



Sands  
Application Information

**Trusts Fundraiser**

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May 2024

# About Sands

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Sands exists to save babies' lives and ensure that anyone affected by pregnancy loss or baby death receives the support and care they need

We provide bereavement support services both nationally through our Freephone helpline, mobile app, online community, and resources, as well as locally through a network of more than 100 regional support groups based across the UK and run by trained befrienders.

Sands works in partnership with professionals, trusts and health boards and offers a range of training programmes and bereavement care resources to ensure that every bereaved parent and family receives the best possible care wherever they are in the UK.

We promote improvements in policy and practice, and support research to better understand the causes of deaths and save babies' lives.

Sands raises awareness of baby loss and works with government, key influencers, and other stakeholders to make reducing the number of babies dying a priority nationally and locally.

Since 1978, Sands has grown into a UK-wide charity with a powerful vision shared by dedicated supporters, healthcare professionals, partners, staff and bereaved parents and families.

Sands has grown its income by more than double since 2019 to £7m and, as part of our strategic plan, is focusing on how we can make the biggest difference to the lives of bereaved families and save babies' lives. To find out more, visit [www.sands.org.uk](http://www.sands.org.uk)

Our vision at Sands is for a world where fewer babies die and anyone affected by the death of a baby receives the best care and support for as long as they need, wherever they live in the UK.

Join us and help create a world where fewer babies die.

# Sands Staff Benefits

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## Annual Leave

Staff receive 28 days annual leave per annum pro rata, plus bank holidays. Staff will be required to take 3 days annual leave during the period between Christmas & New Year.

## Employee Assistance Services

As part of its commitment to employee wellbeing, Sands offers all Staff access to the Bupa employee Assistance service which offers free and confidential counselling and wellbeing support. Support is available on a range of issues including legal, financial, emotional, health, and work-related concerns.

## Sands Cycle to Work Scheme

Sands has teamed up with Cycle Solutions to provide a Cycle to Work Scheme, which you can join to make considerable savings on the cost of a new bike and equipment.

## Sands Pension Scheme

Subject to eligibility, you will be automatically enrolled into the Aviva Personal Pension scheme as soon as your employment commences. You can decide whether to remain in the scheme and/or make additional voluntary contributions if you wish.

## Life Insurance

All Staff are covered by a Life Insurance Policy which pays 3 x annual salary to nominated beneficiaries. Staff also have access to additional services from Legal and General including legal and financial support, a medical helpline, and a health and wellbeing platform. Additionally, Staff have access to a wide range of shopping offers and discounts, plus advice on finding and funding later life care for their loved ones or themselves.

## Flexible Working

All Staff can apply for flexible working with effect from their first date of employment.

## Maternity Pay

Staff on maternity leave are paid their full salary for the first 26 weeks of their period of leave.

## Leave for the Death of a Baby or Pregnancy Loss

Any member of Staff affected by the death of baby or pregnancy loss will be granted leave paid at their normal salary, regardless of the type of loss.

## Sands is a vibrant, growing charity!

With a clear strategy, Sands is repositioning as a learning, developing organisation which aims to achieve excellence through people and offers a collegiate, collaborative working environment – making it an especially exciting time to join the charity.

**Sands is an inclusive and diversity-friendly employer. We are committed to promoting equality, valuing diversity, and working inclusively. We welcome and encourage applications from people of all backgrounds and do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion, sexual orientation, age, or any other category protected by law.**

## About the role

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Sands is recruiting a Trust Fundraiser to work with the Trusts and Statutory Fundraising Manager to grow and develop the vital trust income stream through the delivery of the trust fundraising pipeline.

This pivotal role involves overseeing fundraising and stewardship mailings, crafting reports for funders, and spearheading applications to both new and existing trusts.

The post-holder will be able to make a significant impact on the work that Sands does in supporting bereaved parents and saving babies lives, including our work with parents and communities, and providing bereavement training for professionals within the workplace and NHS.

As part of this dynamic position, you will collaborate closely with Sands' various teams and directors to identify new funding opportunities and gathering crucial information to effectively communicate impact to donors.

We're seeking a results-driven individual with a proven track record in researching trust funding opportunities, adept proposal writing skills, and experience in managing relationships with Trusts and Foundations.

The ideal candidate will be a strong team player, demonstrate exceptional organisational abilities and thrive in meeting demanding deadlines.

This is a deeply fulfilling role which will make a tangible difference to the impact Sands can make to bereaved families across the UK.

## To apply:

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Please submit your CV, together with a supporting statement that demonstrates how you meet the criteria in the person specification to [recruitment@sands.org.uk](mailto:recruitment@sands.org.uk). Please also complete the Diversity and Equality Monitoring Form and send this with your application.

CVs and supporting statements should be sent as attachments to an email in either Word or PDF format. The title of the attachments should be your first name, surname and either CV or supporting statement e.g. "Robert Harvey CV".

**Closing date for applications: 29<sup>th</sup> May 2024 2024**

**Interviews will be held online in the w/c 10<sup>th</sup> June 2024**

As we have limited staff resources, we are unable to provide candidates with feedback about their applications.

