



**Head of
Major Gifts &
Campaigns**

Evelina London Children's Hospital

December 2019

CANDIDATE BRIEF

CONTENTS

Introduction	3
Fundraising & Supporter Development	5
The role	6
Person specification	8



INTRODUCTION



Evelina London is the second largest provider of paediatric healthcare in London and the largest in south-east England. Every year, we care for more than 95,000 children and young people. As well as being a local children's hospital for London and a regional centre for south-east England, we are a national specialist referral centre for rare and complex children's conditions, such as cardiology, neurology, metabolic disorders and renal failure. Evelina London is part of Guy's and St Thomas' NHS Foundation Trust, one of the UK's busiest and most successful foundation trusts. Based beside the maternity unit at St Thomas' Hospital, no other children's hospital in the UK can offer such a comprehensive pathway of care from pre-birth to adulthood as well as Evelina London. Indeed, we were the *first children's hospital in the UK to be awarded an 'outstanding' rating by the Care Quality Commission*. See www.evelinalondon.nhs.uk

We want to be the UK's exemplar comprehensive children's hospital, combining world-leading research with exceptional child and family centred care, all on the same site as adult and maternity services, while firmly looking out across South London and South East England to support our extensive network of local care. We are embarking on an expansion of our hospital which will double our overall capacity, allowing us to treat 40,000 children each year, and greatly enhance our ability to care for the most complex children who need us most. Our goal is to provide all the services needed by the children and families we serve – all on one site from our comprehensive centre, and networked across our region."

Marian Ridley, Director, Evelina London

This is Evelina London

We care for every child as our own, putting every family at ease. Children and parents tell us that we feel like a fun place to be and not like a hospital. Our expert teams focus on our children and their well-being on every level:

- At our core, we are a caring **local** hospital with a full range of emergency, acute and community services, and our outstanding health professionals serve one of the most densely populated and diverse communities in South London.
- We are uniquely positioned as the **regional** referral centre for some of the most poorly children in south-east England, serving a population over 9 million people in South London, Kent, Sussex and Surrey.
- We are a **national** leader across a range of specialist child health areas, including heart, brain, intensive care, allergy and kidney. Children with the most complicated needs are referred to us from across the UK.
- We are an **international** centre of research and innovation excellence and have been for 150 years: investigating child development and disease, and new techniques for diagnosis and treatment. Our research in areas such as cardiology, fetal, neonatal health, allergies and sleep are all leading the way on a national and international level.

About King's Health Partners

Evelina London is part of King's Health Partners (KHP), which brings together the remarkable basic research carried out at King's College London and the frontline clinical work of Guy's and St Thomas', King's College Hospital and South London and Maudsley NHS foundation trusts. As such, we are at the forefront of developments in children's health, including allergy, fetal, maternal, neonatal, sleep and imaging. An international-class centre of research, we are one of the top performing children's hospitals in the UK for recruitment to leading edge clinical trials.



Our research **impact:**

1. Our teams at Evelina London have pioneered new treatments such as MRI-guided cardiac interventions and a way of cooling premature babies to preserve their brain function.
2. We have developed ground-breaking treatments for **brain conditions** such as behavioural and sleep disorders, neuro-inflammatory disease and Tourette's. Our neuromodulation service, spanning neurosurgery, neurology and imaging, has used innovative deep brain stimulation to improve the treatment of children with distressing movement disorders.
3. Our LEAP (Learning Early About Peanut Allergy) study has transformed the standard treatment for **peanut allergy**. New life-saving guidelines have developed from our work and are now being used across the world.
4. We have created new ways to image **heart defects** before birth and define the effect of congenital heart disease on brain development. Together with King's College London, we are revolutionising the assessment and diagnosis of unborn children using fetal cardiac MRI.

Evelina is growing: Future Fundraising



2019 marks 150 years since the original Evelina Hospital for Sick Children first opened its doors to care for children and young people in the heart of the Capital.

We are now entering the most ambitious stage in our development and expansion since the new hospital building opened in 2005. Our goal is to expand our model of comprehensive children's care to reach more children and to create an international hub of clinical and research excellence which will save and improve many more lives.

By 2025, we will expand our services and create new operating theatres, critical care beds, have state of the art imaging facilities and additional specialist children's wards. This will all be in a purpose-designed building, adjacent to the current hospital site. Beyond this new building, by 2028 we will also incorporate more specialist services and research facilities to ensure we meet children's needs over the next 25 years and beyond.

Guy's and St Thomas' NHS Foundation Trust and Guy's and St Thomas' Charity

The vision for Guy's and St Thomas' NHS Foundation Trust is to advance health and wellbeing, as a local, national and international leader in clinical care, education and research. The Trust has more than 1,000 inpatient beds and makes more than 2 million patient contacts each year. Its work embraces world-class clinical care and research, including Evelina London Children's Hospital and the Cancer Centre at Guy's.

