

RECRUITMENT PACK

DIRECTOR OF FUNDRAISING



Charity number 280825

Our Seeds of Hope Garden

STFRANCIS.ORG.UK

#YourPreciousLife





**WE HELP PEOPLE
TO LIVE THEIR
PRECIOUS LIVES
WELL**



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FUNDRAISING



New for 2020! We are excited to launch a brand new challenge event which allows you to explore this ancient walkway, Britain's oldest road right from your doorstep! On Sunday 20th September, join us for a marathon adventure at your own pace. We have worked hard to ensure that full social distancing measures are put in place for this special event allowing you to safely take part in small groups of family and friends. There is no time limit and with regular checkpoints and support all along the way, what better way to put all your latest lockdown exercise routines to good use! To find out more and register your interest visit: stfrancis.org.uk/ridgeway

CHAPTER TWO FOR CHESHAM



Lockdown measures meant our new community bookshop Chapter Two in Chesham had to have a virtual opening instead of a real one – but we're delighted to open our doors for real! The shop, which has sustainability at its heart, sells pre-loved books, gifts, vinyl, craft, cards and stationery and shoppers are invited to browse the ever-changing collection. Once the restrictions ease customers will be able to enjoy a cup of coffee whilst browsing our book collection, join in our exciting workshop programme, book club and storytelling activities, plus community activities and groups. In the meantime look out for some virtual events and workshops. Chapter Two is open seven days a week at 10 High Street, Chesham. Donate your precious books and follow us on social media: www.stfrancis.org.uk/chaptertwo

SHOPPING SAFELY...

LET NO-ONE DIE ALONE.
LET NO CARER BE LEFT ISOLATED.

£119 could fund our Community Nursing team for one hour

£950 could fund up to 10 visits by our Community Nurses



BERYL WANTED TO BE AT HOME, AND THE HOSPICE MADE THAT HAPPEN

Beryl Milnes, from Felken near Hemel Hempstead, was 80 when she passed away at home in mid-April during the lockdown. After being diagnosed in 2017 with breast cancer, and receiving chemotherapy and radiotherapy, Beryl was given the all clear in 2018. But sadly, despite only a 10% chance of it coming back, in February 2019 she felt pain in her left arm and the cancer had returned. Since then she was supported by the Hospice. Her husband, Richard, shares their story...



We raise over £5m every year

#YourPreciousLife



OUR VISION, MISSION & AIMS

A Hospice is a gift a community gives to itself



Our founder Pam Macpherson said:

"The Hospice of St Francis is for absolutely everyone, terminal illness is no respecter of age, race or sex."

She said, "Everyone has a talent and the Hospice needs all the talents"

As part of our celebration of Hospice culture, diversity and our history a gift from a generous donor enabled us to commission a sculpture that represents Pam's contribution to the Hospice and the influence she continues to have. Our original volunteers included Alumni from Berkhamsted School who honoured our shared history by donating two benches made from sustainable wood

From our founding articles of association

OUR MISSION

To achieve our vision by providing outstanding care and support to patients and those close to them.
To share expertise through collaboration, innovation and education.
To sufficiently engage the support of our community to enable us to deliver our vision and mission.

OUR VISION

A community where people with life-limiting illnesses live well until the end of their lives and their families receive the support they require.

OUR AIMS

To transform the quality of life for people living with life limiting illnesses and provide support for all those who are close to them
To ensure high quality provision of care through education and research
To sustain and expand our services through excellent financing

How we express this commitment now



**To live
and die
well**



**The need for our care is changing
What we do is led by you
We learn from each other**



**Double our reach
Fund our Hospice now
and for future generations**

**OUR SPRING
CENTRE HOSTS
MANY GROUPS,
THERAPIES AND
ACTIVITIES**



THE OPPORTUNITY



Our Director will be an innovative strategic leader, a people person who combines humanity with data driven decision-making. An adept storyteller with a passion for Hospice care.

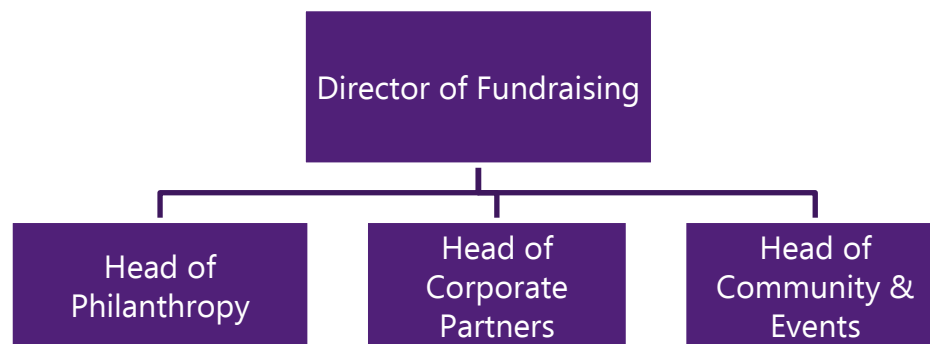
- Accountable for leading a team to deliver \geq £2.5m in income annually and steward £1m in legacies
- Business case development to deliver an additional \geq £1m by 2028, in a trajectory for growth
- Leading strategic partnerships, working cross sector and operating effectively at Board/Committee

Continuous professional development is a core value at the Hospice of St Francis.

