

SOMEWHERE TO GO  
SOMETHING TO DO  
SOMEONE TO TALK TO



CANDIDATE INFORMATION PACK

SENIOR PHILANTHROPY MANAGER – WEST YOUTH  
ZONE (HAMMERSMITH AND FULHAM)





## DEAR **APPLICANT,**

Happy, self-confident, ambitious young people who can face life's challenges. Individuals who can build trusted relationships with peers and adults; who are able to lead healthy lives, both physically and mentally. The chance to reach one's potential without social or economic barriers. Empowered, active and caring citizens. That's what we all want for our country's children. But not all have the opportunity to achieve these goals.

Many of our country's most disadvantaged young people do not have access outside of school to safe, inspiring environments. Despite a technologically connected world, many are lonely and without the support of numerous adults and peers that would encourage and help them to flourish. The disparities in our society are only increasing with the Covid-19 pandemic.

OnSide Youth Zones has an amazing ambition – to give young people from disadvantaged areas across the country somewhere to go, something to do and someone to talk to. Our aim is to reduce the effect of the well documented childhood crisis. Youth Zones give young people an opportunity to be happy, self-confident, and ambitious; better able to face life's challenges. We help individuals to build trusted relationships with peers and adults. We provide the means to lead healthy lives, both physically and mentally, and the chance for them to reach their potential. Each Youth Zone attracts in excess of 3,000 members with over 1,000 visits per week

For decades, many young people have been neglected and they need our help, now more than ever before. You need only glance at the news to know that the current childhood crisis is real and well documented. Whether it's a lack of ambition or qualifications, negative behaviour and attitudes, gang or knife violence, young people need help to find a way out of their predicament. OnSide Youth Zones are designed to support young people in their leisure time; occupying their bodies and minds with fun activities, learning new skills and socialising in a safe, positive way.

Having started in North West England over a decade ago we are on a programme of national expansion. We have taken our first steps towards this goal; last year we opened three Youth Zones in London with a fourth, **WEST Youth Zone in Hammersmith and Fulham** due to open in 2022. This fundraising role is instrumental in ensuring all revenue costs are raised for the Youth Zone's first three years of operation. We are looking for someone who will feel rewarded by supporting the current family of donors for **WEST Youth Zone** and will be excited by bringing new donors on board. We are looking for someone who will be motivated by the fact that their work will be integral to helping many thousands of young people for generations to come.

The entrepreneurial spirit of OnSide enables high performance fundraising to flourish. Presently, all our philanthropic income derives from major donors – high net worth individuals, trusts and foundations, and corporates. Fundraising for OnSide in such an entrepreneurial environment provides excellent career development opportunities in a supportive and ambitious environment.

No one in the country is doing what we are seeking to do, at the scale and pace that we wish to deliver. We are a fast moving charity that is focused on making dramatic, positive change for young people. If you are interested in this outstanding opportunity and raising revenue funding for our new **WEST Youth Zone**, then we look forward to hearing from you. If you would like a private chat to hear more then please do contact me via [isla.coole@onsideyouthzones.org](mailto:isla.coole@onsideyouthzones.org)

Best wishes,

**Isla Coole**

Head of Private Sector Development (South)

# ROLE PROFILE

## POST:

Senior Philanthropy Manager

## SALARY:

£45,000 - £55,000 (dependent on experience)

## LOCATION:

Initially primarily home-based with one day a week to be based in our Chairman's offices, Blenheim Chalcot, adjacent to the Youth Zone's site. Must live within daily commutable distance to Hammersmith and Fulham due to the need to travel regularly and embed into the local community.

## REPORTING TO:

Head of Private Sector Development (South)

## KEY RELATIONSHIPS:

Chair of WEST Youth Zone, key Cabinet Members of Hammersmith and Fulham Council, Director of Fundraising, Head of Private Sector Development (South), Heads of Fundraising at Future Youth Zone (Barking & Dagenham), Legacy Youth Zone (Croydon), and Unitas Youth Zone (Barnet).

## CONTRACT:

Permanent, FT 40 hours per week or Part Time could be considered (4 days per week pro-rata)

## BENEFITS:

5% matched contribution pension; 25 days holiday (rising incrementally) & Bank Holidays; Birthday Leave; retailer & leisure discounts; flexible working culture.

## ONSIDE YOUTH ZONES

OnSide was established as a charity in 2008 to create Youth Zones across the UK and has been growing rapidly ever since. Youth Zones are high quality, inspirational and well-run places offering young people 'somewhere to go, something to do and someone to talk to'. Employing high ratios of exceptional youth and activity workers and an army of volunteers, our Youth Zones change the lives of many thousands of young people each month – delivering social impact on an incredible scale.

