

August 2018



Dear Applicant

Thank you for your interest in the part-time fundraiser position with our charity.

This is an exciting time for the charity. Last year, trustees reviewed their strategy, and we are aiming for rapid expansion over the next five years. We opened two new clinics in Leeds and Exeter in 2017 and this year we launched our London domiciliary service.

Our plans include:

- Starting with eight static clinics, we will be opening 14 new ones in cities across England.
- We have launched our domiciliary service in London which is day centres thereby reaching more vulnerable people.
- We want to partner with high street opticians enabling them to offer accessible eye care for homeless people.
- We have formed the Homeless Eye Health Alliance with four partner organisations to get changes in NHS provision for people experiencing homelessness.
- To address the gaps in provision we want to set up a mobile opticians' bus which can travel to areas of need.

We are a small charity, that has achieved a great deal, but we want to do much more to help people who are experiencing homelessness with their eye care.

To move our plans forward, we are recruiting to two part-time one day a week posts:

- Community and Challenges Fundraiser
- Grants Fundraiser

They will be joining four part-time staff – General Manager, Operations Manager, Administrator, Optometrist – plus over a hundred volunteers.

Attached to this letter you will find:

- A general description of our charity.
- Job descriptions and person specifications for the two roles.

Interviews will be in London on Monday 24th September. Our preferred start date would as soon as possible after.

To apply for the position, please send, by 9.00 am Friday 31st August:

- State which of the two fundraising roles you are applying for.
- Your CV
- An application statement on no more than one side of A4 addressing the criteria listed in the person specification.
- Contact details for two referees indicating how they know you. (We will only contact them after interview)
- Note where you saw the advert and the job reference if there was one.

Please send your application to info@vchp.org.uk.

I look forward to reading your application.

Yours sincerely,

A handwritten signature in black ink that reads "David Brown". The signature is written in a cursive style with a long, sweeping underline.

David Brown, General Manager

As part of your enquiry and recruitment process, Vision Care for Homeless People will collect and store your contact details, resume and other relevant information you provide to us.

We will process this data for recruitment purposes only. It will not be shared outside the organisation, except when we need to use sufficient information to obtain a reference or background check, such as a Disclosure and Barring Service check.

If you go on to work with us, we will retain your data on file and it will be retained according to our Data Retention policy. If you do not take up a position with us, we will delete your recruitment data after three years.

When handling your personal information, we will always abide by the principles of Data Protection laid down by the Information Commissioner's Office.

If you would like copies of our data policies, would like to access your data that we have collected, request us to delete your data, correct any inaccuracies or restrict our processing of your data, please contact our Data Protection Officer on info@vchp.org.uk or 02032864186.



VISION CARE FOR HOMELESS PEOPLE (VCHP) provides eye care for vulnerable people in an accessible, friendly environment where they feel safe and welcome.

Our Mission is to preserve and protect the vision of homeless and vulnerable people in the UK who are unwilling or unable to access mainstream services available through the NHS.

Life on the street is hard to imagine -

- **Cold**
- **Hungry**
- **Abused**
- **Attacked**
- **Unwell**

Add poor sight to this list and life can become almost unendurable. Restoring vision enables many people to take the first steps to take control of their lives.

Our services

- **Comprehensive eye examinations**
- **The provision of appropriate spectacles**
- **Referrals for further medical care when needed**

Our History

Founded in September 2003, VCHP first started a clinic at Crisis Skylight in London and obtained charity status in February 2007. We have expanded to eight clinics – three in London, and one each in Birmingham, Manchester, Brighton, Leeds and Exeter. We have recently launched a domiciliary service in London. Each of our clinics is equipped to NHS standard and we hold NHS contracts for each location.

We have carried out nearly 14,000 eye examinations and dispensed thousands of pairs of glasses.

Our Supporters

We pride ourselves on being a very lean charity with most of the spectacles, lenses, glazing and diagnostic technology donated by the **optical industry**. Funding from the **NHS** comes in the form of payments for some eye examinations and prescribing, but due to the lifestyle of many of our users, they may not qualify for this state help.

Many of the optometrists, dispensing opticians and assistants volunteer their time. Our volunteer trustees are extremely dedicated and engaged with the work of the charity.

Our Trustee Board

As a registered charity we are governed by a board of trustees which includes optometrists, a solicitor, business men with extensive experience in charity work with homeless people and an optical public relations specialist.

The Board ensures that VCHP provides a professional service that complies with General Optical Council, College of Optometrists and General Ophthalmic Services guidelines and that the Charity is run on a sound financial and administrative basis.

