation.

Personal attributes and behaviour:

- Business thinking - understands the purpose and objectives of FareShare and their relevance to the role.
- Personal impact - personally accountable for delivering effective, quality outcomes.
- Credibility - secures the confidence of others quickly and to work effectively as an ambassador for FareShare.
- Passion for results - understands what constitutes the highest level of performance as perceived by peers and stakeholders.
- Judgement - making sound and timely decisions which are evidenced based.
- Collaborative - is a strong team-worker who makes the connections.
- Evidence of continued professional development.
- A commitment to Equal Opportunities and a desire to carry out the role in accordance with FareShare's values.



How to apply



Please forward a CV together with a supporting statement (maximum two pages of A4). Please ensure that you have included mobile, work and home telephone numbers, as well as any dates when you will not be available or might have difficulty with the recruitment timetable.

Applications should be made via the Prospectus website at:

prospect-us.co.uk/jobs/details/hq00177110

Recruitment Timetable

Deadline for applications:

Sunday 23rd February 2020

First interviews with FareShare:

4th March 2020

Second interviews with FareShare:

9th or 12th March 2020



Queries

If you wish to have an informal discussion about the opportunity, please contact Femke Vorstman on **020 7405 4999**, or e-mail

femke.vorstman@prospect-us.co.uk





FareShare

fighting hunger,
tackling food waste

**Created by the Prospectus
Talent Attraction team.**

Prospectus Ltd
20-22 Stukeley Street
London, WC2B 5LR

prospectus*
talentbeyondprofit