



Equipping Young People  
to make Drug-Free Choices

## Fundraiser



# About Hope UK

Children and young people are at the heart of Hope UK's mission.

Our vision is for children and young people in Britain to live confident, healthy, drug-free and fulfilling lives.

Our aim is to enable children and young people throughout the United Kingdom to develop the knowledge and skills they need to make drug-free choices. We do this through direct delivery of programmes to children and young people, as well as training those with responsibility for them, parents and youth workers, for example. Young people are encouraged to get involved with our work in a variety of ways, including membership of our youth branch, Generation Hope. We also develop local networks of community-based volunteers who work directly with children and young people as well as providing training for adults.

Our volunteers work with children and young people in schools and youth groups, providing interactive, age-appropriate educational sessions about alcohol, tobacco and drugs. Our experience of working with young people shows that many still do not realise how damaging regular excessive drinking, for example, can be. Life skills that enhance peer resistance and build confidence are woven into sessions designed to encourage healthy choices and enable children and young people to realise their potential.

As we develop our work, we are aiming to increase the number of trained volunteers around the UK to help meet demand. In particular, we are focusing on developing Generation Hope, our youth branch, giving young people age 11-25 opportunities to develop skills and knowledge through training and practical experience. Generation Hope also encourages a positive peer environment where young people can be safe, make friends and encourage each other. Generation Hope has a committee of young people steering the direction of the work, and the chair is co-opted onto the board of Hope UK.



# Our History

## History of Hope UK

(Formerly the United Kingdom Band of Hope Union)

### The Temperance Movement

One of the first responses to the problems of excessive drinking in the 1800's was the formation of temperance societies. These usually had a Christian base and were initially composed of people who took a pledge to abstain from spirits and be moderate in their consumption of other alcoholic drinks. However, problems caused by excessive consumption of alcohol in society at that time were considerable and there was controversy as to whether moderate drinking of any alcoholic beverage was sufficient to tackle the problem. In 1832 the 'Seven Men of Preston', including Joseph Livesey, signed a pledge to totally abstain from intoxicating beverages. This was known as 'signing the pledge' The idea spread, and temperance societies sprang up all over Britain.

### Beginning of the Band of Hope

In August 1847 Mrs Ann Jane Carlisle was invited by Leeds Temperance Society to speak at Day Schools, Sunday Schools and a meeting of local women. Mrs Carlisle was an Irish lady who was concerned about the amount of excessive drinking amongst children and the effect that adult drinking was having on them. During her time in Leeds several children and young people showed an interest in her talks and 'signed the pledge'. It was suggested that a special temperance group to be set up for children under 16. Its aims would be to teach children about Christianity and also the problems associated with drinking and to encourage them to live a healthy, alcohol-free lifestyle. In November 1847 the first meeting of this group took place in Leeds. About 300 children attended, 200 of whom 'signed the pledge' for the first time, the rest having already done so. The group became known as the 'Band of Hope'. The pledge of the Leeds Temperance Band of Hope was 'I, the undersigned, do agree that I will not use intoxicating liquors as a beverage'.

At around the same time other groups were starting the same kind of children's clubs and many of them took the name 'Band of Hope', together becoming the Band of Hope movement. In 1855 the UK Band of Hope Union was formed with Stephen Shirley as the first Secretary.

The Band of Hope movement embraced all sorts of activities - it produced a children's hymn book, wrote children's songs, ran and started more children's clubs (the essence of the work), held bazaars, produced booklets, leaflets, magic lantern slide shows etc., sent qualified medical men to give lectures in schools, held competitions and festivals and crowned pageant queens every year.

In 1897, the Jubilee year, the estimated membership was nearly 3.5 million, Queen Victoria was patron and several celebrations were held.

## **Decline during the 20th century**

In some ways, it could be said that the success of the Band of Hope caused its own decline. As alcohol misuse became less of a problem and as legislation improved there seemed to be less need to work so fervently in this area and like many of the other social reform charities formed in Victorian times, the Band of Hope began to decline.

## **Recent years**

Recently, the United Kingdom Band of Hope Union has changed and adapted. This included changing its name in 1995 to Hope UK. With the increased use of illegal drugs, the Band of Hope had widened its field of education to include drugs other than alcohol. It works in two ways – by doing drug prevention work through local trained volunteers (both in formal and informal settings) and in developing opportunities for young people in its youth branch, Generation Hope.



*Members of Generation Hope Youth Council*

# About this Appointment

Hope UK has seen significant development over the past few years and is seeking to develop its fundraising activities and improve its regular giving so that even more young people can benefit from our work.

## **Role Description:**

This is a senior role in an organisation going through a lot of change. As Fundraiser, you will have responsibility to raise the money needed for the organisation to continue to grow. In particular, we have identified the need to increase significantly the number of committed individual givers to Hope UK, while maintaining and growing the income from trusts, companies and other sources. Raising the profile of Hope UK within the church will be a key part of this role. You will be responsible for developing a fundraising strategy and then in implementing this strategy. You will have admin support, and you may develop ways for volunteers to help you. It is likely that this role will involve some travelling as well as some evening and weekend work. As the staff team is small, everyone gets involved with other activities as the need arises and to support one another.