The Trust's work is supported by Guy's and St Thomas' Charity, which is an independent, urban health foundation. It works in partnership with Guy's and St Thomas' NHS Foundation Trust and others to improve health in the London boroughs of Lambeth and Southwark. The organisation is also the charity of Guy's and St Thomas' NHS Foundation Trust. In that role, it ensures that generous donations from the public help support staff to be the very best and patients to have a world-class experience.

The Trust and the Charity have a shared ambition to significantly increase fundraised income in order to achieve maximum benefit for patients and staff and have worked closely with the King's team to develop the fundraising strategy. As part of its philanthropic support, the Charity funds all fundraising activity and this relationship is managed by the Directors of Communications and Engagement at the Charity. Together with the wider Executive Team and Trustees of the Charity, they are key stakeholders, and the post holder will be accountable to them for the overall performance of the fundraising effort.

Department of Fundraising & Supporter Development and fundraising for Guy's and St Thomas'

Our Fundraising & Supporter Development Office has an impressive, well established track record of success. We are in the final stages of the private phase of our major new fundraising campaign, which follows the successful World Questions|King's *Answers* campaign. WQ|KA raised over £610m. This global, multi award-winning campaign enabled us to achieve ground-breaking milestones in neuroscience, cancer, child health, student support and international relations. It closed on time at the end of 2015 and £110m over target. It is our ambition that our next campaign will be even more successful than the last, in order to make a real and positive difference to the world.

King's Fundraising & Supporter Development team (F&SD) is responsible for fundraising for its three partners and is funded by them to do so: King College London, King's Health Partners and Guy's and St Thomas' Foundation Trust. This unique partnership, uniting hospital and university fundraising in one team, is the first of its kind in the UK and European philanthropy. The total size of the team is around 140 FTE with activities spanning Principal Gifts, Major Gift and Mass Fundraising from: individuals, trusts and foundations, the community, corporates and alumni. These activities are supported by Strategy and Operations and Supporter Engagement functions.

Ambitious and innovative, the team has won awards across the higher education and charity sectors. Just some of these awards are: CASE Platinum Award 2016 (the first UK University to win the Platinum award for Fundraising); CASE Gold for Best Single Event (with our Evelina London Zip in 2017); the Direct Marketing Association; and the Running Awards.

A clear identification of team culture has long been of utmost importance to the department. Ten years ago the team collectively determined a set of core values by which they live and breathe, values that have been reviewed and updated over the decade to reflect the needs of the team.

A number of team members have grown their fundraising careers within the department, a testament to the importance F&SD puts on growing and retaining talent.

A strong sense of team is important to the Major Gifts Directorate and to Fundraising & Supporter Development as a whole. There are regular fora for sharing information, knowledge and skills. Ad hoc cross departmental taskforce or workshops are created as and when needed.

There are also a number of social activities throughout the year, from the annual Summer F&SD party to the seasonal Softball Team.

Pension

This appointment is superannuable under the USS www.uss.co.uk pension scheme.

Annual leave

27 working days per annum (please note the annual leave year runs from January-December) bank holidays and customary closure days are in addition to the annual leave entitlement. Staff receive 4x additional customary closure days in December. Notification as to how these days are taken is circulated at the start of the academic year.

Other benefits

King's College London offers a wide range of staff benefits. For the full comprehensive list of staff benefits please refer to the website: www.kcl.ac.uk/hr/staffbenefits

THE ROLE

Head of Major Gifts & Campaigns - Evelina London

Hours: Full time (35 hours per week) + presence at evening and other events, occasional international travel

Salary: £ 56,060 - £60,918 inclusive of London Weighting of £3,500

Responsible to: Associate Director of Fundraising - Evelina London

Responsible for: Senior Major Gifts Fundraiser, Major Gifts Fundraiser

Campus: 22 Kingsway, King's College London and St Thomas' Hospital, Evelina London

Purpose of the role

To lead a team of fundraisers focused on generating major gift income (average £10K - £3M gifts) for Evelina London. This position will see our successful candidate utilise their significant fundraising experience and outstanding leadership abilities to drive income of six and seven figure gifts that will enable Evelina London to invest in dynamic research and clinical care that will improve the lives of patients within the hospitals, as well as society at large, today and for future generations.

Working with the Associate Director of Fundraising for Evelina London, the post holder will drive the current philanthropic fundraising for the hospital and the next Evelina London Campaign to expand current facilities. As the highest priority, you will lead the major gifts team and play a key role in driving forward the strategy for major gifts acquisition, stewardship, and ensuring high performance fundraising for all our stakeholders.