All our leadership roles have portfolios with depth, complexity and opportunities for growth. Working as one team, partnership and shared commitment to our common purpose is key.

The Director of Fundraising is accountable to our CEO and a member of our executive team. The postholder also works closely with our Trustees and Income Generation Committee.

We are looking for a creative and approachable leader with gravitas, who can inspire internal and external stakeholders, has a solution focused approach, is motivated by learning from others and shares our vision for an Outstanding Hospice



WE BELIEVE – EVERY LIFE IS PRECIOUS

Feeling safe
A place to thrive
A hand in the darkness
People to rely upon.

How to say hello and,
How to say farewell.
A warm embrace and
Our yearning to belong
One person to another.

At The Hospice of St Francis
We love what we do
And we love your support too

Every Life is Precious.

**You can
Live your precious life well
With The Hospice of St Francis.**

#YourPreciousLife



ABOUT US

Our founder Pam McPherson RGN, CQSW, LLB took her inspiration from Dame Cecily Saunders. Having made her home in Berkhamsted, Pam recruited a group of volunteers who became known as 'the originals' and opened The Hospice of St Francis 1979. Her vision; to give time, compassion and outstanding care when our friends, neighbours and families need it most, holds true today.

We have a dynamic leadership team and 220 employees. We are enriched by 1200 volunteers undertaking over 70 different roles. We now care for and support up to 2,000 people a year every year.

True to that tradition we are one of the first hospices to offer high flow nasal oxygen, specialist transfusions and a virtual ward.

Our turnover is c£9m and we have ambitious plans for the future. We consulted with stakeholders on what the Hospice of St Francis means to them. This created our narrative #YourPreciousLife and our philosophy that a Hospice is a gift a community gives to itself.



#YourPreciousLife





**WE'RE ALSO BUSY
SUPPORTING
CARERS, FAMILIES,
FRIENDS, CHILDREN
FACING LOSS AND
EDUCATING OTHERS**

THE ROLE

Office base:

The Hospice of St Francis
Spring Garden Lane
Off Shootersway
Berkhamsted
HP4 3GW

Hours: 26, 30 or 37.5 per week

Bimonthly evening Board meeting
Occasional weekends to support events
and strategic planning with Trustees

Responsible to:

Kate Phipps-Wiltshire CEO

Strategic Leadership

- Accountability for identifying, testing and implementing fundraising approaches not typically used to date in the sector, including new philanthropy, donor advised funds and social investment models with a pipeline for delivery of new income.
- Research and develop strategic alliances built on value exchange, where individuals and organisations come together to define the benefit of this collaboration and commitment to donate/invest.
- Work collaboratively with all ET colleagues (everyone's a fundraiser) and help to achieve perfect synergy in the delivery of income, the management of expenditure and a great experience for staff and volunteers' patients and families.
- Work with Trustees at Committee and Board. Represent the Hospice in external partnerships and projects locally and nationally

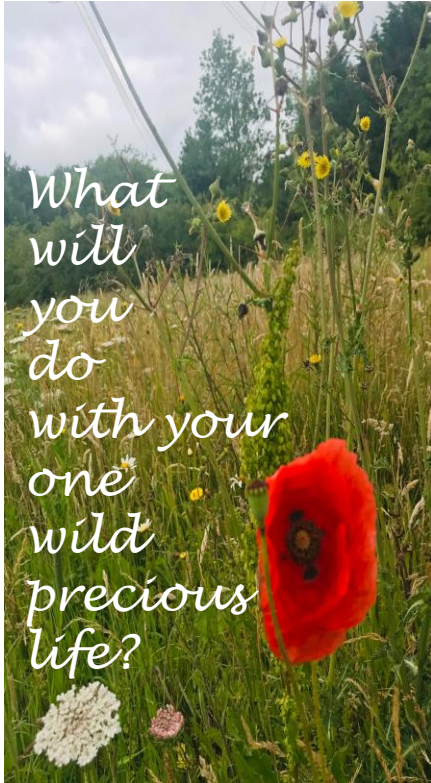
Team Leadership

- Lead and coach your team for success in setting meeting and beating targets and encourage innovation to keep core income in-line with increasing external costs.
- Foster a positive, dynamic work culture where performance is benchmarked, with KPIs set stretch targets and test and learn underpins success.