# Job Description

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|-----------------------------|--|
| <b>Job Title:</b>           | Trusts Fundraiser  |
| <b>Responsible to:</b>      | Trusts and Statutory Fundraising Manager                                     |
| <b>Location:</b>            | Home-based   |
| <b>Permanent/ Contract:</b> | Permanent  |
| <b>Salary:</b>              | £30,000-£34,500 per annum pro rata plus £312 per annum Home Worker Allowance |
| <b>Hours:</b>               | 35 hours per week  |

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## Purpose of Role:

Sands is seeking a skilled Trusts Fundraiser to actively support the expansion of our trusts fundraising income stream, including the cultivation of a new pipeline of corporate grants and foundations.

This post-holder will be responsible for coordinating key communications and mailings to our vital supporters and devising a new stewardship programme for our existing donors.

The postholder will also help to craft compelling new cases for support and support on new applications to trusts and foundations who can make larger grants.

Building and nurturing relationships with both existing and prospective trust supporters will be instrumental in establishing a sustainable base of regular giving supporters. This will provide essential funding for our research initiatives, bereavement training programmes, and support services.

We value both independent initiative and collaborative teamwork, alongside a results-driven mindset. Proficiency in written communication is a must, and we are particularly interested in candidates who are inspired by the work of Sands.

## Key Responsibilities

### **Prospecting, Proposals and Mailings**

- Work with the Trusts and Statutory Fundraising Manager to deliver the trusts pipeline, ensuring timely submission of applications to meet quarterly KPIs.
- Use a variety of sources including online databases to identify and research trust, foundation and corporate grants prospects whose aims and objectives are aligned with Sands.
- Coordinate and send around at least two mailings per year to small charitable trusts and foundations, to foster and expand a sustainable base of regular trust and foundation supporters.
- Assist in crafting compelling cases for support in collaboration with key staff involved in delivering Sands' core activities and services.
- Write tailored, persuasive, and inspirational proposals and applications, addressing the specific grant-making priorities or requirements outlined by individual trusts and foundations.

### **Stewardship, relationship building and cross team collaboration**

- Develop a new programme of compelling and informative communications aimed at keeping trusts and foundations abreast of Sands' accomplishments, future initiatives, and priorities.
- Craft tailored update and impact reports, articulating how Sands has effectively delivered against funding priorities and specific measurements or requirements as outlined.
- Strengthen existing and forge new relationships with trust supporters, ensuring timely submission of reports to meet deadlines and proactively pursuing additional funding opportunities.
- Collaborate closely with colleagues in the Income and Engagement Department to seize cross-team opportunities to increase income and awareness.
- Foster close collaboration with Sands' Bereavement Support and Saving Babies' Lives teams to identify and evaluate new funding prospects, as well as to gather pertinent information essential for reporting back to donors.

### **Data management and compliance**

- Liaise with the Supporter Care team to ensure that gifts from trusts and foundations are coded and recorded correctly on our CRM.



- Maintain accurate records on all communications with supporters in the ThankQ CRM and / or existing spreadsheets.
- Follow best fundraising regulations practice and comply with relevant legislation.
- Maintain confidentiality over information relating to Sands fundraising and prospecting.
- Abide by all Sands Policies and Procedures and undertake all mandatory training as required.
- Always promote the Sands vision and values.

## Person Specification

### Skills and Experience

| Importance | Criteria   | Assessment                |
|------------|--|---------------------------|
| Essential  | Experience of prospect research and qualifying and assessing trusts and foundations  | Application and interview |
| Essential  | Skilled grant writer with experience of successful applications, proposals, and bids   | Application and interview |
| Essential  | Experience of developing and maintaining effective relationships with Trusts and Foundations   | Application and interview |
| Essential  | Strong project planning skills, including work to tight deadlines  | Application and interview |
| Essential  | Experience of working with a variety of internal and external stakeholders, including liaison with senior leadership and trust personnel                       | Application and interview |
| Essential  | Excellent verbal and written communication skills for a wide range of audiences and experience of telephone pitching and making presentations                  | Application and interview |
| Essential  | Ability to establish and lead on a collaborative approach with ability to communicate complex issues in writing and person, in an engaging and relevant manner | Application and interview |
| Essential  | Comprehensive knowledge of GDPR and IOF compliance in relation to fundraising and prospect research  | Application and interview |
| Essential  | Strong IT skills including the use of basic software, and a fundraising database   | Application and interview |
| Desirable  | Managing fundraising or campaign mailings and/ or stewardship communications   | Application and interview |
| Desirable  | Experience of corporate partnership fundraising or working in a partnerships team  | Application and interview |
| Desirable  | Knowledge of health and medical sector Trusts, Foundations and Corporate Trusts and Foundations  | Application and interview |
| Desirable  | Experience of working with ThankQ CRM  | Application and Interview |

## Core Competencies

| Importance | Criteria  | Assessment                |
|------------|---|---------------------------|
| Essential  | Effective verbal and written communication including on the telephone with trusts                                 | Application and interview |
| Essential  | Attention to detail and a results-driven mindset  | Application and interview |
| Essential  | Ability to cope with demanding situations and work to tight deadlines   | Application and interview |
| Essential  | Good interpersonal skills including team working  | Application and interview |
| Essential  | Strong organisational skills and an ability to work independently   | Application and interview |
| Essential  | Empathy with Sands' aims, and comfortable working within a bereavement environment and talking to bereaved people | Application and interview |