



**Royal Star  
& Garter**

Care with courage



# Community Fundraiser

Candidate information pack





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# Welcome to Royal Star & Garter

Since joining this amazing charity, I have been humbled by the extraordinary courage our residents show on a daily basis. They join us once they need our support, or feel they are no longer able to live independently. We have the privilege of ensuring that the veterans and their partners we care for can lead happy and fulfilled lives. The teams in our three Homes are nothing short of exceptional, while colleagues in Central Services provide unrivalled support.

We are looking for an experienced and enthusiastic individual with solid fundraising skills to join our Partnerships Team. You must be able to demonstrate exceptional donor care and have a track record in effectively generating income utilising community engagement, supporter journeys and fundraising events. You will need to work closely with colleagues across Royal Star & Garter, including the teams in each of our three Homes, to generate community support to meet both fundraising and wider goals.

We are looking for someone who shares our values and is confident in being part of a wide number of teams. Hybrid working is still in place and so your ability to work independently to achieve agreed outcomes is also key. We would expect this person to be visiting our Homes regularly to strengthen relationships with local supporters and understand how to best to engage with new individuals and groups with a focus on donating, taking up our services or volunteering to help meet the needs of our residents.

If this is you, then we look forward to receiving your application. Thank you for your interest.

Caley Eldred  
Director of Supporter Engagement

## The role at a glance

**Title:** Community Fundraiser

**Location:** Hybrid working with the ability to work from Hampton area and travel to other locations in High Wycombe, Solihull, Surbiton

**Reports to:** Partnerships Manager

**Hours:** Part-time with minimum of 21 hours

**Salary:** £28,000-£30,000 (pro-rata)

**Closing Date:** Rolling

# Job description

## Purpose of the role

1. Responsible for community engagement growing fundraising income to meet agreed targets
2. To inspire, engage and retain a range of community individuals and partners in supporting our work, promoting the services we offer to veterans and their partners where possible
3. To deliver an effective stewardship programme for all forms of community fundraisers
4. Act as the primary liaison between our Homes and supporters in the local community working effectively with the teams based there. This will include regular in person visits.

## Fundraising and planning

- To develop relationships with individuals, community groups and organisations including local corporates, trusts, schools, and faith groups resulting in a range of effective engagement
- To identify appropriate participation events that will inspire individuals and groups to get involved and to commit to raising funds to support our work
- To co-create or utilise, and then deliver, a range of agreed national events or activity that reflects the needs of our supporters to include: running, walking, cycling and other challenges.
- To effectively evaluate all approaches for potential income and to organise time and support accordingly
- To recruit a range of volunteers to help support, develop or even run fundraising events or activity.



# Job description - continued

## Stewardship

- To deliver excellent levels of supporter care to each organisation, group, or individual undertaking fundraising with the aim of longer-term retention
- To create detailed donors' journeys that reflect the relevant communication needs of our community supporters with a focus on retaining their support
- Establish excellent and appropriate written and verbal communication with all supporters, including attending local events, networking, and visits
- Where required, to deliver clear and impactful presentations on our work with a focus on wider community and beneficiary engagement.

## Relationship Management

- To work effectively and collaboratively with staff across our Homes to identify and run appropriate engagement activity
- To coordinate and work effectively with the Marketing and Communications team ensuring that all messaging and promotional work is in line with our brand.

## To apply

Send your CV and a covering letter (no more than two sides) outlining how you meet the person specification to:

**[halani.foulsham@starandgarter.org](mailto:halani.foulsham@starandgarter.org)**

Please include any paid or voluntary experience that you think might be relevant and ensure that you tell us what you will bring to the role.

# Job description - continued

## Administration

- Appropriately track related income to provide monthly reporting against targets to the Partnerships Manager
- To maintain & promote the keeping of accurate records in all aspects of the role fully utilising the functions of Raisers Edge
- We have an inclusive approach to administration and expect all team members, regardless of level, to be responsible for identifying and effectively managing this aspect of their work.

## Other

- To act as a representative of Royal Star & Garter at events and activities where appropriate, this may involve some out of office working
- To be conversant with relevant fundraising legislation and the guidelines of the FRSB, CIOF and GDPR, implementing these wherever necessary
- To promote and deliver the highest standards of love, respect and support to residents and colleagues and always outwardly demonstrating our value of living positively
- To undertake other duties as required and which are consistent with the nature of this role.

We anticipate this role will be hybrid, working from home, our Central Services Office and around our Homes on a regular basis (in High Wycombe, Solihull and Surbiton).

There will need to be some flexibility to cover evenings and weekends from time to time.

