

# Community Fundraiser



Ronald McDonald  
House Charities™  
United Kingdom

Keeping families close™

## Ronald McDonald House Charities UK Candidate Information Pack



### Contents:

- Information about the role
- Summary of benefits
- How to apply
- Ronald McDonald House Charities UK - Who we are and what we do



# Job Description and Person Specification



Ronald McDonald  
House Charities™  
United Kingdom

**Job Title:** Community Fundraiser

**Salary:** £28,000 - £30,000 (depending on experience )

**Reports to:** National Community Fundraising Manager

**Location:** Flexible working between home and Ronald McDonald House Birmingham

**Contract:** Permanent. Full-time hours are 35 per week.  
Will be required to work occasional weekends and evenings.

## Job Purpose:

We are looking for a Community Fundraising expert and a brilliant communicator - someone who is always one step ahead. You are independent and able to work instinctively. You are perceptive and sensing what the next step should be. You are versatile and will have the ability to translate our story into rich content and compelling scenarios inspiring people to work with us. Above all, you are naturally able to build rapport to quickly establish relationships and develop innovative partnerships.

## Key responsibilities will include:

- To cultivate and recruit new and existing supporters and volunteers to participate in a range of third-party fundraising events, uplift supporter value, steward and retain through the delivery of brilliant supporter care whilst being respectful of potential sensitivities
- Build and develop trusted relationships, when appropriate, with families to support fundraising, storytelling and volunteering. Work sensitively and empathetically with this core audience group engendering their long-term support and advocacy of the Charity's work
- Maintain contact with and work alongside the House teams, where appropriate, to develop brand and presence of the importance of fundraising to the Charity. Influencing and developing relationships in the best interest of the Charity
- Work with volunteers to participate in a range of third-party fundraising events or to hold their own in aid of fundraising events
- Arrange and conduct tours of our Ronald McDonald House in Birmingham for existing and potential donors
- Support the Charity's Event Fundraising team, where necessary, with regional Special Events and Challenge Events



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## Key Responsibilities:

- Work with the Marketing and Communications department to produce appropriate fundraising materials and to ensure that all public relations opportunities are fully maximised
- Represent Ronald McDonald House Charities UK at fundraising meetings, events and presentations outside normal office hours (evenings and weekends), as required
- Identify, research potential new fundraising opportunities, where required
- Accurate logging of communications on in-house database and ensuring thanking strategy is adhered to
- Accountable for management of administration systems supporting the community fundraising programme e.g., regularly update pipeline and allocated income spreadsheets and the Charity's database (currently HQN) to ensure financial and non-financial activity is recorded
- Ensure that all fundraising conforms to industry best practice and legal requirements
- Undertake any other duties of a compatible nature as may be required from time to time by management

## Main Relationships

### Internal

Community Fundraising team, wider Income Generation team, Ronald McDonald House Charities UK House teams, Ronald McDonald House Charities UK Management teams, Ronald McDonald House Charities UK support teams (Marketing & Communications, Finance & Data, etc.)

### External

Volunteer fundraisers, donors, volunteers, community groups and organisations, low level corporate supporters, local media outlets, Board of Governors/Fundraising Committee

## Person Specification

### Knowledge and Experience

- Proven Community Fundraising experience or experience of working in a customer facing role and the ability to manage relationships with a diverse range of people
- Knowledge of the value of working collaboratively and experience of how this has helped achieve goals
- Experience of developing annual plans and budgets, producing reports back on progress and against objectives and financial targets
- Experience of managing multiple projects simultaneously
- Knowledge of using a database to carry out day-to-day administrative duties (desirable)
- Knowledge of fundraising best practise, legal requirements and health and safety linking with community and event fundraising
- Experience of working with volunteers (desirable)





# Job Description and Person Specification



## Skills and Abilities

- Excellent written and communication skills with the power to persuade, motivate and inspire whilst also delivering clear, concise messages
- Strong team worker and motivator of self and others. Someone who will support, inspire and encourage collaboration amongst colleagues, but is also happy to work autonomously in a remote setting
- Computer literate including proficient use of Microsoft Excel, Word and PowerPoint
- Ability to work flexibly and under own initiative to manage varying competing priorities and to meet strict deadlines
- Motivation to deliver high-quality work with minimum supervision
- Ambitious, self-motivated and enthusiastic
- Demonstrable numeracy skills and excellent attention to detail
- Full driving license and access to a car (desirable)

## Things We All Do:

- Respect diversity and work diplomatically with a variety of different audiences
- Show cultural and interpersonal sensitivity, working well with each other
- Promote the Vision, Mission and core values of Ronald McDonald House Charities UK
- Attend and assist at Ronald McDonald House Charities UK events and activities

# Summary of Benefits Package

We are able to offer the successful applicant a highly competitive salary and benefits package.



