



Unitas

An **OnSide** Youth Zone

CANDIDATE INFORMATION PACK

DIRECTOR OF FUNDRAISING
UNITAS YOUTH ZONE



PERFORM
LIKE THERE'S
NOBODY WATCHING.

Welcome from Robin Moss, Chief Executive

Thank you for your interest in the role of Director of Fundraising here at Barnet's Youth Zone, named Unitas by our young people.



Unitas is an enormously-exciting charity. Our cause is clear and compelling - **young people**. We know that all young people have potential. Yet opportunity is unevenly distributed. Unitas, as a universal, open-access, inclusive, diverse and high-quality youth provision, gives young people what they all deserve - somewhere to go, something to do and someone to talk to in their free time. When school is out, Unitas is open. And every time we are open, we offer a huge range of activities in our state-of-the-art facility, run by youth workers whose sole focus is young people.

We are the largest provider of youth work in North London and were awarded “Charity of the Year” for 2022 by The Barnet Group.

The buzz when 150+ young people are in Unitas is incredible and really cannot be described on paper. It has to be experienced. Of course, you should check out our website and social media channels to get a flavour of what we do. But as part of the application process, we will get you to visit to not just see but *feel* for yourself what we are about.

Unitas is a friendly, fun and informal place to work. We take our work seriously but equally value having fun, enjoying achieving together, and supporting one another. The impact of our work is felt literally every single day. This is not a cause that you have to abstractly describe to donors. It's a fantastic place to bring prospective donors.

We are a local charity but with the support of a national network, meaning that we can access funding that many other place-based organisations cannot. We are led by a fantastic Board of Trustees, who really understand the need to support fundraising and get stuck in to help. As Chief Executive, I too of course play my part in ensuring that our fundraising campaign reaches its targets.

Due to a specific three-year grant, we are able to support a larger fundraising department than most charities of our size, so an incoming Director will be able to lead (and hire) a team to deliver on our targets. (We expect that after three years, these extra roles would be self-sustaining.) The Director role also sits on the Senior Leadership Team of the organisation and I expect the postholder to model our values and lead by example.

I envisage two types of people who might be interested in this role: the first is an experienced fundraiser who has led fundraising teams before and is looking for a move and a change. The second is a less experienced fundraiser who perhaps has never led a team before but has expertise in relationship-driven fundraising, is ambitious and sees this role as a real step up and a way to prove themselves. For all candidates, experience in philanthropy or corporate fundraising, where you have landed income through great relationship building, is a must. If either of these sounds like you, please do consider applying.

We are a diverse organisation and we especially welcome applicants who can contribute to that diversity - candidates of colour, disabled candidates, candidates who have lived experience or are care-experienced etc. For us, being diverse and inclusive is part of being an organisation committed to excellence.

If you would like an informal conversation before applying, please do drop me an email - robin.moss@unitasyouthzone.org - and I will set up a call. Of course, this will be confidential.

Best wishes,

A handwritten signature in black ink, appearing to be 'Robin Moss', written in a cursive style.

Robin Moss

ROLE PROFILE

POST:

Director of Fundraising

REMUNERATION AND BENEFITS PACKAGE:

£55,000 - £60,000 per annum, or pro rata; automatic enrolment 3% (employer)/5% (employee) defined contribution pension; 33 days holiday inclusive of bank holidays, or pro rata; access to OnSide Talent Academy and ongoing professional development

We have enhanced maternity, paternity and adoption leave after you have been with us for two years. We have a miscarriage/neo-natal death policy. We provide one "wellbeing day" a year as paid leave. Staff can use our fully-equipped gym before work. There is free parking within five minutes' walk of the Youth Zone. A hot lunch is available for £1.

LOCATION:

Unitas is in the London Borough of Barnet and is fully wheelchair-accessible.