Funding for the Future

- Work with your team to steward mid level donors
- Take lead responsibility for the pipeline of major donors, cultivating and soliciting five-figure gifts.
- Work with external partners and trustees on market research to ensure we take a data informed approach to recruiting donors who have not yet experienced hospice care.
- Oversee our legacy income programme, supporting the recruitment and stewardship of our legal partners

THE ROLE



Data & Insights

- Use CRM, AI, donor analytics, demographics, external research and lived experience to inform strategy, measure impact, and drive data-led decision-making.
- Oversee your team in monitoring income lines and proactively implement initiatives to offset any risk of in-year underperformance.
- Rephase and reforecast budgets accordingly.
- Ensure accurate and timely performance reporting on income and expenditure.
- Ensure your Directorate delivers on all aspects of reporting to the regulators, taking responsibility for fundraising regulation

Major Gift Fundraising

- Curate and launch a programme for significant income growth from high-net-worth individuals, who can make six figure donations as matched funding.
- Work closely with your team and the Board on the most appropriate approach to steward these donors in long term relationships including bespoke donor experiences, high-profile events, personalised communications, and opportunities up close to see donors impact

Collaboration and Skills Development

- An accessible, visible and credible ambassador building networks to garner support across the community.
- Work closely with colleagues in the Directorate and across the Hospice, the CEO and ex Patron's, Trustees, the CEO, and external Stakeholders to leverage influence and deepen donor engagement.
- Champion and facilitate the development of fundraising skills and capability at the Hospice Accountable for your own professional development and that of your team of staff and volunteers.

Knowledge & Experience

- Educated to a degree level or equivalent & evidence of continued professional development
- 10+ years of experience in high-level sales, fundraising, business development, external relationship management with proven success in securing six and seven-figure deals and annual income at £3-10m
- Strategic thinker and revenue driver, with a strong understanding of best practices in engagement, stewardship, and multi-year funding strategies confidently embracing digital transformation
- Experience developing structured programs for engaging external clients.
- Exceptional leadership and project management skills, able to drive fundraising initiatives while managing cross-functional teams
- Proven track record of high-level relationship management, (individual, corporate, government)
- Experience in CRM systems (Donorfy preferred) for donor tracking and pipeline management.

Decision Making

- Freedom to act within delegated responsibility and charity policy and procedure
- Consistently apply the level of judgement commensurate with a Director role and act at all times in the best interests of the Hospice in accordance with the Nolan Principles of Public Life
- Take soundings, advice and feedback from a range of people internally and externally
- Keep abreast of best practice in the UK and internationally, communicate and apply that learning

Communication

- Model our values and our passion for what we do.
- An adept story teller able to convey fluently the value and purpose of the Hospice
- A proven networker with the ability to inspire trust and confidence across communities and cultures
- Continuously investing time in listening to support the flow of ideas and experiences
- An accessible, visible, credible ambassador garnering support across the community for the charity
- The ability to speak and communicate in more than one language relevant to the population served
- Presentation and reporting skills verbally and in writing, including formal reports, digital methods of reporting and use of social media communicating with range of audiences internally and externally.
- See the potential in others and understands the impact of their actions on colleagues.



#IWill 1%

1 in 5 patients we care for each year are looked after thanks to gifts in Wills from people like you.

By remembering the Hospice in your Will, you'll be there for every patient and family member in need of help, ensuring they get the care they need – now and for many years to come.

stfrancis.org.uk/wills



**The Hospice
of st francis**

Will you gift

1% to the Hospice,
and 99% to those
closest to you?



Find us at:
20 Lower Kings Road

All profits go to funding the Hospice's
FREE care in your local community.

numbertwenty
more than a shop

An award-winning independent high street champion. Ok, not quite on the high street but just off it, on Lower Kings Road!