The Board currently meets bi-monthly and has three sub committees – Finance, Operations and Fundraising.

Our Plans

To benefit people of all ages and from all backgrounds who find themselves in distressed circumstances. The charity is looking to expand to all major UK cities.

www.vchp.org.uk



Vision Care for Homeless People (Charity no: 1118076)

Vision Care for Homeless People is a charity set-up to provide eye-care services to homeless and other vulnerable people in an accessible and friendly environment in which they feel safe, welcome and comfortable.

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title:	Community and Challenges Fundraiser Part-time – 1 day/week	Date:	July 2018
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Version Control: VCHP Community Fundraiser Role Description 2018-07 0.1

SUMMARY

The charity is targeting substantial growth in the services it provides for homeless people over the next five years. To finance the growth, we are enhancing our existing fundraising and launching new fundraising channels. Our Community and Challenges Fundraiser will recruit and support individuals and groups to do **sponsored challenges**. They will convert general supporters into donors. They will also resource and support our branch lead teams as they **develop local fundraising**. We are looking for a fundraiser with ability to inspire, motivate and support a variety of volunteer fundraising efforts.

VCHP OBJECTIVES SOUGHT WITHIN THE ROLE

- COMMISSIONING & FUNDING
 - By active implementation of our innovative fundraising strategy we recruit multiple new funding partners each year and make a surplus which we invest in our objectives.
- PROFILE/PR
 - We have local and national recognition as both excellent and worthwhile from a burgeoning number of individual supporters and advocates.

OBJECTIVES

- Meet targets for new individual giving, sponsored challenges and local fundraising
- Individual committed giving and sponsored challenges
 - Develop and run campaigns for individual giving.
 - Develop campaigns to involve supporters in individual and group sponsored challenge events.
 - Manage and promote existing fundraising channels
 - Manage the support and promotion of challenge participants.
 - Acquire committed donors through individual giving campaigns.
 - Liaise with Google AdGrants consultant to maximise campaign impact.
 - Develop and support local fundraising function (excluding grants fundraising) within Branch Lead Teams.
- Contribute to other fundraising and PR functions within the charity including :
 - Writing articles for newsletters and social media
 - Member of Funding and PR Committee (meets two monthly)
 - Gift Aid and GASDS returns to HMRC
 - Be responsible for supporter journey and its improvement.
 - Manager individual giving systems (CAF, Virgin Money Giving, PayPal)
 - In conjunction with the General Manager develop new fundraising channels

RESPONSIBILITIES

- Design and implementation of direct marketing campaigns.
- Improvement of donor and challenge participant journey and experience.

- Design and implement conversion strategies for stakeholders.
- Ensure fundraising functions are compliant with law and codes of practice.
- Maintaining regular communications with the charity’s stakeholders to, increase buy in and support for VCHP’s vision, values and strategy and secondly, and fundraising.
- Supporting Branch Lead Teams to reach their fundraising targets.
- Monitoring and reporting on performance.
- To perform any other reasonable tasks relating to the role.

JOB REQUIREMENTS

- Will work from home using own computer and internet, with allowance for mobile phone.
- Expectation of meeting prospects or volunteers up to one day every four weeks.
- Will also need to travel to London for meetings around once every two months.
- Travel expenses paid.

Job Location:	United Kingdom - Working from home	Company Industry:	Charity
Salary:	1 day per week part-time. Annual £5,600 basic with performance related bonus of £1,600 (FTE £28,000 basic and £8,000 bonus)	Supports Others:	Yes

PERSON SPECIFICATION

SKILLS AND EXPERIENCE

- Experience of developing, co-ordinating and managing teams to undertake events or projects.
- Understanding of maintaining compliance in a regulated environment.
- Ability to write persuasive, accurate, and high quality fundraising materials.
- Ability to present persuasively to individuals and groups.
- Ability to facilitate and lead meetings
- Capacity to inspire and motivate others;
- Strong interpersonal skills and the ability to deal with a diverse range of people;
- Good organisational skills and the ability to manage a variety of tasks
- Ability to maintain records and produce clear written and oral communications;
- Skilled with IT and on-line working.

MOTIVATION AND DISPOSITION

- Cares about people and treats people with respect.
- Interested in helping the charity develop and grow
- Creative and pro-active with can-do attitude
- Comfortable working from home, managing own timetable and motivation.
- A flexible and non-judgemental approach to people and work.

Career Level:	Graduate level or qualified by experience	Years of Experience:	2 years
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Community Fundraiser

	FTE	1 days/wk
Basic	28,000	5,600
Maximum Bonus	8,000	1,600
	36,000	7,200

Bonus scheme

Actual bonus payments will be approved by Trustees and may take into account work in development, support of other fundraisers, PR, shared work etc.

