

Join Team Pilgrims

Start your journey here

Fundraising Assistant
(Individual Giving)
Recruitment Pack





Welcome from our Individual Giving Manager.

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

This is an exciting position for anyone looking to take their first steps into the charity sector, offering the opportunity to get involved in a wide range of fundraising activities. I began my charity career in this role at Pilgrims in 2019, which gave me the chance to develop my knowledge and experience, allowing me to progress to my current position.

As an introduction, Pilgrims Hospices is a charity providing end-of-life care and support to the people of east Kent facing a life-limiting condition. Our services are offered free of charge in people's own homes, on our three wards and in our Therapy Centres at Canterbury, Thanet and Ashford. We also support local people through multiple stages of their bereavement journey, regardless of a previous connection to Pilgrims.

As a charity, we rely on the generosity of our community to raise over 75% of our costs each year, amounting to approximately £12 million. Under the Income Generation Directorate, the Individual Giving Team is responsible for raising a quarter of that figure annually through In Memory giving, Gifts left in Wills and Direct Marketing appeals.

Are you a creative, organised and proactive individual, ready to take on this role and make it your own? Do you have the motivation and drive to support our day-to-day activity, as well as rolling up your sleeves to help the wider team as needed? No previous charity experience is required, because we want to allow you the ability to learn and grow on the job. We can support you with training and hands-on experience across our Fundraising teams to help you develop your skills and knowledge to best undertake this role.

Ellie Cane
Individual Giving Manager

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.

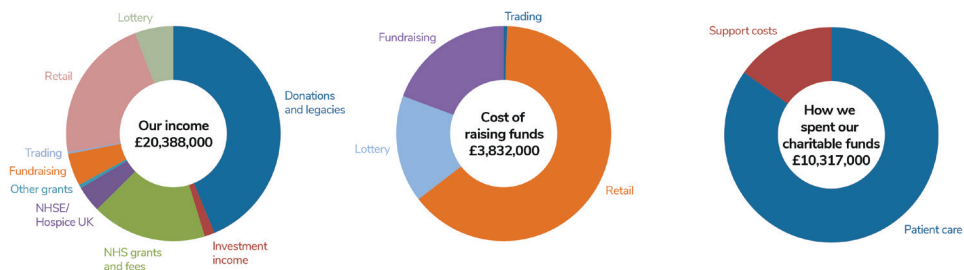




Pilgrims Hospice is a charity that has provided end-of-life care and support to individuals and families across east Kent for over 40 years. Our mission is to make a meaningful difference in the lives of those facing life-limiting illnesses by providing compassionate care and support during their final 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, co-ordinate 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 department. More than 30,000 donations are processed every year. They support the whole of our fundraising endeavours within Income Generation.



Summary of the role

Fundraising Assistant (Individual Giving)

This is a fantastic opportunity for someone looking for their first role in the charity sector, as you will get the chance to develop your knowledge and skills in a dynamic and varied fundraising environment. We are looking for someone to provide administrative and hands-on support for campaigns and events.

We are looking for someone with the right mindset; a confident communicator, with a keen eye for detail who can embrace any challenge. Someone who is a team player, highly organised, with a can do attitude.

This role includes helping to plan, promote and deliver in-memory and stewardship events and fundraising campaigns, including availability on key dates to co-ordinate events on the day. The postholder will have a flair for creativity and design, with the ability to write compelling copy for online and offline promotion. Creative skills in Adobe or Illustrator would be advantageous or a keen willingness to learn these skills.

Individual Giving often act as a first point of contact with recently bereaved people. As such, our aim is to ensure all donors are communicated with in a sensitive and appropriate manner, and supported sufficiently to remember their loved one in a way most suited to them.

Position in organisation:

Reports to: Individual Giving Manager

Responsible for: Supporting volunteers in the lead-up to in-memory and stewardship events

Location: This is a hospice-wide role but will be based at Canterbury: Plender Head Office. Hybrid working will be considered with a minimum of three/four days in the office. Flexibility of working days in the office will be required during event seasons.

Key responsibilities

- The postholder will be required to undertake general fundraising and administration duties to ensure smooth running of the whole department.
- To support on all aspects of campaign delivery on a range of fundraising appeals, including the opportunity to develop creative skills when producing artwork for online and print.
- The role will be responsible for maintaining and actively developing the team's online and offline publicity across a number of platforms, working closely with the Marketing Team.
- This role will also require travelling and working across all three hospice sites in Canterbury, Thanet and Ashford where appropriate.



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

£19,791. The salary for this role has been benchmarked against other charity sector roles within similar sized 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.



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

This vacancy will close on **16th June 2023** and interviews will take place from **19th June 2023**.



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