

Join Team Pilgrims

Start your journey here

Events Fundraiser
(Stewardship and Marketing)
Recruitment Pack



Welcome from our Director of Income Generation and Marketing.



Thank you for your interest in working with Pilgrims Hospices as part of the Income Generation Team.

At Pilgrims Hospices we have a simple Vision:

"of a community where people with a life limiting illness and their family and friends are supported and empowered to live well in mind and body until the very last moment of their life."

At its heart, Pilgrims Hospices is dedicated to ensuring people living with a terminal illness can access the quality care and comfort they deserve. Our work began more than 40 years ago from our Canterbury site, which remains as our Head Office. We now operate from three hospice sites; Canterbury, Thanet and Ashford, our community nursing team provide care in people's own homes, together with our Hospice at Home teams, Therapy & Wellbeing support, and Psychosocial and Bereavement Care.

It costs in excess of £15 million to fund our services; our diligent and dynamic Income Generation Team raise over £12 million each year and combined with an annual grant from the NHS we are able to provide our end-of-life care services free of charge. We are only able to give our specialist care to local people thanks to the generosity of our east Kent community.

This is an exciting time to join us; the team have won charity sector awards over three consecutive years for innovation and technology; both on a national and local scale. The team are creative, dynamic and passionate. They are dedicated to raising funds and delivering an engaging portfolio of community fundraising, events, challenge, in-memory and legacy fundraising, developing corporate partnerships and delivering creative campaigns and initiatives for Pilgrims supporters to get involved in.

Being part of Team Pilgrims and contributing to our mission is a truly satisfying experience and we thank you for your interest in joining us to raise exceptional funds to enable the charity to deliver the continued end-of-life care and support to the east Kent community.

Sue Sharp

Director of Income Generation and Marketing

Pilgrims Hospices
serves a population
of approximately

providing adult palliative care services across East Kent.

750,000



The charity employs around

350

people and is

supported by over

1,500

volunteers.

Our values

To achieve our Vision, we have a shared set of values and behaviours that will enable us to be the people, and the charity, patients and their loved ones need us to be.

They form our 'CODE' which guides us in our daily working and decision making.

Compassionate

We treat everyone with compassion and care.

Open

We communicate openly, honestly and effectively.

Dynamic

We are dynamic, improving and developing our services.

Empowered

We empower people to achieve their outcomes.

What we do

Each year Pilgrims Hospices give care and comfort to thousands of people in east Kent who are coming to terms with an illness that sadly cannot be cured.

The charity support patients to live life as well as possible until the very end, free from pain and distress.

Where we are

Care is provided from three hospice sites in Canterbury, Thanet and Ashford as well as in patients' own homes.

We couldn't do any of this without you.

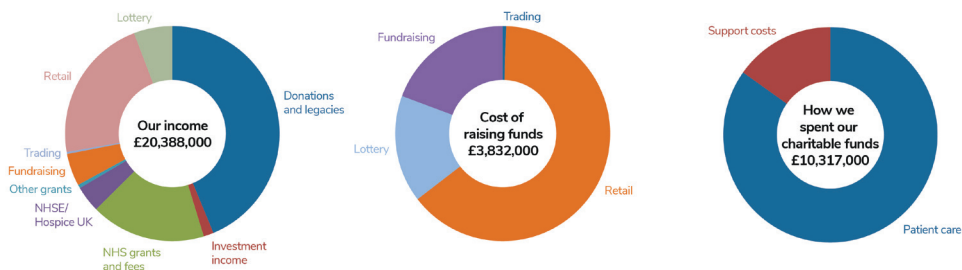




Pilgrims Hospice is a charity that has provided end-of-life care and support to individuals and families across east Kent for over 40 years. Our mission is to make a meaningful difference in the lives of those facing life-limiting illnesses by providing compassionate care and support during their final days.

We offer a full range of services, including Wellbeing and bereavement support, symptom management, and practical assistance, to anyone in east Kent with a life-limiting condition.

Our services are FREE of charge, and with only 20-25% of our funding coming from the government, we need to rely heavily on the generosity of people from our local community.



*Our funding in 2021-22 includes a £4,000,000 donation which sits in a designated fund towards our planned capital appeal for building a new hospice.

Pilgrims is here for everyone that needs us...



Pilgrims Therapy Centres:

At each of our sites, our Wellbeing Practitioners and expert multidisciplinary team offer a wide range of practical and emotional support to patients and carers through the Pilgrims Wellbeing Programme. Visit pilgrimshospices.org/wellbeing to find out more.



