



Being there for *you*  
and *your family*

## **JOB DESCRIPTION**

**JOB TITLE:**           **Philanthropy Lead**

**RESPONSIBLE TO:**       **Fundraising Manager**

**HOURS OF WORK:**       **Full time – 37.5 hours per week**

**LOCATION:**               **LOROS Hospice, Groby Road, Leicester**

### **JOB PURPOSE:**

- Generate income for all areas of Philanthropy including Private, In-Memory, Gifts in Wills, Mid-Level Giving, Major Gifts & Trusts and Foundations, with line reports to help in these areas
- Aligning to the Fundraising Strategy; develop and implement sustainable mid and major gift fundraising programmes to achieve income growth as agreed with the Fundraising Manager
- Monitor external fundraising and donation trends and provide insights and analysis to help inform our future strategy
- Manage direct reports, carry out individual performance review process for employee reports (annual and midyear reviews) and support their ongoing professional development by monitoring personal development plans
- Ensure LOROS and its services are effectively promoted within Leicester, Leicestershire and Rutland

### **KEY RESPONSIBILITIES:**

- To research and identify funding opportunities across major donors, mid-value givers and trusts and foundations
- Build and maintain relationships with a portfolio of charitable trusts and grant giving organisations.

- Develop and utilise the Prospect Module on RE to maintain an annual planning calendar of key prospects to maximise major gift funding opportunities for applications ensuring LOROS has a calendar and full-pipeline of new opportunities for funding.
- Manage individual relationships with prospects, donors and influencers at the most senior levels (HNWI and those with the capacity to donate major gifts), planning and executing (or overseeing, where appropriate) cultivation and stewardship plans
- Steward relationships in a manner that engages the individual with LOROS' work and increases the likelihood and value of donations
- Ensure donor thanking and reporting requirements are adhered to promptly and effectively to ensure future support is not compromised
- Ensure that initiatives are effectively evaluated, facilitating the transition, adaptation or withdrawal of activities where relevant, and introducing contingencies where necessary.
- Secure internal support for the future development of Philanthropic Giving via networking with colleagues and volunteers across LOROS ensuring restricted, unrestricted gifts, in-memory and legacy fundraising is an accepted and understood part of LOROS' culture.
- Develop relationships with solicitors and funeral directors to widen awareness of LOROS and to grow the success and income relating to LOROS' annual Will Writing Month
- Raise the profile of the major gifts programme and develop strong, cooperative working relationships with colleagues throughout the organisation (both co-located and remotely) and external partners and stakeholders, to identify new opportunities
- Initiate, develop and maintain relationships with potential major donors and successfully solicit gifts of £5k+
- Undertake appropriate due diligence and risk assessments; ascertain whether gift agreements need to be put into place and monitor against agreed expectations
- To work closely with the Director of Income Generation, Senior Management Committee, Trustees and Project Leads (hospice-wide) in playing a proactive role in the matching of proposed new initiatives with potential funding opportunities and to increase the likelihood of a successful ask

#### **OTHER DUTIES:**

- To attend any necessary meetings and to work in a professional manner that embraces a cooperative and 'can-do' approach to all work within LOROS.
- Be an expert user of the CRM database, ensuring it is used effectively and accurately, (i) using data for reporting purposes (ii) for developing targeted communications appropriate for a specific segment and (iii) analysing performance and identify growth areas

- Adhere to and comply with the Fundraising Regulator and industry best practice and standards, ensuring all work produced is accurate and compliant with relevant data protection, GDPR and gift aid legislation
- Share best practice, ideas, learning's and successes within the team and more widely across Income Generation Teams and the wider organisation
- Provide event support and help at LOROS events. This will require working outside of contracted hours
- Represent LOROS at events which will include networking, public speaking and presentations. This will require working outside of contracted hours