Key objectives

- To lead on the development and implementation of a new major donor strategy including transformational campaigns to secure, sustainable and significantly uplifted philanthropic income over the next 10 years.
- To lead the development and implementation of a Senior Volunteer Strategy to support the upcoming Evelina London Expansion campaign.
- To develop and manage a personal portfolio of major gift prospects to solicit six and seven figure gifts.
- To work closely and credibly with key Evelina London clinicians, nursing staff and leaders to support the engagement of potential major donors and development of compelling proposals.
- To lead your line reports to plan and implement strategies to increase major gifts, primarily from wealthy individuals, at a capacity level commensurate with their role. To help them identify and cultivate further such individuals by building a portfolio of influencers.
- To be the key relationship lead with relevant senior internal stakeholders, enabling high performance fundraising. To ensure that the internal relationships that your team members hold are of a high quality and focused on generating income.
- To work collaboratively with Heads within the Fundraising and Supporter Development Directorate to ensure a joined up approach to fundraising endeavours that span across all fundraising income streams.
- To agree with the Associate Director of Fundraising for Evelina London the strategic plans for your team, including team and individual annual income targets and KPIs, that meet the expectations of Guy's and St Thomas' Charity (GSTC). Monitor activity to target on a monthly basis and report to the Associate Director any concerns at the earliest opportunity.
- To manage the budget of your team and ensure a good ROI on pay and non-pay expenditure.

Communication and Networking

- To be responsible for developing and implementing fundraising strategies for particular stakeholders and projects in agreement with the Associate Director Fundraising – Evelina London.
- To utilise excellent communication skills during conversations with potential and existing donors in order to determine areas of philanthropic interests. To make connections with these interests and project need according to your role.
- To take advantage of the existing range of influencers from clinicians, academics, nursing staff to senior leadership, in order to enhance your prospect portfolio and that of your team and encourage a culture of fundraising across the organisation.
- To gain the input of your team, as appropriate, as you develop team plans.
- To understand the Evelina London strategy and to translate your knowledge and understanding into accurate and compelling fundraising copy.

Decision making, planning and problem solving

- To be responsible for developing and implementing fundraising strategies for all prospects in your portfolio. To support your line reports in decisions regarding the development of their prospect pipeline, and all fundraising activities, helping them to prioritise their workload in order to generate the greatest possible annual income, year-on-year.
- To provide guidance to your line reports and, on occasion, intervention, with internal/external stakeholders to ensure high performance fundraising.

Service delivery

- To generate annual income according to agreed targets, guided by KPIs
- To spend the budget as agreed and reforecast budgets according to departmental procedures
- To work with the Director and Associate Director to set KPIs for your line reports, and thereafter ensure line reports are meeting monthly KPIs and targets.
- To keep the Associate Director updated on a monthly basis and report to any concerns at the earliest opportunity, for onward communication to the charity's governance group.
- To meet with all prospects in your portfolio at least once per year and engage all through appropriate cultivation and stewardship.

Analysis and research

- To work with the Research Team to identify and advance potential prospects for you and your team. Review monthly your prospect pipeline and that of your line reports, and analyse prospect movement against standard expectations.
- To accurately record on the database prospect information gathered in the cultivation and stewardship process, facilitating future fundraising and the production of management reports.
- To understand the market in relation to the campaign priority project(s) that you are responsible for developing.

Team work, teaching and learning support and pastoral care

- To recruit and line manage Major Gift Fundraisers, providing coaching, leadership and training and ensuring high performance. Supporting a career development pathway for your line report(s) and facilitating the development of skills and knowledge
- To take an active and credible role to represent the hospital, the charity, the university and the Department internally and externally
- Contribute to team's learning and department's learning, and support less experienced fundraisers to develop their skills in MG fundraising
- To act as a point of referral for specific projects and liaison with internal stakeholders. Ensure all members of F&SD who need to access these individuals, or the information that they hold, can do so in the most appropriate way
- To undertake other duties as directed by the Associate Director of Fundraising for Evelina London and the Director of Fundraising - Guy's & St Thomas'.
- To uphold and reflect the core values of the department and Evelina London.

PERSON SPECIFICATION



Experience and knowledge

- Experience of leading and inspiring a high performing fundraising team
- Proven track record in establishing, monitoring, and achieving demanding targets
- A proven track record of major gift fundraising including securing six and seven donations
- Ability to make connections with 'cold' individuals to bring them closer to the organisation
- Proven record in target driven development and face to face fundraising
- Specialist knowledge in fundraising, preferably in the field of major donors
- An interest in the hospital/health fundraising in the UK
- Working knowledge of the medical or health sector
- Experience in the public sector or charitable organisations

Skills and knowledge

- Ability to plan strategically and implement those plans
- Ability to plan and deliver projects within budgets and on time
- Computer literate i.e. Word, Outlook, Excel
- Knowledge of a Fundraising Database (e.g. Raiser's Edge)
- Ability to present a case convincingly in person
- Excellent writing skills

Education

- A degree or equivalent experience

Personal characteristics / other requirements

- Ability to deal with senior colleagues, donors and patients
- Ability to work as part of a team but also to use initiative
- Energetic and enthusiastic
- Willingness to work hard and attend, where necessary, commitments outside normal office hours