Care in the community:

We care for many of our patients at home, supporting them to remain in the comfort of their own home wherever possible. Our expert community nursing and Hospice at Home care teams can offer the right support at the right time, making a difference until the very last moment of life.



In-patient units at Ashford, Canterbury and Thanet:

Some patients come to the hospice for a short stay to better manage their pain and symptoms, before returning home and receiving support from our community nursing team. An admission may also be offered to provide compassionate and dignified care and support in the last few days of life.



Bereavement support:

Grief is a natural and normal response to death. We offer 1-to-1 bereavement support for those who have lost a loved one with us, but our Stepping Stones groups help those who have been bereaved to share experiences and understand the feelings associated with grieving, regardless of a connection to Pilgrims. To learn more about our bereavement support services, visit pilgrimshospices.org/how-we-help.



24-hour Advice Line:

Pilgrims telephone support service can be accessed by patients, carers and other healthcare professionals. When someone calls 01233 504 133 they'll be offered advice or directed to the most appropriate person who can help.

“

People think that hospices are sad places, but really, they are places to help our patients live fully and well in the time that they have. Hospices aren't somewhere to be fearful of – they are places that remove fears within welcoming surroundings with expert clinical care and support staff.

Our passionate Fundraising Teams are an integral part of delivering this care by raising the funds to do so and are vital in the charity's successes; they support, inspire and engage the east Kent community to be imaginative and creative.

*From jumping out of planes,
Taking on virtual hikes,
Real hikes,
Jumping on a bike,
Running stalls,
Organising balls,
Or taking a supporter phone call.*

The world of Pilgrims fundraising is as diverse as it is innovative and we aim to ensure that all fundraising activities are developed and delivered to the highest standard.

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**Kate Duddell,
Head of Fundraising
and Projects**



Last Year



Pilgrims received
2,897 referrals
(23% increase from 2021)



70% of our patients
who went home said that
we made a change to
their quality of life



Pilgrims provided
**Bereavement
Care to 1,990
people**



Pilgrims received
1.2 million items
Donated through
our shops



Pilgrims provided
**over 2,000 patient
meals per month**



Pilgrims welcomes
more than
11,500 supporters
to events and challenges
each year



Pilgrims took
**over 4,000 phone
calls per month**
from patients, families
and professionals



Pilgrims' Think
received
106 Attendees
to the pilot programme
(representing an
11% uptake)



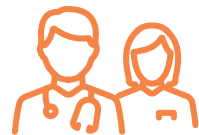
Lottery entries
achieved
22,358 per week
(A 10% increase on the
previous year)



£8.00
provides meals for a
patient for a day



£600
provides a patients
care for 24 hours



£40,000
provides all the service
provided by Pilgrims
Hospices in one day

Introducing the Income Generation Department

Pilgrims Hospices Income Generation is split into distinct and specialist teams, who support the east Kent community to raise funds in many different ways. Our focus is to put the donor at the heart of Pilgrims' supporter care. To ensure that everyone receives the best possible stewardship and are progressed through a range of giving opportunities.



Community Fundraising:

Our Community Fundraising Team help to cultivate and motivate supporters with their own fundraising to ensure their full potential is achieved within each hospice catchment area. This team is responsible for all local fundraising activities – they deliver talks, oversee collections and pots, engage schools and oversee youth fundraising activities, they lead 'on behalf of' groups fundraising, and deliver many community events. They support third party fundraisers or 'do it yourself fundraisers' with lots of creative ideas, tips and guidance. Whether hosting a community activity such as a bake or clothes sale, creating a local fair or raffle, donating for a Dress Down Day, or playing in a charity match or another sporting activity. Our community fundraising teams also lead and deliver fantastic local community events; such as the Thanet 5k Colour Run, art events, Summer and Christmas Fairs, Christmas Tree Recycling and various other much-loved local events.



Events, Challenges and Digital Fundraising:

The Events Fundraising Team lead on the delivery of Pilgrims Hospices extensive events portfolio; it's digital innovations and creative fundraising products. The Events Team raise circa £400K+, alongside leading the fundraising digital



communications. Pilgrims Hospices portfolio of events is diverse and extensive with; x3 high value hospice-wide events with in excess of 2,500 participants, 20+ challenge events and digital solutions. Pilgrims supporters have a diverse range of events and challenges to choose from; whether a cyclist, runner, walker, novice sports person or someone looking for a bucket list event such as a Wing Walk or Skydive, there is something for everyone. Our full portfolio of events is listed here: pilgrimshospices.org/events.