We have a network of thirteen open Youth Zones, with substantial role out planned across the country. OnSide's role is a) to create new Zones, taking our tried and tested model to ever more young people across the country, and b) to support the existing network as the umbrella organisation within a federated structure.

Containing state-of-the-art facilities, Youth Zones deliver over 20 sporting, artistic, cultural and general recreational activities each session - whenever schools are closed – that's every evening and weekend throughout the year plus all through the school holidays. Throughout the Covid-19 lockdown, delivery moved online (open access sessions delivered live via social media platforms) and onto the phones

(one-to-one sessions for any who need it, particularly those most vulnerable or at risk members). Since July our doors have reopened, welcoming back young people in bubbles.

Youth Zones are a proven model of youth service provision that is aligned to community needs and supported by cross-sector funding. Youth Zones give 8-19 year olds, and up to 25 for young people with additional needs, affordable access to a broad range of sport, arts and employability services, designed to empower them to lead healthier, positive and more active lives and raise their aspirations for themselves and their community.

Each Youth Zone starts with an £8 million capital campaign run by OnSide, creating a new local independent charity which becomes part of the federated OnSide Network. The capital build is half funded by Local Authority investment and half funded by philanthropy (HNWIs and charitable grants). OnSide also fundraises for the first three years of annual revenue expenditure, typically £1.3m pa with approximately £400k pa coming from Local Authority investment and the remainder from Founder Patrons who pledge £25k pa (or more) each year for three years. Once a Youth Zone opens, their fundraising team takes over from OnSide and begins to diversify income streams with other types of fundraising activity.

## WEST YOUTH ZONE

The Youth Zone will be a vital asset for White City, which contains some of the 10% most deprived areas in England. Residents are more likely to be unemployed and have serious health issues than anywhere else in the Hammersmith & Fulham borough. 21.5% of adults have no formal qualification, compared to 12.8% across the borough, and 17.6% across London. Health is also a major issue, with 15.8% of residents having long-term illnesses compared with 12.6% in the borough and 14.1% across London. In terms of childhood obesity at reception age, 9.6% of children are estimated to be obese which is the eight lowest level in the borough (H&F 9.7% and London 10.2%). Conversely, child excess weight (overweight including obesity) at 22.4% is above both the borough (21.9%) and London (22%) averages. In Year 6, 24.5% of children are estimated to be obese which is above the borough and London averages of 22.4% and 23% respectively. The prevalence of excess weight among children in Year 6 in the ward stands at 37.7%.

Working in partnership with Hammersmith and Fulham Borough Council, OnSide are very pleased to be progressing plans for the new Youth Zone as part of the EdCity development. All the capital funding for the new Youth Zone has been secured from the Council and the private sector. With approximately half of the first three year's running costs already secured we are looking for an exceptional fundraiser to secure the balance of the revenue required for this exciting new project.

## JOB DESCRIPTION

As a successful, face-to-face major donor fundraiser, or as someone with strong transferable skills and experience of working in a role and organisation of similar complexity, applicants should be able to demonstrate that they are self-motivated, and action orientated. They must thrive on 'making the ask' and be motivated by progress and success, rather than planning.

They must be totally aligned to the OnSide concept and demonstrate that they are an enthusiastic ambassador for the work of the charity. They will be comfortable seeking donations in excess of £25k. They must be able to seize the moment; be creative in their approaches; and just make things happen. OnSide will provide all the resources to get the job done.

Donors are typically highly influential, dynamic and interesting people, who are often looking to find strategic and effective ways to give back to society. We need individuals with experience of and confidence to work closely with them and develop a team approach to winning the support of others.

### PURPOSE

OnSide is investing in taking its successful Youth Zone model from the NW England to young people across the country. Having opened three London Youth Zones last year this role will be integral to fundraising in support of the new WEST Youth Zone in Hammersmith and Fulham via our Founder Patrons Programme.

The postholder will generate major gifts from HNWI and companies, based primarily in Hammersmith and Fulham and the surrounding area, who have an interest in giving young people the opportunities that Youth Zones afford them. The post holder will work alongside an active Board to generate Founder Patrons, although they should not solely rely on this group.

### RESPONSIBILITIES

- Generate ≥£2million of pledged revenue income for WEST Youth Zone ahead of opening
- Identify individual and corporate supporters using research tools and public information to create an accurate picture of potential donors, particularly those with an interest in young people across Hammersmith and Fulham, and develop the current case for support
- Achieve a small but defined set of Key Performance Indicators
- Gain an excellent understanding of the Youth Zone offer, including how and when to involve Board members, other open Youth Zones, and young people in fundraising
- Work closely with the wider Fundraising Team, particularly in London/South - sharing ideas and avoiding overlap
- Provide high quality stewardship to maximise donor retention for the future
- Maintain, develop and leverage existing relationships with Youth Zone project supporters
- Attendance at events and conferences will sometimes be required
- Organise suitable events and activities to cultivate relationships with potential supporters
- Make best use of the Gift Aid process in discussions with potential donors and ensure maximum Gift Aid reclamation
- Ensure there are effective procedures for accurate and timely acknowledgement, recording and banking of pledges and donations
- Utilise the support of Chief Executives and Heads of Fundraising of the London Youth Zones to gain full value from prospect tours of their Youth Zones
- Carry out other reasonable duties as requested by the Head of Private Sector Development (South)

## PERSON SPECIFICATION

Applicants will be expected to demonstrate the experience, skills, abilities and attributes listed below.