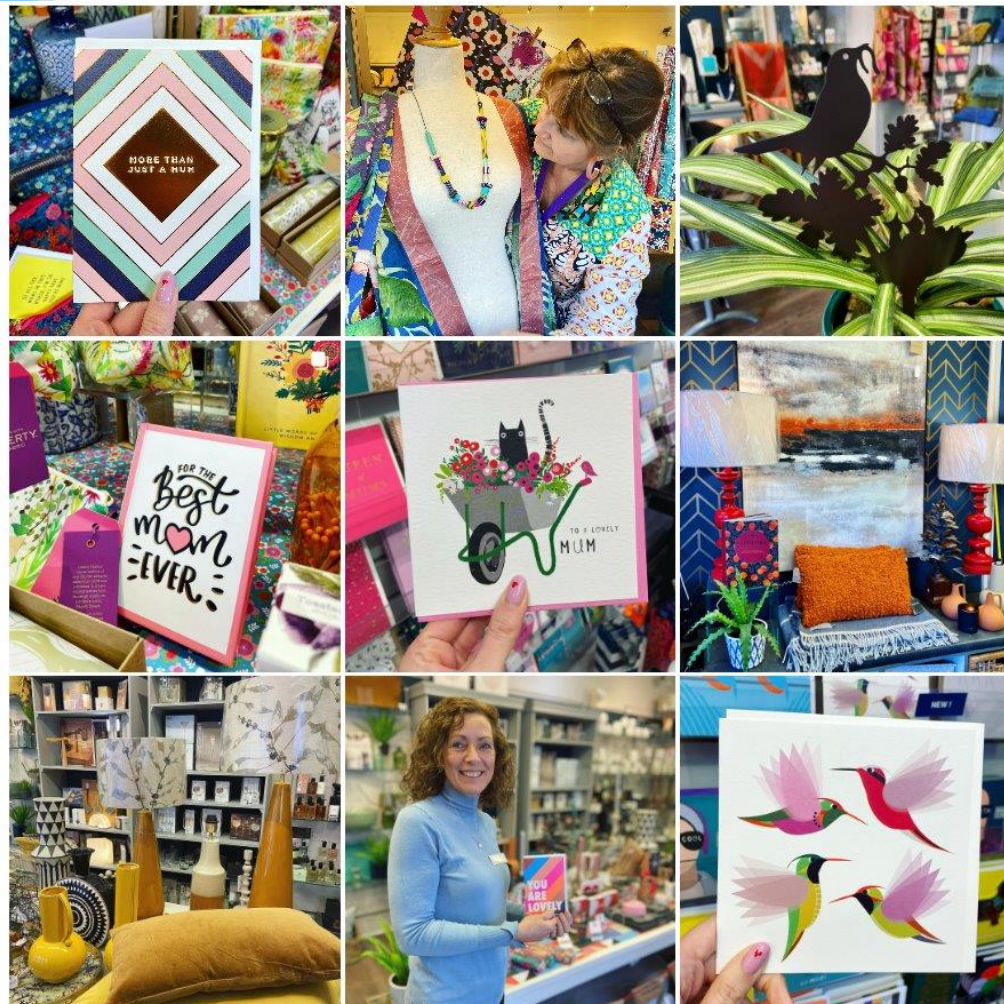
The public face of a great local cause
– The Hospice of St Francis

AND...we have an inspiring
product range for both the
home and for gifting.



**The Hospice
of st francis**

So if you're looking for something a little
different and want to SHOP FOR GOOD too,
we look forward to welcoming you!



OUR COMMITMENT

- Salary: Competitive
- Group pension with 7% company contribution
- 30 days annual leave and bank holidays
- Flexible and home working
- Simply Health – assistance with healthcare costs
- Employee Assistance Programme
- Salary sacrifice schemes including childcare vouchers and cycle to work
- Free on-site parking, free beverages
- Competitively priced Bistro with attractive menu
- Annual continuous professional development including support to benefit from external mentoring or coaching
- Death in service of 2x salary up to £50K
- Located 40 minutes from central London we have a purpose built Hospice in 6 acres of landscaped grounds including two Chelsea gardens
- Our workforce survey consistently rates us highly as an employer with over 90% of employees being proud to work here and over 90% would recommend the Hospice to family and friends

*The Hospice of St Francis
February 2024*

The Hospice of St Francis is a special place. We attract great people as trustees, employees and volunteers.. Coming out of the pandemic we have an ambitious strategy to match the growing need for our care and fund what we do differently

At the Hospice of St Francis we believe everyone is entitled to exceptional care. I hope this pack has given you an insight into how we have come to understand what that means and what it takes..

We have good reason to be optimistic about our future. We never underestimate what is needed to turn optimism into outstanding success. That new strategy is titled 'Help us to be fit for our 50th' Founded in 1979 we are already planning for 2029 and beyond

If you are excited by this role and would like to know more, please do get in touch with Kate Phipps-Wiltshire our CEO.

*Tim Symington
Treasurer*

HOW TO APPLY

- Our recruitment partner Finegreen is leading our search, please contact Joe Joyce on 0345 1304006 or info@finegreen.co.uk



EMPLOYEE HANDBOOK

#YourPreciousLife



A
PLACE
TO
THRIVE



The Alford Arms crew on Carer's Day!
Becky Salisbury



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