Individual Giving (In Memory Donations and Regular Giving)

In Memory Fundraising is delivered by our Individual Giving Team and is often the foundation to a donors' initial wishes to support the charity. Our Individual Giving Team lead on individual donations that are directly linked to Pilgrims' clinical care. There are many ways a donor may want to remember and celebrate their loved one, whilst supporting the work of Pilgrims Hospices.

Supporters can celebrate a loved one's life at our two annual remembrances; Trees of Love in December or Sunflower Memories in July, dedicate a leaf or dove on the Memory Trees or honour them with an AlwaysLoved Tribute Fund online.



Always Caring – Reliable, predictable income (regular giving) allows us to face the challenges ahead with confidence and plan for the future more effectively. In doing so our supporters become part of Pilgrims Hospices Always Caring by making a monthly gift to the charity. For more information: pilgrimshospices.org/alwayscaring.

Gifts in Wills – 1 in 4 of the people we offer care to are funded thanks to the generosity of a person who has left a gift to Pilgrims Hospices in their Will. Every gift, however large or small, makes a big difference whether it is a small percentage or a modest sum.



Corporate and Trust Fundraising:

This team is a newly created function within Pilgrims Income Generation and we're in an exciting period of development. This team lead on the delivery of Corporate and Trust Partnerships and are responsible for prospecting, stewardship and cultivation of mutually beneficial corporate and local business support opportunities. Additionally, the development of grant making trust supporters; generating sustainable unrestricted and restricted income within east Kent.



Lottery:

Pilgrims Hospices Lottery is a more than 22,000-strong community. Our Lottery Team are the local lottery that really does make a difference. Supporters can join our weekly draw for just £1 a week and be in with a chance of winning up to £20,000 – over 100 guaranteed prizes to be won every week! Pilgrims Lottery also offers special Lottery Gift Vouchers, Wedding Favours and Scratch Cards. For more information please visit pilgrimshospices.org/lottery.



Retail Shops:

With 31 shops across east Kent, offering a wide range of high quality items, including books, clothes, furniture and vintage curios, there's something for everyone. Supporters can also shop from the comfort of your own home by visiting our online outlets. Pilgrims fantastic Retail Team generate over £5 million per year and are an integral part of the Income Generation function. To find your nearest shop, visit pilgrimshospices.org/shops.



Volunteering:

We have more than 1,500 volunteers across Pilgrims – every one vital to our work! More than 1,000 of these volunteers support the Income Generation Teams. The gift of time is important, and we have many opportunities to suit anyone that wants to get involved. Learn new skills, make new friends and help us make a difference to every aspect of hospice life. Go to pilgrimshospices.org/volunteering for more information.



Supporter Relations:

This Team are an integral part of the Income Generation Team. More than 30,000 donations are processed every year. They support the whole of our fundraising endeavours in Income Generation.



Summary of the role

Events Fundraiser (Stewardship and Marketing)

This is an exciting time to join Pilgrims Income Generation function. Due to a recent restructure, Pilgrims are pleased to be welcoming additional roles to meet the growing and complex requirements of supporting Pilgrims Events Fundraising for the future. In this period of development the charity is looking for a postholder who will be responsible for stewardship and supporter experience. Our focus is to put the participant at the heart of Pilgrims' supporter care; through event recruitment, cultivation, stewardship and partnerships across the east Kent catchment area.

The role includes helping to promote, advertise and recruit to the events, with a focus on writing compelling copy for online and offline promotion. The postholder will have a flair for creativity and innovation, with outstanding supporter relationship management skills; to help enhance income generation through mass participation events. Creative skills in Adobe or Illustrator would be advantageous or a keen willingness to learn these skills.

Our aim is to ensure all fundraising activities are delivered to the highest standards, that fundraising events, including virtual, interactive and physical activities, are well-planned, exciting, unique, creative and challenging.

Position in organisation:

Reports to: Events and Digital Fundraising Manager

Responsible for: Event and Fundraising Volunteer (x1)
Supporting Volunteers in the lead-up to event at multiple sites.

Location: This is a hospice-wide role and therefore Canterbury: Plender Head Office based. Hybrid working will be considered with at least three days in the office. Flexibility of working days in the office is required during event season.



Key responsibilities

General/Operations - Stewardship

- To ensure that all hospice-wide and third party challenge events, partnerships, and activities are effectively marketed, planned and participants are supported to maximise engagement, supporter experience and income potential.
- Manage the pipeline and stewardship for all 20+ challenge events. To ensure all regular touchpoints are planned and scheduled. To inspire and engage challengers to reach their maximum potential in terms of participation, personal experience and income raised.
- Donors & Supporters - to cultivate supporters through relationship and account management strategies - to sustain and develop their fundraising across the range of fundraising products; including training, guidance, support, producing relevant materials and cross-promoting other giving opportunities.
- Our upmost priority is that all events are safely planned, operated and managed; and that supporters receive the best possible care and are progressed through a range of giving opportunities and become long-term supporters.
- Coordinate and deliver all participant communications relating to Hospice-wide events. This includes supporting the production of Final Information Booklets, participant kit lists, fulfilment packs and thank you letters.
- To attend events as the hospice's ambassador, including cheque presentations, networking, third party supplier meetings and conferences relating to events.