REPORTING TO:

Chief Executive

LINE REPORTS:

Currently a Philanthropy Manager (0.8 FTE), two Grants and Trusts Fundraisers (0.4 FTE each) and a Marketing Manager (1.0 FTE). We have budget for one further 1.0 FTE role (either a Corporate Fundraiser or a second Comms role) - to be discussed with the incoming postholder

CONTRACT:

Permanent. We are open to either 1.0 FTE or 0.8 FTE contracts. Hours worked are generally flexible and certainly you are not tied to "9-5". Some hybrid working is supported (1-2 days a week) and you will be expected to be out meeting donors regularly.

There will be a requirement to work outside the normal 9 to 5, Monday to Friday, working week, including both evenings and weekends in order to meet the needs of donors and prospects (many tours of Unitas take place after 5pm on weeknights). This will mean working flexibly across the week, to suit the needs of both the role and the individual. Unitas seeks a flexible and family-friendly workplace and the needs of your life outside of work will of course be taken into account.

THE ROLE

This is an exciting role that sits on the Senior Leadership Team with a significant amount of autonomy for an outstanding fundraiser and leader who is interested in further developing a fundraising function to eventually deliver c£1.8m income per annum.

We are at a crucial stage in the evolution of our fundraising. Opened in 2019, our Youth Zone is founded on the OnSide funding model whereby the first four years of revenue is made possible primarily by major donors - Founder Patrons - who each committed a minimum of

£25k pa for four years.

Now as we enter year five, we seek the continuation of this support and are in the initial stages of diversifying our income sources. We have also secured significant ringfenced funding to expand the fundraising team, and the incoming Director of Fundraising will have significant scope to shape the team around their vision and strategy. Successful achievement of goals and a sound strategy will allow for further growth in future years in order to sustain, diversify and enhance income.

We also recently held our first fundraising dinner. This was a great success, with 155 guests and over £200k raised (plus a further £100k in multi-year pledges), almost all of which was from new donors who we hope to steward going forward to renew their support. Furthermore, in February 2024 a new Chairman, Stuart Levy, took over. Stuart is a successful hotelier, philanthropist and this heralds the beginning of a new chapter. Overall, there is real potential for fundraising to grow in the years to come.

As well as holding overall responsibility for meeting the annual fundraising target, the Director of Fundraising will be expected to cover off parts of the campaign themselves. Depending on the successful candidate's expertise, their decision about how to structure the department once they start and where they see the greatest need/priority, this might be any of (or combination of) major donor acquisition, major donor renewal/stewardship, corporate partnerships or community fundraising.

If you are looking for a leadership position that requires creativity, that will enable you to flourish, be ambitious, operate both strategically and operationally, and drive success, then this is the position for you.

The successful candidate will work in tandem with the Chief Executive, the Senior Leadership Team and the Board of Trustees to help Unitas achieve its goal of delivering life-changing youth work to young people in Barnet. It is also supported by a network of fellow fundraising teams across the OnSide Network.



CONTEXT OF THE ROLE

Barnet is London's second-most populous borough with almost 400,000 residents, of whom almost a quarter are under 18. Burnt Oak and Colindale, where Unitas is located, are the most deprived areas of the borough, with child poverty rates of 38% and 37% respectively. Unitas' universal access, six-day-a-week provision is unique in the area and fundraising is required to cover 90% of our operating costs.

KEY RESPONSIBILITIES

1) *To generate substantial income to meet the annual target through a vibrant and dynamic fundraising programme*

- driving high-impact, donor-centric stewardship of existing donors (HNWIs and corporate partners), involving the Chief Executive and Board of Trustees as appropriate
- developing new, sustainable major donor relationships both through working closely with the Board of Trustees, the Chief Executive and donors, and via cold prospecting
- supporting the Trusts and Grants Officer to deliver high quality bids that support the universal offer to young people (core income), and seeking to grow this programme when appropriate
- overseeing the fundraising team to deliver mid and high-level corporate income, digital fundraising and some community fundraising activity
- further diversifying income generation activities at the appropriate stage, whilst not losing sight of major donor giving
- ensuring that a programme of fundraising events - both smaller-scale/cultivation events and one annual larger-scale event (a pledge dinner and a crowdfunding campaign in alternate years)