**Accountable to:** CEO

**Based at:** 50 Gold Street, Kettering, Northampton (flexible working considered)

**Hours of work:** 35 hours per week. Time off in lieu for out of office hours' duties.

**Salary:** Pay Band 4 (£29,500 - £34,000)

**Annual leave:** 22 paid days (plus 3 days between Christmas and New Year when the office is closed) plus Bank Holidays.

## **Job Description:**

*Every effort has been made to be fairly specific about what is involved, but as with any evolving organisation these will change or develop over time*

### Main aims and objective

*To design and implement a fundraising strategy for Hope UK which develops and increases the existing supporter base: identifies new and appropriate trusts and companies, while maintaining contact with current funders; developing new creative ways to raise funds and to promote the organisation as required.*

1. Developing strategies to identify new individual supporter relationships and to grow the number of individuals giving to Hope UK on a regular basis.
2. Researching and applying to appropriate trusts and companies for funding and sponsorship.
3. Identifying ways to develop and maintain relationships with funders, including face to face meetings and other forms of communication
4. Developing ways to promote Hope UK, especially to the church.
5. Developing new, creative fundraising activities to raise funds for Hope UK/Generation Hope
6. Designing and developing fundraising information packs and developing strategies to encourage supporters to use them
7. Developing and implementing fundraising and promotional events to raise awareness of Hope UK and its work at local and national levels by giving talks to groups/media contact, etc.
8. Developing and implementing a strategy for communications with supporters including thank you letters, prayer points etc.
9. Managing and updating the trust database
10. Working with the leadership team to develop a healthy, robust and thriving organisation
11. Representing the organisation where necessary, including speaking at churches or other events to raise support
12. Leading office prayers on a regular basis.

**PLEASE NOTE:**

Hope UK is a Christian drug education and prevention charity working to enable children and young people to make drug-free choices. This includes the promotion of alcohol and drug-free options. Our members are Christians who have chosen lifestyles free from the use of alcohol and illegal drugs. This also applies for all staff that have responsibilities to represent Hope UK and/or have management duties.

The duties of this post include representing the Christian ethos of the organisation. Because of this, Hope UK's Trustees and CEO have designated that there is an

Occupational Requirement (under the terms of the relevant employment regulations) that the post-holder be a Christian.



*Generation Hope members at our Annual Conference*

**Person Specification:**

Education	Essential or Desirable
1. Educated to degree level or equivalent experience	E
2. Recognised qualification in marketing or fundraising	D
3. Member of the Institute of Fundraising or other recognised body	D
<b>Experience</b>	
4. Minimum 3 years' professional experience in charity marketing and/or fundraising, or revenue generation in the financial sector	E
5. Experience in developing and implementing new media fundraising and marketing successfully	E
6. Previous experience of developing and growing a donor, supporter and membership database	E
7. Experience in organising events	D
8. Experience in motivating and working with volunteers	E
9. Experience in strategic planning	E
10. Experience in managing change	E
<b>Skills/Abilities</b>	
11. Proven track record in project managing fundraising and marketing campaigns from concept to delivery	E
12. Proven track record in using social media in raising funds and in promoting an organisation.	D
12. Excellent understanding of marketing and fundraising principles and best practice within the charity sector	E
13. Excellent organisational and time management skills	E
14. Proven communication skills both in writing and face to face.	E
15. Highly developed interpersonal and relational skills	E
16. Excellent presentation skills and a confident public speaker	E
17. Ability to network and build relationships	E
18. Proven ability to use modern IT technology – Office 365, database	E
19. Able to use initiative, work autonomously and in a small team	E
<b>Personal Qualities</b>	
20. A clear commitment to the Christian faith	E
21. Drug free (including illegal substances but excluding medicines)	E
22. Able to work flexibly when necessary (e.g. at weekends) and able to be away from home when needed	E
23. Able to travel within the UK	E
24. Passionate about the work of Hope UK	E

## **Terms & conditions and How to Apply**

**Type:** Permanent (Six-month probation)

**Hours:** Full time

**Location:** Based in Kettering but will involve travel

**Closing date:** **12<sup>th</sup> October 2018**

**Interview date:** **22<sup>nd</sup> – 24<sup>th</sup> October 2018**

**To apply, send in your CV with a covering letter including answers to the questions below:**

1. Explain how you led an organisation through a time of growth in its fundraising, briefly outlining what you did, what you achieved and what you learned?
2. Which elements of the role most excite you and where would you want to focus your efforts?
3. Describe your spiritual journey and how important your Christian faith is to you.

**If you would like an informal chat about this role, please contact Sarah on 020 7928 0848**

All applicants must be committed to the aims, ethos and values of Hope UK.

**This post is subject to an Occupational Requirement that the post holder is a committed evangelical Christian under Part 1 of Schedule 9 to the Equality Act 2010.**

### **Applications to:**

[recruitment@hopeuk.org](mailto:recruitment@hopeuk.org)

Recruitment

Hope UK

50 Gold Street

Kettering

NN16 8JB