Creative & Digital

- The postholder will be responsible for maintaining online events on the website; including producing registration forms and promotional literature. Developing online groups and case studies.
- To ensure the timely and effective marketing of all challenge, virtual/digital and hospice-wide events/activities to maximise participation using a variety of channels and working closely with the Marketing Team and Community Fundraising Teams.
- To ensure that all event design, marketing and promotion is in line with the needs and motivations of the target audience; both effectively planned and evaluated.
- To work with the Events & Digital Fundraising Manager to ensure appropriate collateral is available to support the full range of event and digital fundraising activity.
- To work with colleagues to ensure that centrally managed events, products and activities are created, marketed and supported locally to achieve departmental targets.
- The Events Fundraiser will help to support the creation and development of Fundraising Toolkits; including design of Fundraising Packs, posters, artwork and creative products on behalf of the fundraising team as a whole.



Benefits Summary

Pilgrims Hospices is a great place to work, develop your career and feel engaged by delivering a role that makes a real difference in the east Kent communities we work in.

To help candidates make an informed choice when considering employment with us, we have summarised below our main benefits, and some of the smaller perks of working with us.



Salary

£25,915. The salary for this role has been benchmarked against other charity sector roles within similar size organisations. Pilgrims takes pride in the fact that you are joining a dynamic, progressive and award winning organisation within the local charity sector. Pilgrims Income Generation Team will invest in our fundraisers' training and future development where possible and to enable advancements in future fundraising.



Occupational Pension Scheme

We operate a defined contribution group pension scheme and make an employer's contribution equivalent of 6% of gross pay into this scheme alongside an employee contribution equivalent of 2% from your pay.



Enhanced Maternity Pay

Pregnant employees who have worked for Pilgrims Hospices at least 12 months at the 15th week before the expected week of childbirth, will be entitled to: 8 weeks' full pay, 18 weeks of half pay and 13 weeks at Statutory Maternity Pay.

*The 26 weeks of Enhanced Maternity Pay is inclusive of SMP



Life Insurance

Eligible employees after completing their probationary period will be entitled to receive Life Insurance through Canada Life. This would mean in the unfortunate event of your death during service, nominated individual/s will receive 2x your annual salary.

Other Benefits



- Special Leave
- Training opportunities, supported by Study Leave
- Free tea/coffee for staff
- Free parking on site
- Subsidised meals (meals available from £1.65).



Occupational Sick Pay

Once a member of staff has been employed for 6 months, they are entitled to occupational sick pay at the follow rates:

Length of Service	Full Pay	Half Pay
0 – 12 months	2 weeks	2 weeks
Over 1 year	4 weeks	4 weeks
Over 2 years	8 weeks	8 weeks
Over 3 years	12 weeks	12 weeks



Paid Holiday

6.8 weeks per year, inclusive of public holidays.



**Ellie Cane,
Individual Giving
Manager**

How to apply

If you are interested in this role, please find the full job description and personal specification including essential criteria.

To apply for the role, please complete the application form here:

www.pilgrimshospices.org/jobs



You can also scan
the QR code to
visit the website



I started working for Pilgrims shortly after leaving education and at a time when I didn't know which career direction to take. I very quickly fell in love with fundraising and the charity; I really feel I've found my career purpose. I was welcomed into a friendly, supportive and collaborative team, who gave me the opportunity to learn, grow and develop. I have enjoyed and experienced a variety of career training opportunities. In my time at Pilgrims, I have seen my career level increase, as well as my remit and the disciplines that I oversee. Every day is different, with new challenges to overcome and exciting experiences to be had, as well as enjoying the odd early morning supporting the events. I

don't think I would have pursued a career in fundraising if it wasn't for Pilgrims, they have enabled me to find something I love to do which helps make a difference in our community. ”

This vacancy will close on **12th June 2023** and interviews will take place from **19th June 2023**.



Registered with
**FUNDRAISING
REGULATOR**

Pilgrims Hospices in East Kent is a company limited by guarantee. Registered charity number: 293968. Registered company number: 2000560. Registered office: 56 London Road, Canterbury, Kent CT2 8JA