2) *To lead on hiring new staff within the fundraising department and managing the expanded team to deliver sustained income growth*

- ensuring that the department is high-performing, supportive, works closely with other departments and that CPD and upskilling is an important element of all staff members' journeys
- setting/monitoring individual KPIs and income targets

3) *To develop and execute a fundraising strategy that aligns with the broader organisational strategy*

- in collaboration with the Chief Executive and aligned to the organisational strategy, to sustain and enhance fundraising success. Develop annual operational and budget plans to deliver the strategy, with key KPIs. Monitor appropriately and report successes and risks to the Board of Trustees and relevant colleagues
- to ensure that marketing is integrated into the fundraising strategy, and that it also aligns with the overall organisational strategy

4) *To ensure adherence to relevant charity legislation*

- to include the Institute of Fundraising's Codes of Fundraising Practice. Keeping up to date with any relevant changes and ensuring these are incorporated into Unitas. Following appropriate due diligence processes in relation to gift

5) *To be accountable to the Board of Trustees for the fundraising function*

- to prepare reporting for, attend and occasionally present at the Board meetings (six times a year)

- to prepare reporting for, attend and be the lead professional on the Fundraising Committee (quarterly)
- to prepare reporting for, attend and occasionally present at every other meeting of the Finance Committee (six times a year - only need to attend three times a year)

6) *To network and play an external ambassadorial role to grow Unitas' reputation and contacts, especially amongst potential new donors*

- this responsibility is shared with the rest of the fundraising team and with the Chief Executive

7) *To work with peers across the OnSide Network*

- to share ideas, experiences and best practice

8) *To be a member of Unitas' Senior Leadership Team*

- and as such to role-model the highest professional standards and to live Unitas' values
- to work with the rest of the SLT to be senior managers within the office on a day-to-day basis
- to occasionally lead a cross-organisational initiative outside of fundraising that requires an SLT presence

9) *To carry out any other reasonable duties as requested by the Chief Executive or a Trustee*

ALL COLLEAGUES ARE EXPECTED TO

- Be a role model for young people, present a positive 'can-do' attitude and take personal responsibility for their own actions
- Work within our values and contribute positively to the work culture
- Work within the performance framework of Unitas Youth Zone and OnSide and commit to a culture of continuous performance
- Represent and promote Unitas in all dealings internally and with external partners
- Comply with all policies, procedures, and codes of conduct, with particular reference to safeguarding, health and safety, and equality and diversity
- To be willing to step in and step up, and not see the above set of duties and responsibilities as exhaustive

WHAT SUCCESS WILL LOOK LIKE

- The Fundraising Team will be strong, well supported, and effective at delivering innovative, high-performance fundraising that is reaching and exceeding our income target
- Over the next three years, our income stream will be diversified to broaden the donor base and ensure sustainable income over the years
- The major donor community feels inspired to not only give but also to open further doors to new prospects
- The community, notably the business community, will continue to feel engaged and recognise that their money is well spent, enjoying the positive impact that the Unitas is having on the area
- That successes and challenges are shared with fundraising teams across the OnSide Network

ABOUT UNITAS

Barnet's Youth Zone, named "Unitas" by local young people, opened in summer 2019 as the second OnSide Youth Zone in London.

At Unitas, we believe that all young people in Barnet should have the opportunity to discover their passion and their purpose, to find out what they've got and where it could take them. Our Youth Zone is a purpose-built space fizzing with energy and crammed with incredible facilities. It is staffed by skilled and dedicated youth workers who truly believe in young people - helping them see what they could achieve, and giving them the skills, confidence and ambition to to achieve their potential.

Since opening we've delivered life-changing support to help over 12,000 young people aged 8-19 (and up to 25 for young people with additional needs) from a diverse range of backgrounds to thrive.