**For an informal conversation on the role please contact the Partnerships Manager, Halani Foulsham.**

**[halani.foulsham@starandgarter.org](mailto:halani.foulsham@starandgarter.org)**

# Person specification

## **Experience & Knowledge**

- Experience of creating and delivering effective and engaging fundraising events ideally within the local community
- Event planning and supporter or volunteer management, with the ability to undertake effective analysis and evaluation.
- Demonstrable experience of effective donor stewardship including the ability to develop compelling communications that inspire our supporters, leading to increased engagement in fundraising and volunteering opportunities.
- Ability to work effectively with other teams, particularly marketing and communications colleagues, resulting in the design and delivery of effective on and offline content
- Knowledge and understanding of the approach to fundraising from companies and experience of creating lower-level applications to local trusts, foundations and local groups.

## **Skills**

- Excellent communication particularly face-to-face, phone, email and on social media
- Strong stakeholder and relationship building skills, with the ability to work across teams
- The ability to plan and prioritise a varied workload delivering projects to a high standard and to meet agreed deadlines
- Confident in preparing and delivering presentations to a broad mix of groups both large and small
- Excellent IT skills including MS Teams and associated packages (Word, Excel, PowerPoint) and those related to online comms (email & social media channels)
- Experience of working on own initiative, remotely and in the office.

## **Other**

- The ability to travel around the locations of our Homes
- Be willing to work flexibly including some evenings, weekends and (very occasionally) overnight stays for which time off in lieu is available
- An enthusiasm and commitment to our work, our residents and our values
- To demonstrate key personal characteristics of: being a self-starter, motivating others with enthusiasm, bring positivity to your work, role modelling our values in all aspects of your role.

# Conditions of employment

Any offer of employment made will be subject to the following conditions:

- Satisfactory references from two referees including one from your current or most recent employer
- A pre-employment medical screening
- Evidence that you have been vaccinated against Covid-19
- Enhanced DBS Disclosure
- Proof of the Right to Work in the UK

**We reserve the right to update and amend your job description to ensure it accurately reflects the role**

## **Our values**



## **With love**



We carry out our work with love, care and compassion.

## **Living positively**



We are optimistic in everything we do, supporting veterans and their partners in leading happy, fulfilled lives.

## **As a family**



We work and live as one team, one family, one community.

## **Standing in their shoes**



We show admiration and respect for people and never forget what they have done.

## **Take courage**



We are not afraid to do what is right and what is needed.

# Offer



## Although we are a charity, we offer a generous package

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- Salary of £33,000
- 35 hours per week
- 25 days holiday per annum plus bank holidays
- Employer Pension Contribution of 7.5% with matching Employee contribution of 5%
- Life insurance of 3 x salary (until age 70)
- Two months full occupational sick pay, one month half pay before statutory sick pay
- Access to appropriate professional bodies and payment of relevant membership fees after six months of employment
- Learning and development – opportunities to support you in your role

# About us



## Our mission

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Royal Star & Garter was founded in 1916 to care for the severely injured young men returning from the battlegrounds of the First World War. Today, our mission is to provide an outstanding range of quality care and therapies to veterans and their partners living with disability or dementia.

## Our care

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We provide loving, compassionate care to veterans and their partners living disability or dementia in three state-of-the-art Homes, helping them to lead happy, fulfilled lives. We meet their needs in an appropriate and personalised way, supported by highly skilled and motivated staff. We are constantly evolving our care to meet present and future need and are developing our services to support younger veterans and people in their own homes.

# About us



## Our future

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Today, we run three Homes where we deliver an unparalleled level of specialist nursing care for veterans and their partners, including award-winning dementia care. We are developing our services to provide day care across all three Homes, an outreach service and care for younger veterans.

## Our knowledge

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We have over 100 years' experience in providing pioneering nursing and therapeutic care to veterans living with disability and dementia. We are committed to sharing our knowledge and skills with other organisations to promote better care for all veterans and older people. We partner with health care, military and academic organisations for the benefit of our local communities.

## Sharing our experience

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We are passionate about innovation in our care to improve the lives of veterans and their partners and we are ideally placed to provide training. Our Homes offer military nursing student training and placements to Nursing Associate Trainees as part of an NHS pilot scheme.

# Surbiton

With its stunning foyer and relaxed, spacious lounges, our Surbiton Home offers a warm, friendly welcome. Highly trained staff provide specialist nursing and dementia care in comfortable surroundings, where the focus is always on the individual.



# High Wycombe

Our High Wycombe Home is our newest and has been designed for the comfort and well-being of our residents. Specialist nursing and dementia care is offered in a relaxed, homely environment, where residents can enjoy the many activities, share their day with friends or enjoy time in the spacious lounges and landscaped gardens.



# Solihull

Our Solihull Home offers a warm welcome to residents and their families. The Home is rated 'Outstanding' by the Care Quality Commission in all five areas and staff provide specialist dementia and nursing care tailored to the needs and wishes of each individual. Every aspect of the Home has been designed with our residents' well-being in mind.

