

# YMCA CHESHIRE

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**FUNDRAISING  
MANAGER**  
**Candidate Pack**  
**March 2025**



# Welcome

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Welcome,

Thank you for your interest in the position of Fundraising Manager at YMCA Crewe.

Now is an exciting time to be taking on the of Fundraising Manager at YMCA Cheshire!

Community fundraising was new to YMCA Crewe in 2019 and since then, we have developed new fundraising activities, corporate partnerships, and online giving.

As we begin to Expand our Reach into Cheshire, we have ambitions to grow and develop these income streams, as well as our in-kind donations, public profile, and supporter base. We also have ambitions to run fundraising events and challenges throughout the year, to help generate unrestricted income and provide more ways for people to support our work. We are, therefore, looking for somebody who can bring enthusiasm, ambition, and innovation to push our fundraising efforts even further.

The role will include working with other community organisations, including schools, voluntary and public sector organisations, and local businesses. The postholder will build new connections, try new ideas, and shape the work we do in the community. Additionally, they will have access to a Fundraising Network to gain peer support, ideas, and potentially partner on larger fundraising projects.

There is also a person specification on page 8. We are looking for someone who:

- Has previous experience of fundraising in the Charity Sector,
- Is creative and ambitious in their approach to fundraising,
- Has the highest aspirations for people of all backgrounds,
- Retains a positive attitude in the face of daily challenges,
- Can work well as part of a team, whilst having a strong independent work ethic.

The post holder will report directly to the Head of Fundraising and Governance but work closely with the Communications Manager, as well as service managers.

This is a full-time post, 40 hours per week, and will include some evening and weekend work, e.g., to run events.

We are passionate and enthusiastic about our work and love an energetic “can do” attitude in staff!

If you’d like an informal chat, please call me, Josh Walker-Brooks on 01270 257673; otherwise please have a good read through this document, then fill in the application form online on our website and return these by 9.00am on Friday 18th April 2025

We look forward to hearing from you!

*Josh*

**Josh Walker-Brooks**

Head of Fundraising and Governance



# About us

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There has been a YMCA in Crewe since 1909, when an invitation went out in Crewe Chronicle inviting young men to meet some “jolly good fellows”!

Today the YMCA welcomes people of all ages, all genders, all faiths, all races, all backgrounds.

We have an asset-based, advantaged-thinking approach to all our work; we focus on strengths and view diversity of thought, culture, experience and traits as positive assets.

We have a number of different services in Cheshire.

- We believe everyone should have **a safe place to stay**. Our aim is to provide a wide range of housing options to those who have experienced homelessness, designed to suit their individual needs. We have a variety of accommodation at our main project in Gresty Road, as well as some flats and houses in the Cheshire.
- We work with **young people** who arrive in the UK unaccompanied and seeking asylum; this team also works with young people who are leaving the care system.
- We have a growing number of services in Cheshire for **children and families**, including After School Clubs, Drop Ins for parents and carers and holiday villages.
- We offer **Mental Health First Aid training** to our staff and volunteers.
- Our services are supported by our **three social enterprises**, the GLO Café, room hire and our Property Maintenance Service.





# Our values

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We believe that everyone has unique potential and skills to be explored and developed.  
*We will embed this belief in our work with service users, staff and volunteers.*

We believe that a 'can do' approach is critical for facilitating change in people's lives.  
*We will foster and nurture this attitude in our work with service users, staff and volunteers*

We believe in the Christian basis and mission of the YMCA.  
*We will seek to exemplify and embed Christian ethos in our organisational practice in all we do.*

# Our vision

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Better lives and better futures for individuals and communities

- by beginning the end of the homeless experience, one person at a time
- by working with the talents of people making transitions to independence
- by engaging and supporting children and families and staying connected in the places they live

# Our mission

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YMCA Cheshire is a Christian charity that responds to local need by creatively investing in the lives of individuals and the community through all our projects, including housing, learning, family support and working with children.

# Our faith

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Our faith underpins all our work and motivates us to sustain a Christian mission than is socially active.



# Working at YMCA Cheshire

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YMCA Cheshire currently has about 60 staff, 37 volunteers and 8 trustees.

We are an organisation that embraces a culture where our Christian based core values are at the heart of all we do.

We are committed to creating a workplace where all employees are given the opportunity to reach their full potential, feel valued and work effectively to achieve our goals.

We aspire to establish a workforce which reflects the diversity of the wider community.