We are currently open six days a week (35 hours), with an aspiration to be open seven days a week (43 hours), while schools are closed - that's evenings and weekends, plus all through the school holidays. We offer a safe and active space for young people to flourish in their leisure time, where their interests can be nurtured, and they can grow as individuals. Averaging 1,000 visits per week, this is a charity that the whole community can be proud of, and you can be part of that journey.

Entry is just 50p each time with an annual membership of just, which gives a young person access to over 20 activities per night. In addition to our open-access provision, we run targeted projects such as mentoring that bring specific outcomes to some of those most in need of additional support and interventions.

Unitas is a proven model of youth service provision that is aligned to community needs and supported by cross-sector funding. We offer affordable access to a broad range of sport, arts and employability services, designed to empower young people to lead healthier, positive and more active lives - raising their aspirations for themselves and their community.

The facilities are second to none, delivering sporting, artistic, cultural and general recreational activities each session. The outstanding quality of the facilities is a concrete demonstration of the belief that young people deserve the best.

OUR VISION, MISSION, VALUES AND STRATEGY

Our Vision

- Every young person is supported and empowered to reach their potential

Our Mission

- To provide a safe, fun, inclusive and nurturing space for young people to grow in confidence, develop skills and build resilience

Our Values

- Respect - we listen and always act as role models
- Teamwork - we communicate to connect and connect to communicate
- Integrity - we are honest and hold each other to account

Our Strategy

- The Board has approved an organisational strategy for 2023-2026. It sets goals, priorities and sets KPIs
- You can view the strategy on our website (<https://www.unitasyouthzone.org/discover-unitas/our-strategy>)

ABOUT ONSIDE, OUR NATIONAL NETWORK

Potential is everywhere; in every home, on every street, from affluent suburbs to inner-city estates. The difference is that some young people get every opportunity to explore their potential. Others don't.

It's about opportunity.

Unitas is proudly part of the OnSide Network. OnSide is a national charity that believes all young people should have the opportunity to discover their passion and their purpose. To find out what they've got and where it could take them.

OnSide funds and build state-of-the-art, multimillion- pound Youth Zones in the country's most economically disadvantaged areas. They train the amazing people that run them, and they offer continuing support via the nationwide OnSide Network of 15 Youth Zones (and growing), where colleagues can learn and grow, share their stories, and celebrate their success together.

This is passionate, properly funded youth provision, with no ifs or buts. A unique partnership between young people and their community, local authorities and private business leadership, and a growing movement of supporters who believe that how we treat the next generation defines who we are as a society.

Because when we really invest in young people, we all benefit - from who they are now, everything they might become and achieve, and everyone they might touch and inspire. All they need is the chance to shine - an environment where they can be their best selves - and you just watch them go.

It's about opportunity.

PERSON SPECIFICATION

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

SELECTION CRITERIA	REQUIREMENT
KNOWLEDGE AND EXPERIENCE	
Experience in generating six-figure commitments from major donors (corporate, high net worth individuals, and grants & trusts) with an impressive track record in securing significant funds and meeting challenging financial targets, including both new business and account management	Essential
Experience of managing a pipeline of potential supporters and donors, and aligning their interests with a charity's needs in order to maximise the gift level	Essential
Experience of upskilling, mentoring and coaching more junior fundraisers to raise greater sums	Desirable
Experience of working closely with Trustees (or other senior volunteers) on fundraising	Essential
Understanding of issues affecting young people and disadvantaged communities (including having worked or volunteered with young people previously)	Desirable
Proven experience in generating income from event and community fundraising	Desirable
Proven experience in generating income from statutory sources	Desirable
Line management experience (<i>essential for a more experienced candidate, desirable for a less experienced candidate</i>)	Essential
Experience of leading a fundraising team	Desirable
Experience of working in a charity in North London or knowledge of the sector and donor landscape locally	Desirable
SKILLS	
Ability to make face-to-face approaches for funding from major donors and to negotiate the ask	Essential
Strategic, target-driven approach to fundraising and marketing activity development, knowing how best to deploy resource to maximise income generation	Essential
Outstanding communication skills - written, verbal and presentational - to a range of audiences (prospective and existing donors, Trustees, colleagues etc)	Essential
Strong interpersonal and networking skills, to enable building positive personal and organisational relationships and convey Unitas' work with confidence and credibility	Essential
Ability to think conceptually and creatively, to develop profitable fundraising products and proposals for supporters	Essential
Strong organisational skills, with a structured and methodical approach to work, a clear focus on results, and an ability to work to multiple deadlines	Essential
IT literate and basic competence with the Microsoft Office suite	Essential
Experience of use of Salesforce as a fundraising database	Desirable