## Pay

£28,000 - £30,000 (depending on experience)



## Charity Sick Pay

20 days Charity sick pay per tax year, after successful completion of probation period (pro-rata for part-time).



## Private Healthcare and Employee Assistance Programme

We give all staff, their spouse or civil partner and any dependant children up to the age of 25 free membership of a private medical care scheme. You can also access a free Employee Assistance Programme and Doctor@Hand service.



## Pension Scheme and Enhanced Life Assurance

The Charity offers a Stakeholder Pension Plan to all salaried employees. This pension includes a minimum of cover of 1x annual salary life assurance. You will have the option to upgrade your life assurance to 4x annual salary.



## Holiday and Sabbatical Leave

28 days annual leave entitlement (plus bank holidays) per annum (pro-rata for part-time), rising to 30 days (plus bank holidays) after 3 years' service (pro-rata for part-time). You will be entitled to an eight-week paid sabbatical for every 10 years continuous service.



## Training and Development

You can request time to train or to undertake accredited programmes leading to qualifications, or, for unaccredited training, request assistance to help you develop your skills related to your job.



## Enhanced Family Friendly Leave

After one year's continuous service, you will be entitled to enhanced maternity, paternity and adoption leave.



## Recognition

To celebrate major service anniversaries, we give all staff vouchers which you can redeem at a number of High Street and online retailers. The value of the vouchers increase each five years. Our 'Shining stars' recognition programme awards five employees each quarter with a £50 voucher.



## Employee Discount Scheme

You will have access to a discount scheme through Rewards Gateway; this includes discounts from a wide variety of High Street and online retailers.

# How To Apply

**Closing date: Thursday 10 November 2022.**

**Applications should be sent to:**

Eloise Davidson, National Community Fundraising Manager via  
RMHC.Recruitment@uk.mcd.com

If you would like to talk about the role before applying, please contact:  
RMHC.Recruitment@uk.mcd.com

The closing date for applications is midnight on  
**Thursday 10 November 2022.**

**Please enclose:**

- A full CV
- A cover letter  
specific to this role

All applications will be considered and then informed following the closing date if they have been shortlisted for a first-stage interview.

# About Ronald McDonald House Charities UK

Our ambition is to be regarded as a trustworthy charity with an impeccable reputation; a brand that individuals and organisations want to support and be involved with. As part of our commitment to strengthening our brand, we will evaluate our values to ensure our Charity has a diverse and inclusive culture, and that families are at the heart of our decision making.

## Our Vision

Our vision is for every child in hospital to have their families close by, and to ensure families are fully supported in our Houses and remain actively involved in their child's care.

## Our Mission

Our mission is to ensure specialist children's hospital in the UK has free, homely and supportive accommodation for families.

The Charity have been supporting families with children in hospital for over 33 years here in the UK. We currently have 13 Ronald McDonald Houses close to Children's Hospitals.