### **MANAGEMENT OF STAFF AND VOLUNTEERS:**

- Encourage a collaborative working environment where all team members understand their roles, expectations and are motivated and empowered to deliver them
- Conduct effective Performance & Development Reviews which clarify objectives, assess performance comprehensively and fairly and support staff with regard to personal and professional development
- Ensure that adequate administrative cover is maintained allowing for annual leave, absence and fluctuating workloads
- Recruit, select and retain staff with the right skills to deliver organisational strategy
- Review and assess how volunteers may be recruited to support the delivery of team strategic aims and objectives

### **GENERAL:**

- All staff are subject to Equal Opportunities Legislation, the Data Protection Act and LOROS Confidentiality Policy.
- To carry out and comply with the prevention and control of infection as per LOROS policies and procedures.
- All staff are subject to LOROS policies, procedures and conditions of service, with reference to the Health and Safety at Work Act 1974.
- Take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions at work.
- Co-operate with their employer as far as is necessary to meet the requirements of the legislation.
- All staff should be aware of and aim to contribute to LOROS' Vision and Mission and also strive to exhibit the Values & Behaviours at all times (see attached document).

**The contents of this job description are not exhaustive and may be amended in accordance with the needs of the service after discussion with the post holder whose agreement will not be unreasonably withheld.**

Signed..... Date.....  
**Postholder**

Signed..... Date .....

**Line Manager**



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## **VISION**

(Our long term aspiration for our society)

**Everyone with an incurable illness has the right to excellent care. This should value and respect their uniqueness and their own choices. People should be enabled to live and die with dignity and with appropriate and compassionate support for them and their loved ones.**

## **MISSION**

(Our goals and activities in working towards our Vision)

**LOROS is a charity whose aim is to enhance the quality of life of adult patients with cancer, progressive neurological conditions and end-stage organ failure for whom curative treatment is no longer possible. Patients are treated at the hospice and in the community based upon clinical need, regardless of background and the ability to pay.**

**LOROS specialises in holistic, multidisciplinary care, focused on the whole person and including family and carers. The care given takes into account the patients' physical, psychological, social and spiritual needs as well as their own choices. Family members are supported in adjusting to loss and bereavement.**

**LOROS contributes to the education and training of its own and other health and social care professionals and of volunteers. The charity is also committed to research in order to improve the understanding and practice of palliative care.**

## **VALUES & BEHAVIOURS**

(How we will strive to be)

**PROFESSIONAL**

**in our attitude and everything we do**

**FOCUSED**

**on patients, families and carers whilst listening, learning and adapting to their diverse needs**

**COLLABORATIVE**

**in working together and with others**

**COMPASSIONATE**

**in providing care and responding sensitively to requests for support**

**TRUSTED**

**within our organisation and by our community**



## KEY FACTS – SEPT 2014

No. of individuals receiving patient care from LOROS pa	>2,500
Of whom admitted to Inpatient Ward (approx. 1/2 subsequently discharged)	550
No. of beds in Inpatient Ward	31
Average length of stay (days)	12
No. of participants in LOROS educational activities pa	2,000
No. of employees	320
No. of regular volunteers	>1,000
Expenditure on patient care pa	£7.5 million
Minimum amount of income to be raised pa	£4.5 million
Portion of expenditure covered by NHS	1/3 <sup>rd</sup>
Proportion of charity costs directed to care services	90%
Cost per hour of running the charity	£850
Cost per Bed/Day including "overheads" (85% occupancy)	£500
Cost per attendance for Day Therapy	£150
Cost of a Community Nurse Specialist visit	£100
No. of LOROS shops	25
No. of LOROS lottery members	22,000
Year LOROS registered as a charity	1977
First patient at Groby Road Hospice	Sept 1985

LOROS is a registered charity and also a company limited by guarantee which is governed by a Board of up to 15 unpaid voluntary Trustees. It is regulated by the Charity Commission, Companies House and the Care Quality Commission.

All money raised is spent locally in Leicester, Leicestershire & Rutland.