APPLICATION PROCESS

To apply, please send your CV and a cover letter of no more than one side of A4 to robin.moss@unitasyouthzone.org.

Closing date for applications: **noon on Friday 5 April.**

First-round interviews over Zoom: **w/c 8 April.**

Final-round interviews (in-person at Unitas): **w/c 15 April.**

In accordance with our Child Protection and Safeguarding procedures, this position requires an enhanced DBS check.

The strength of the OnSide community comes from the diversity of the people within our vibrant network. We are proud that our Unitas team reflects the communities we serve, and we value people working together from a range of different backgrounds and with different experiences, all with a shared passion for boosting the aspirations of young people in Barnet. 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.

CASE STUDY: HANNAH AND FAWZIYA'S STORY

We firmly believe that Youth Zones are places that change lives, but don't take our word for it - our young people tell us this all the time!

Two examples are best friends Hannah (17) and Fawziya (16). Hannah and Fawziya didn't know each other before they came to Unitas. They both attended a session in the Music Room and it is this session that they credit with being the start of their friendship.

Both avid film and media enthusiasts, they told us that "the Media Room has changed our lives" and when asked about how Unitas has impacted their lives outside of the Youth Zone, Fawziya said, "I found my passion for film at Unitas. I wouldn't have applied for the BRIT School and be studying film and media there if I hadn't been coming here."

Similarly, Hannah told us that Unitas showed her that she could make a career out of something that previously had just been an interest. The facilities that Unitas offers are vital to both Hannah and Fawziya. "The big impact is that there are creative spaces here ... I think it's really important to have these creative spaces where we can nurture the talents that we have ... I think you don't really realise that until you enter a place like this where you can really open your eyes."

Hannah now attends the London Screen Academy in Islington, and Fawziya attends the BRIT School in Croydon. Fawziya continues to come to Unitas after college because "I didn't have anything to do before coming here ... it's engaging here and the engagement is what pulls people in, and it's what makes you want to do things."

They continue to create new projects such as 'CHATBOX', a series of video blogs where they discussed issues that affected them and their peers and Fawziya was even selected as one of the winners of last year's Show and Tell photography competition. Selected from over 22,000 submissions, her submission was featured on over a hundred billboards around the UK! Meanwhile, Hannah has put her film skills into practice in Unitas' Media Squad, doing all the videography for our recent amateur boxing events.

When asked about how Unitas' youth workers support them, Fawziya said "to have someone who believes in you is one thing but to have someone to tell you that you are capable of more than you think and are yet to discover is really important." Hannah echoed these sentiments "The youth workers really push us to become what we can truly be and reach our full potential."

We asked them to sum up Unitas. "It's like a second home. It doesn't feel like you come here into another school environment, it feels like I'm going home, just with more people! ... it's an environment with a different meaning and a different purpose. Even though it's got this incredibly homely vibe, it's still somewhere we are pushed to be our best, and to do whatever we think is possible."



OnSide
Here for young people

PROVEN IMPACT



GIVE YOUNG PEOPLE A SAFE EXCITING PLACE TO GO TO HAVE FUN,
BUILD THEIR SOCIAL NETWORKS AND SUPPORT THEIR PERSONAL DEVELOPMENT



HELP YOUNG PEOPLE LEAD HEALTHIER, HAPPIER LIVES

