

Appointment Brief Community and Corporate Fundraiser

Welcome from the Chief Executive

We are delighted that you are interested in the role of Community and Corporate Fundraiser here at Action for Pulmonary Fibrosis (APF). We are looking for an outstanding community and corporate fundraiser to work with me and a newly formed team as we take APF through a significant period of development and growth. This is a particularly exciting time to join our team.

Pulmonary fibrosis refers to a specific group of lung diseases thought to be affecting around 70,000 people in the UK. The nature of these diseases all cause hardening and scarring of the lungs, preventing the transfer of oxygen into the bloodstream. It has a devastating impact on quality and quantity of life and on breathing.

The debilitating nature of these diseases means as people become increasingly breathless their need for physical and emotional support becomes greater. Pulmonary fibrosis affects every area of family life. Yet there is very little dedicated support available to patients and families affected.

These are some of the many reasons Action for Pulmonary Fibrosis (APF) exists.

Since APF was set up as a charity in 2013 we have established ourselves as a respected and influential charity. APF has grown in impact and scale since it was formed. We have agreed a new Strategic Plan for 2019-2024 which sets out our direction for the coming years.

The Community and Corporate Fundraiser is a new and pivotal appointment that will assume responsibility for the majority of our current income and develop a new income stream from companies. You'll grow our fundraising capacity setting up a new CRM, and developing tools, materials and setting up events that will engage a broad range of stakeholders. You will also ensure we are compliant with regards to fundraising standards and work in line with APF's values.

We are a collaborative, hard-working and fun team, with lots of mutual respect and support to reach organisational goals. In your role you'll need to demonstrate care and compassion, flexibility and be solution focussed.

If you believe you have the experience, skills and qualities we are looking for, we very much look forward to hearing from you.

Louise Wright
CEO

About Us

Our vision, mission and values – drives everything we do

APF's vision is to find a cure for pulmonary fibrosis so that everyone affected by the disease has a better future.

We work to achieve our vision by making it our mission to:

We provide support to families, raise awareness, campaign and educate to improve access to the highest standard of care for everyone affected. We are committed to finding a cure through funding research.

Our values drive everything we do:

- **Patient led:** We empower patients, who are at the heart of everything we do.
- **Caring and compassionate:** We respect and understand the needs of patients and carers, and help them to get the support they need
- **Striving for excellence:** We work with integrity and professionalism in all that we do
- **Open and approachable:** We ensure people affected by pulmonary fibrosis feel able to turn to us for advice and support in their time of need
- **Ambitious:** We will improve the lives of people affected by pulmonary fibrosis and **bold** in the ways we do this.

Current Plans

APF has ambitious plans to grow our impact and develop our support for patients and families affected by pulmonary fibrosis. We will open our first office in Peterborough from October 2019 and move from a freelance model to include permanent staff.

Recent successes; funding two major research fellowships, media coverage highlighting our findings in our latest patient survey and the growing number of support groups around the UK has seen APF's profile increase. This has resulted in more and more families fundraising for APF; the majority of people using facebook and justgiving to find us.

With our Donor Care Fundraiser, you'll be part of a team that will set up the systems you need to better support our fundraisers and grow our income.

Current annual turnover is around £600,000 per annum. The majority of our income comes from community and in-memorial fundraising.

The Role

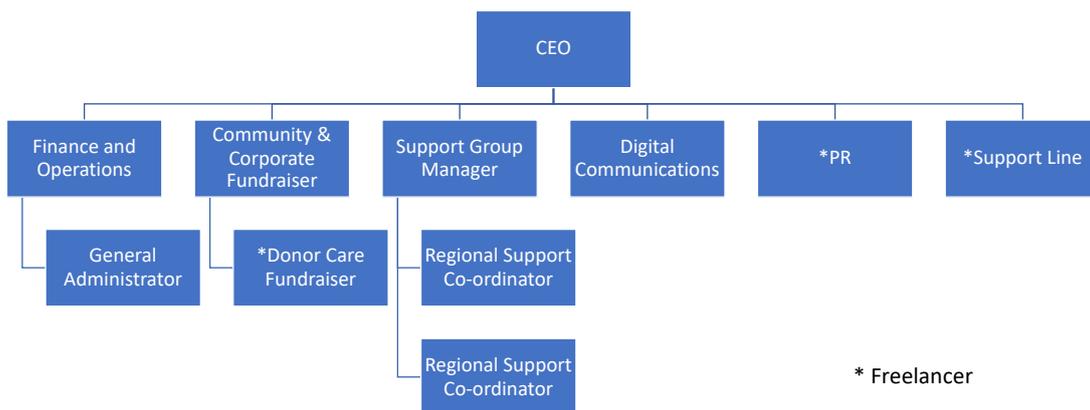
As our first Community and Corporate Fundraiser, you will develop our systems and resources to achieve sustainable income growth from both restricted and unrestricted sources.

You will be based at our Peterborough office, but travel regularly around the UK inspiring our fundraisers and develop our ambassador programme; volunteers who are committed to APF who want to fundraise and/or raise the profile of APF.

You'll be a great people person, able to inspire others and enthuse volunteers about the charity. You'll be an experienced community fundraiser with experience or understanding of corporate fundraising. You'll have a history of meeting or exceeding income targets. You'll understand the systems and processes required to be compliant and efficient. This is a role that demands innovation, flexibility and positivity.

This is a superb opportunity to join a young and energetic charity with a clear future direction and a CEO, growing staff team and trustee board who will provide the required support and backing to the successful candidate.

Planned Structure – November 2019



How to apply

We hope you'll consider making an application. If you have any questions about the appointment and would find it helpful to have an informal conversation, please contact Louise Wright at louise@actionpulmonaryfibrosis.org and we can arrange a call.

To make an application please provide the following by email to info@actionpulmonaryfibrosis.org with 'Community and Corporate Fundraiser' in the subject title

- Your CV (no more than three sides)
- A supporting statement (no more than two sides of A4, font size 11) that sets out why this role is the right move for you and how you meet the knowledge and experience criteria
- We would be grateful if you disclosed your current salary details, but this is at your discretion
- Please include two references; your last or current employer plus a personal reference who has known you for at least two years. Both will be contacted once an informal offer has been made. Please include, phone and email as well as a brief description of how they know you.

Closing date:	Mon 12 th Aug @ 10am
First round interviews (by phone): This will be upto 45 minutes with the CEO, questions will based around your CV and covering letter.	27/28 th Aug at a mutually agreeable time
Agreement of shortlist:	
Final Interviews (Peterborough):	6 th Sept
References taken up:	w/c 9 th Sept
Ideal start date:	Mid Oct