SELECTION CRITERIA	REQUIREMENT
<b>EXPERIENCE</b>	
Proven experience and track record of personally securing gifts of £25,000+ from major donors, or strong transferable skills	Essential
Experienced in face to face asking, for high level funds	Essential
Experience of developing a new pipeline of HNW prospects and being pro-active in converting these to active donors	Essential
Experience of delivering effective and practical fundraising strategies	Essential
Experience of working with Trustees or senior volunteers to drive success is desirable	Desirable
Experience of stewarding high net worth individuals to maintain the highest levels of engagement	Essential
Ability to accurately gauge the level of 'ask' and to pitch this accordingly to ensure the best possible outcome for the donor and for OnSide	Essential
<b>SKILLS, KNOWLEDGE AND ATTRIBUTES</b>	
A sound understanding of fundraising techniques and processes	Essential
An understanding of what motivates people to give	Essential
Strong and persuasive written and verbal communications skills and an ability to listen	Essential
Resilient and resourceful with high levels of energy	Essential
Proactive and driven	Essential
Ability to communicate with, and enthuse, a wide variety of people in an approachable and professional manner, whilst demonstrating a passion for the work of OnSide	Essential
Knowledge of issues affecting young people in general and disadvantaged young people in particular	Desirable
Confident, motivated and enthusiastic, with a positive 'can do' attitude	Essential
Ability to develop and maintain strong working relationships with donors	Essential
Strong team work and collaborative skills	Essential
Ability to make presentations at Board level and to other senior, or large, audiences	Essential
Excellent organisational skills and an ability to manage competing priorities	Essential
Self-starting, creative and empathetic approach	Essential
Proficient in the use of MS Office applications	Essential
Ability to work flexibly, including some evenings and occasional nights away from home, as required	Essential

## APPLICATION PROCESS

To apply, please email a CV to [hr@onsideyouthzones.org](mailto:hr@onsideyouthzones.org), or apply via the website; [onsideyouthzones.org/work-with-onside](https://onsideyouthzones.org/work-with-onside), including a cover letter (which should not exceed one page in length), explaining clearly why you are interested in the role and suited to it (based on the person specification). Please note that CVs without a cover letter will not be considered. In addition, please provide the following information:

- Confirmation you are eligible to work in the UK (the successful candidate will be required to provide documentary evidence before a job offer is confirmed);
- Details of your current or most recent remuneration package and your notice period;
- Any reasonable adjustments we can make to assist you in your application or the selection process.

**In accordance with our Child Protection and Safeguarding procedures, this position requires a basic DBS check.**

### CLOSING DATE FOR APPLICATIONS:

Midday Monday 11th January 2021

### FIRST STAGE INTERVIEWS:

Monday 18th January (likely to be held via a virtual platform). There will also be a short values-based Interview on or around this date.

For information regarding how OnSide Youth Zones processes your data, please click here:

[onsideyouthzones.org/applicant-privacy](https://onsideyouthzones.org/applicant-privacy)

The strength of OnSide Youth Zones comes from the diversity of the people within our vibrant network. We are proud that our Youth Zone teams reflect the communities they serve, and we value people working together from a range of different backgrounds locally and nationally, and with different experiences, all with a shared passion for boosting the aspirations of young people across the country. Diversity brings innovation, fresh ideas and creativity, and we actively strive to create a culture that is truly inclusive and fair for all and where everyone in the team can be themselves and thrive.



# ONLINE YOUTH ZONES

## NETWORK VALUES



**YOUNG PEOPLE FIRST**

Young people are at the heart of everything we do, inspiring and challenging us to deliver services that exceed their needs and challenge them to be the best they can be.

### EXCELLENCE

We encourage ourselves and each other to be the best we can be through continuous learning and improvement, and a focus on finding solutions.



**RESPECT**

We act with honesty and integrity, celebrating diversity across the whole organisation and caring about each other, our young people and the Youth Zone environment.



### AMBITIOUS

We are passionate and driven in taking on new challenges, embracing new ideas, and exceeding our ambitions for young people, the Youth Zones and our local communities.

**COLLABORATIVE**

We will create and nurture strong, creative partnerships, working together to achieve better results and outcomes for young people.