New funding threshold (3 x salary)	84,000	16,800
New funding target (from fundraising strategy)		33,000
Bonus per 1k raised between threshold & target		98.77
Basic		5,600
If full bonus		1,600
		7,200



Vision Care for Homeless People (Charity no: 1118076)

Vision Care for Homeless People is a charity set-up to provide eye-care services to homeless and other vulnerable people in an accessible and friendly environment in which they feel safe, welcome and comfortable.

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title:	Grants Fundraiser - Part-time 1 day/week	Date:	July 2018
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Version Control: VCHP Grants Fundraiser Role Description 2018-07 0.1

SUMMARY

The charity is targeting substantial growth in the services it provides for homeless people over the next five years. To finance the growth, we are enhancing our existing fundraising and launching new fundraising channels. Our Grants Fundraiser will be responsible for fundraising from **charitable trusts** and other **corporate funders** as well supporting our branch lead teams to make local applications. We are looking for a fundraiser with proven acumen and a record of substantial fundraising growth.

VCHP OBJECTIVES SOUGHT WITHIN THE ROLE

- COMMISSIONING & FUNDING
 - By active implementation of our innovative fundraising strategy we recruit multiple new funding partners each year and make a surplus which we invest in our objectives.
- PROFILE/PR
 - We have local and national recognition as both excellent and worthwhile from a burgeoning number of individual supporters and advocates.

OBJECTIVES

- Trust Fundraising – meet targets for new grant funding
 - Develop and maintain potential and actual funding relationship with trusts, foundations and corporate funders.
 - Researching, identifying, producing and submitting high quality bids to smaller charitable trusts.
 - Post grant monitoring including making claims, providing feedback reports and impact statements.
 - Develop financial and descriptive collateral for use in bids and by branch lead teams in fundraising.
 - Develop and support grant fundraising by Branch Lead Teams.
- Other fundraising and PR
 - Contribute to fundraising and PR functions within the charity including:
 - Secretary to the Funding and PR Committee
 - Writing articles for newsletters and social media

RESPONSIBILITIES

- Grant fundraising:
 - Research
 - Funder relationships
 - Bid writing
 - Application collateral both written and financial
 - Grant monitoring and reporting
- Supporting Branch Lead Teams to reach their fundraising targets.
- Monitoring and reporting on charity’s fundraising performance.
- Support Funding and PR Committee
- To perform any other reasonable tasks relating to the role.

JOB REQUIREMENTS

- Will work from home using own computer and internet, with allowance for mobile phone.
- Expectation of meeting prospects or volunteers up to one day every three weeks.
- Will also need to travel to London for meetings around once every two months, occasionally further.
- Travel expenses paid.

Job Location:	United Kingdom - Working from home	Company Industry:	Charity
Salary:	1 day per week part-time. Annual £7,000 basic with performance related bonus of £1,600 (FTE £35,000 basic and £8,000 bonus)	Supports Others:	Yes

PERSON SPECIFICATION**SKILLS AND EXPERIENCE**

- Proven track record of trust fundraising and trust income earned.
- Experience and understanding of managing donor or customer relationships.
- Knowledge of the legislation and codes of practice relating to trust fundraising and experience of maintaining compliance.
- Ability to write persuasive, accurate, and high quality bids and marketing materials.
- Ability to present persuasively to funders.
- Capacity to inspire and motivate others;
- Strong interpersonal skills and the ability to deal with a diverse range of people;
- Good organisational skills and the ability to manage a variety of tasks
- Ability to maintain records and produce clear written and oral communications;
- Skilled with IT and on-line working.

MOTIVATION AND DISPOSITION

- Cares about people and treats people with respect.
- Interested in helping the charity develop and grow
- Creative and pro-active with can-do attitude
- Comfortable working from home, managing own timetable and motivation.
- A flexible and non-judgemental approach to people and work.

Career Level:	Graduate level or qualified by experience	Years of Experience:	4 years
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Grants Fundraiser

	FTE	1 days/wk
Basic	35,000	7,000
Maximum Bonus	8,000	1,600
	43,000	8,600

Bonus scheme

Actual bonus payments will be approved by Trustees and may take into account work in development, support of other fundraisers, PR, shared work etc.

New funding threshold (3 x salary)	105,000	21,000
New funding target (from fundraising strategy)		41,000
Bonus per 1k raised between threshold & target		80.00
Basic		7,000
If full bonus		1,600
		8,600