## Our Supporters

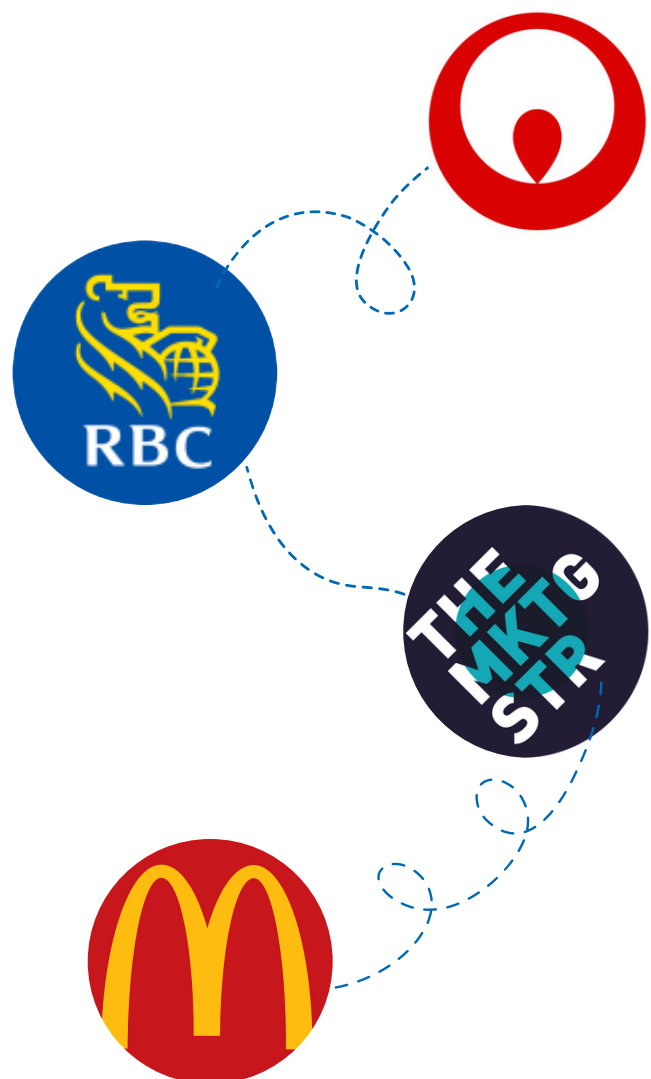
Our supporters are varied and come from all different types of backgrounds.

Our founding mission partner is McDonald's, and whilst we remain an independent organisation, the Company has played an integral role in helping us raise money and establish the charity in the UK. We have been McDonald's charity of choice since 1989.

The biggest gift that McDonald's and their franchisees have given us is the opportunity to collect donations from their customers, both by allowing us to place our collection boxes in their restaurants and more recently enabling customer donations through their digital ordering screens.

We receive support and donations from many other large corporates, including Coca-Cola, Royal Bank of Canada, Martin Brower, Leo Burnett, The Marketing Store, Veolia and Linney Group to name a few. Corporates support us in many ways including sporting events, gardening and decorating to help make our Houses a home.

Our most grateful bank of supporters are the families who have stayed with us.



# Our stories

## Unexpected complications: Lilly's story

When 10-year-old Lilly was just five, an accident at a trampoline park caused her to break her leg and left her needing surgeries, including the insertion of a metal plate. On 10 May 2021, Lilly went into Noah's Ark Children's Hospital in Cardiff, for what should have been a routine procedure to have the plate removed. However, whilst she was being anaesthetised, unexpected complications arose as Lilly's airways closed, leaving her in a critical condition and in intensive care for several days.

Thankfully, after moving from intensive care to Owl Ward, where she spent another two weeks, Lilly finally got to go home. Lilly and her mum Amy are now hoping to fundraise thousands of pounds for Ronald McDonald House Charities UK, after Amy was accommodated at the Cardiff House during Lilly's unexpected hospital stay.



## Fearing the worst: Sienna's story

When Marie's waters broke at 24 weeks pregnant with her second child, she was fearing the worst. Doctors said Marie's baby girl would have a 50/50 chance of survival. Two days later, Marie, from Eastbourne in East Sussex, gave birth to tiny baby Sienna at Brighton University Hospital. She weighed just 1lb 7oz. Sienna stayed in hospital for 96 days, during which time her family was accommodated at the Ronald McDonald House Brighton.

## We call ourselves 'operation buddies': Noah's story

Noah, from Reading in Berkshire, was just four weeks old when he was diagnosed with congenital nephrotic syndrome, a condition causing the kidneys to leak large amounts of protein into the urine. The first child of his parents Jessie and Thomas, Noah spent the first six months of his life in hospital, during which time Ronald McDonald House Southampton provided free 'home from home' accommodation for his family.

In November 2021 baby Remy arrived, making Noah a proud big brother and just three months later, after several years of infusions and dialysis, Noah finally received a kidney transplant. Dad Thomas was his donor and they became 'operation buddies'. Noah is now back at nursery and looking forward to starting school in September.

