

# THE AVENUES YOUTH PROJECT

## **GRANT FUNDRAISING MANAGER**

### **CANDIDATE INFORMATION PACK**

*Closing date: 12pm Fri 28<sup>th</sup> January 2022*



***THE ROLE:*****Grant Fundraising Manager*****THE PURPOSE:*****Investing in young lives*****ABOUT THE AVENUES YOUTH PROJECT***

The Avenues is an exceptional community youth centre. Located in North Westminster it serves one of the most deprived inner-city neighbourhoods in the UK. Through a stimulating range of programmes our team of qualified youth workers provide support, opportunity and hope to local children and young people aged 8 to 18.

Our impressive and recently renovated facility includes: sports hall, music production suite, recording studio, radio and podcasting studio, training kitchen and café, dance studio, classroom; art and design studio, and cinema. Alongside recreation, sport, music and kitchen skills programmes, we run workshops on healthy living, mental wellbeing and staying safe. Our talented staff also deliver peer-mentoring and employment pathway programmes for older members.

Through the relationships we build, we aim to support and motivate our members to develop new interests, make positive life choices and become inspired to make the most of their futures. We do it by listening to young people and offering inspiring activities, guiding our members to learn new skills in a fun way helping them find their confidence.

The Avenues has established strong links across the youth sector in West London, and we are recognised by Westminster City Council as one of three key youth hubs in the borough. We constantly strive for the highest quality and hold London Youth's Gold Award for Excellence.



## ***THE OPPORTUNITY***

Dear Applicant,

Thank you for taking the time to consider this fantastic opportunity to join The Avenues Youth Project as our Fundraising Manager with a focus on Trusts and Foundations.

The Avenues has been changing young lives in West London for over 40 years; this is an opportunity to join and support a superb team of practitioners and staff united in the belief that every child has a right to essential opportunities, no matter their background.

Local authority funding for youth clubs has been drastically reduced over the last decade, forcing many youth clubs to close across the UK, despite their 'essential service' status. We too have had our challenges, but in recent years we have beaten the odds, successfully developing multiple new funding streams that have allowed us to provide a growing range of exciting programmes and attract a high calibre of staff.

We have recently introduced an organisational Theory of Change that clearly defines our intended outcomes. And we have invested to develop tools for gathering and evaluating data to help us meet the highest expectations of trusts and foundations.

With secured blue-chip funders including BBC Children in Need, National Lottery, Mayor of London, Garfield Weston and Youth Music, a significant amount of groundwork has been laid, including a pipeline of multi-year grants securing some activities to 2025. Our next challenge is to maintain this revenue to create a stable future, by strengthening our relationships with existing funders and introducing new ones. We are looking for someone who not only shares our determination to give all young people a fair chance but has the experience, skills and personality to help us achieve our goals.

You will be a self-starter, motivated by the thrill of achieving funding success, a sociable and creative connector who can help our programme managers formulate and articulate new projects, and a wordsmith skilled in bringing our stories to life. You'll be as comfortable working in Excel as in Word and Outlook, with an ability to present budgets concisely and accurately.

The existing fundraiser is reducing to one day a week creating this new opening for a full or part time fundraiser to join the fundraising team which also includes a part time HNW and Corporate Fundraiser, a Monitoring and Evaluation and Learning lead, a committee of... 21<sup>st</sup> Century youth work delivery. As Chief Executive I also play an active role in supporting our fundraising. It's a dynamic, friendly and professional team that I hope you will consider joining.



Fabian Sharp  
Chief Executive

**Job Title:** Grant Fundraising Manager

**Salary:** £40-45,000 per annum, depending on experience and hours

**Contract:** Permanent

**Hours:** Full Time (or four days a week pro rata)

**Benefits:** Flexible working, 33 days holiday including public holidays plus the period between Christmas and New Year, 5% Pension Contribution. Parking.

**Base:** Mostly home working with frequent visits to The Avenues, London W10.

**Job purpose:**

To forward plan funding streams to ensure a smooth and regular flow of income that meets The Avenues' budget (currently £800k pa, towards which much has been secured for the next 18 months). To develop existing and new relationships with funders in order to maximise immediate and long-term income for the organisation and its various projects. To write compelling proposals and applications that secure significant income from trusts and foundations, co-ordinating input from across The Avenues team. To research and identify new prospects with a view to securing medium and large grants for The Avenues.

**Accountabilities and responsibilities:**

- Identifying and developing opportunities from trusts, foundations and grant-making bodies.
- Drafting, submitting and managing the progress of all funding applications for The Avenues' priority projects (approximately 30 applications per year).
- Working with colleagues to develop new project ideas that fit within The Avenues' organisational goals and within budgets that meet funders' criteria.
- Developing and managing positive relationships with funders, including necessary communications grants officers.
- Producing occasional core reports, and working collaboratively with other staff to ensure project reports are written and styled to a consistent high standard.
- Managing the pipeline of applications, the fundraising database, and providing financial reporting and other management information on a timely basis to the management team.
- Working with the Chief Executive, trustees and community volunteers to help organise our annual events (dinner, auction, party, Xmas Fair, celebrity evenings). Helping the smooth running of these events including writing and producing communication materials.
- Writing newsletters, proposals and other materials to potential funders and stakeholders.
- Performing other duties as required by the Chief Executive to the overall direction and running of the charity, and developing productive relationships with external stakeholders.

**Experience and skills**

- Proven track record in a fundraising position, with a focus on trusts/foundations and public sector income streams, securing 5-figure grants and donations.
- Excellent writing skills with the ability to write concise and creative bids.
- Skilled at budgeting and presenting financial information in easy to understand formats.

- Outstanding relationship builder and collaborative worker.
- High standard of software literacy (Outlook, Word, Excel and PowerPoint and internet).
- Excellent telephone manner and able to communicate effectively with a range of callers.
- Degree or equivalent relevant qualification (and fundraising qualification desirable).

### ***Personal attributes and attitudes***

- Self-motivated and hard-working.
- Committed to improving youth services and the lives of disadvantaged children.
- Excellent influencing and negotiation skills.
- Able to tackle challenges constructively, and find creative ways forward.
- Tactful and amiable, with the ability to communicate at all levels.

### **TIMETABLE**

Deadline for applications: 12noon, 26<sup>th</sup> November 2021

Shortlisted candidates informed by: 30<sup>th</sup> November

Panel Interviews (1st stage): 3<sup>rd</sup> December

Final Interviews (2nd stage): 10<sup>th</sup> December

These dates may be subject to change and applicants will be advised in advance should this happen.

### **SUBMITTING AN APPLICATION**

Please send:

1. Your up-to-date C.V. (Word or PDF). This should include contact details of two referees. Please also include any social media details that you are happy for us to review. We will not take up references prior to interview.
2. A supporting statement that explains how your skills, experience and personal qualities make you suitable for the role, using specific examples where appropriate. Your supporting statement should be a maximum of 500 words. Also, please confirm that you are entitled to work in the UK.
3. We strongly believe that a diverse and inclusive team is vital to our work. We welcome and encourage job applications from people of all backgrounds.

Please email your application with the subject "Fundraiser application: [your name]"  
to: [iwanttowork@avenues.org.uk](mailto:iwanttowork@avenues.org.uk)

### **SAFEGUARDING**

We are committed to safeguarding and promoting the welfare of children and young people. All roles are subject to safer recruitment practices, and this position will require a Disclosure and Barring Service (DBS) Check.

**The Avenues Youth Project**  
**3-7 Third Avenue**  
**London**  
**W10 4RS**

[www.Avenues.org.uk](http://www.Avenues.org.uk)