We have a comprehensive health and wellbeing programme to support a healthy mind, body and spirit. The programme includes:-

- A full training package
- Free counselling through our Employee Assistance Programme
- Opportunities to attend conferences and visit other projects
- An onsite café with 20% discount for staff and residents.
- Staff room refreshments
- An onsite gym
- A flexible working policy
- Vouchers for long service
- Away days
- Staff meetings to share good news
- Group life cover
- Company sick pay

# Job description (Page 1)

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## **Job Purpose**

To be responsible for:

- Contributing to YMCA Cheshire's income generation through corporate sponsorship, fundraising events, small grants, digital, and individual giving
- Increasing supporter contacts

## **MAIN DUTIES AND RESPONSIBILITIES**

- Contribute YMCA Cheshire's Fundraising Strategy, working towards agreed targets that arise from this, and bringing innovative and creative ideas for new fundraising streams.
- Regularly report to the Head of Fundraising and Governance against agreed targets and wider successes.
- Organise and supervise fundraising volunteers to ensure their support is fully utilised for maximum benefit.
- Plan and co-ordinate fundraising events and challenges across the year.
- Ensure that all supporters are warmly recognised, acknowledged, and thanked.
- Build relationships with community audiences (e.g., Rotary, Lions), using current and new contacts to raise the profile of YMCA Cheshire and secure donations, both financial and in-kind.
- Develop opportunities for corporate support, both financial and in-kind, using donor funnel; steward all corporate relationships to maximise retention.
- Develop opportunities for individual giving through seasonal and project-specific campaigns and national schemes from YMCA England & Wales, e.g., the Room Sponsor scheme.
- Develop and maintain a supporter database to ensure accurate record keeping and maximise supporter contact.
- Work within the Fundraising and Communications Team, contributing ideas, working as part of a co-ordinated effort to support and increase the effectiveness of raising funds for and the public profile of YMCA Cheshire.
- Write and submit grant applications.
- Ensure Gift Aid claims are submitted on time each year.
- Monitor online fundraising platforms, e.g., Just Giving.
- Explore and pilot new fundraising schemes, e.g., Friends Of, Corporate Network.
- Work within the legal framework and good practice guidelines for fundraising activity.
- Uphold the reputation of the charity in all fundraising activities.
- Attend business expos, networking, and events to promote YMCA Cheshire, run fundraising activities, and secure new individual givers.

# Job description (Page 2)

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## Other Duties and Responsibilities

- Be fully versed with safeguarding to protect each individual from harm in accordance with current safeguarding legislation.
- Ensure equality and diversity is embedded within service delivery
- Work according to the policies and procedures of YMCA Crewe at all times
- Actively participate in the supervision and training process to develop better services and continuous personal development
- Undertake such other duties as may be reasonably be required
- Understand, embrace and promote the values of the Association, ie

***We believe that each person has unique potential and skills to be explored and developed.***

*We will embed this belief in our work with service users, staff and volunteers.*

***We believe that a 'can do' approach is critical for facilitating change in the lives of service users.***

*We will foster and nurture this attitude in our work with service users, staff and volunteers*

***We believe in the Christian basis and mission of the YMCA.***

*We will seek to exemplify and embed Christian ethos in our organisational practice in all we do.*

**The Job description is current as 25/10/2024**

Agreed by Becky Parke (Head of Services and Impact), Rhian McKnight (Housing and Support Manager) and Rachel Miller (HR Manager)

**In consultation with the post-holder, it is liable to variation**

# Person specification

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## **People skills**

- Able to employ a range of approaches to engage people.
- Using strong interpersonal skills, able to sustain meaningful contact.
- Ability to build rapport with variety of clients, demonstrating awareness of different cultural and religious needs.
- Have a consultative approach to service delivery and can articulate the needs and aspirations of service users.
- Able to show resilience and remain positive.
- Ability to value differences in team members and work together effectively.
- Able to work effectively with other agencies and organisations.
- Able to actively seek out and build new partnerships.

## **Specific Skills (Required)**

- Experience working as part of a Fundraising Team and contributing to income generation.
- Familiarity with the Fundraising Regulator and relevant guidance.
- Excellent written and verbal communication skills.
- Excellent planning and organising skills.
- Computer literate with ability to use Outlook, Word, Excel.
- Able to work in an apolitical way when communicating on behalf of YMCA Cheshire.
- Able to identify risks and design control measures.
- Able to manage own workload effectively to meet targets and deadlines, prioritising variable tasks as appropriate.
- Able to work independently.
- Able to report accurately, professionally, and objectively.
- Able to share information clearly and concisely on a 'need to know' basis.

## **Specific Skills (Desirable)**

- Experience writing and submitting successful funding bids.
- Experience managing volunteers.
- Experience using fundraising CRM tools.
- Experience securing new corporate sponsors.

## **Other**

- Desire to develop and learn.
- Able to implement appropriate health and safety and safeguarding issues procedures when necessary.
- Able to respect the Christian ethos of the Association.



# Key employment terms

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- Permanent
- 40 hours per week
- Salary £32,000
- Responsible to Head of Fundraising & Governance
- Company sick pay
- Pension contribution
- 4 x annual salary Life Assurance
- Health Assured Employee Assistance Programme

YMCA Cheshire is committed to the active promotion of equal opportunity, both in the provision of services and as an employer of paid and unpaid workers.

YMCA Cheshire is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.

Any offer of employment will be subject to satisfactory references and Enhanced DBS check.

## How to apply

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- The closing date for applications is 9.00am on Friday 18th April 2025
- These should be submitted via the application form on the YMCA Crewe vacancies page
- Shortlisted candidates will be interviewed on week commencing 21st April 2025

