

BRIGHTON YOUTH CENTRE - HEAD OF FUNDRAISING

Role: Head of Fundraising

Reports to: Mike Roe, CEO.

Terms: 24-month fixed-term contract from March 2024 to February 2026. Review Period: 3 months.

Salary: £45,000 per annum, Full-time

Location: We are based in the centre of Brighton and expect you to be able to meet regularly, in person, with the team. However, this role will also be able to work in a hybrid way for some activities, as agreed with the CEO.

Job Purpose: Brighton Youth Centre (BYC) is about to be rebuilt! We have already secured £7.5 million towards the capital programme and a further 1.1 million revenue to support and develop delivery during the rebuild. The Head of Fundraising will work with the BYC team and fundraising consultants to build revenue fundraising and opportunities to ensure BYC can fund £538k annually by 2027/28. There will also be a need to raise funds for the equipment for the new building.

The Head of Fundraising will:

- Work with the BYC team to secure the remaining £150k private income required for the capital re-development project.
- Ensure capital fundraising positions BYC for future revenue funding and relationship building.
- Diversify income for revenue purposes.
- Grow individual giving, major gift fundraising, corporate giving, and support trusts and foundations.

We are looking for an efficient fundraiser, someone who is willing to get stuck in and join our warm and enthusiastic team. Importantly, we are looking for someone who can demonstrate they are passionate about wanting to support and work with young people.



ABOUT BRIGHTON YOUTH CENTRE (BYC)

Established in 1917, Brighton Youth Centre (BYC) is one of Brighton & Hove's longest-running and best-used youth services. It's a thriving hub of activity, providing a central space for the city's youth work and attracting over 1,500 young people every year. It is a city-wide resource for youth from every ward to access its services. Notably, it effectively engages older teenagers: 57% of our young people are 16+.

As a team, we're proud of the young people we work with and support, and we're continually impressed by the contributions they make to their local community through the activities at BYC every day. Projects such as B.fest, Brighton's biggest youth-led festival, facilities like Brighton's only indoor skateboard park, and the connections we offer to other services, including mental health, LGBTQI+ and refugee support, make BYC a very special and unique space in the heart of the city.

Supporting Young People & Working in Partnership

BYC is a safe space where all young people have the freedom to be themselves, come together, learn from each other and challenge themselves to make a difference in their own lives and the lives of their community. We place their voices, aspirations and concerns at the heart of everything we do because we believe all children and young people deserve to be taken seriously. We work with over 20 partner organisations and projects who currently use the centre as their base, including specialist services for young people who are care experienced, on the autistic spectrum, LGBTQI+, asylum seekers, experience mental ill health or homelessness, such as Brighton & Hove Pupil Referral Unit, Allsorts Youth Project, YMCA DownsLink and Mascot; and youth arts and creative industries organisations like South East Dance, BlockBuilders, Miss Represented and Art In Mind.

Together, we provide:

1. A platform for young people's voices

Our work starts from young people's perspectives, focusing on their needs and agendas. We believe young people are not just adults-in-waiting but individuals in their own rights with hopes, concerns and aspirations which deserve to be taken seriously and provide a safe and supportive environment for them to express themselves and explore ideas they find challenging or exciting.

2. Increased participation and community cohesion

We firmly believe that young people are not just individuals needing education but have plenty to offer as educators themselves. Our building and activities provide a space for young people to come together, emphasising teamwork and collaboration and supporting young people to learn from one another.

Equality, diversity, and inclusion are embedded in our activities. There is a racial, social and cultural mix within the groups, and we take every opportunity to promote learning and understanding of themselves and others, providing an invaluable space for young people to explore and celebrate the rich mix of their different stories, experiences and ideas about the world.

3. Support young people to make a difference in their own lives.

We work with a wide range of young people, including those with disabilities, young carers, young offenders, young parents and homeless young people. We encourage them to take ownership of all centre aspects and engage in the city's life. Young people are closely involved in shaping our programme, and every year, they organise B.fest, Brighton's youth arts festival.



OUR CAPITAL PROGRAMME

Our biggest project over the next few years will be to rejuvenate our building. After decades of service, it is now vital that we can sustain and grow amazing spaces and services to provide a state-of-the-art youth hub for the young people of Brighton and Hove.

This investment will:

- Improve the health & well-being of local young people, providing new facilities for young people to come together, socialise and access vital services, including counselling and healthcare.
- Empower young people to be active in their communities, providing a city-wide hub for youth-led activity and community engagement in Brighton & Hove.
- Equip young people in the city with skills for life and work, delivering a holistic, joined-up programme of personal, educational and creative development opportunities and pathways to employment for young people who may not otherwise access them.

The investment will transform youth work in the city, providing a city-wide hub supporting 2,500–3,500 young people each year.

Brighton & Hove is home to 45,000 young people aged 5-19, while the rest of East Sussex houses 86,900. It is also one of the most deprived areas in the South East, with more than one in ten children aged under 16 living in poverty, a higher concentration of young people in care than both the South East and the rest of England and a higher incidence of poor mental health than in the rest of the country, with a higher proportion of young people admitted to hospital for self-harm.

Young people in Brighton need safe and welcoming environments where they can access regular, free support as and how they need it. They need spaces that are theirs, where they can connect with other young people and youth workers on their terms to improve wellbeing, develop interpersonal skills, grow in confidence, explore their identity and find a voice, influence and place in their communities.

The city needs a central hub for youth services to support a city-wide coordinated youth offer, collaboration and joint working for youth services in the city and expanded access for young people across the city. It needs an accessible, inclusive and welcoming space which brings projects, organisations and services together and creates pathways to receiving help from services that would otherwise be inaccessible to many young people who see the usual routes to help as not for them.

OUR FUNDRAISING PLANS & FINANCES

We want to rebuild BYC to be a place for young people seven days a week for the next 50 years and beyond to ensure that the building is fully accessible and environmentally sustainable and can provide the best staff, services, facilities, and programme delivery for our young people.

BYC finances:

Our income has continued to grow. In 2021/2022, revenue was £305k, up from £251k in 2018/19. We forecast £325k income for 22/23.

BYC has robust finances with reasonable reserves and a mix of income designed to ensure continuity of delivery. This is backed by the history of delivering Youth Work in the City for over 100 years. BYC currently generates income from four primary sources:

- Grant applications: up to 35%
- Room hires and lettings: up to 30%
- Activities income: up to 38%
- Donations and fundraising: up to 6%

Brighton and Hove City Council (BHCC) supports:

- A grant of £50k, representing 15% of income (2022/23).
- We are also the lead organisation for the central area funding for Youth Work. We receive £100k a year, of which we give 50% to three other voluntary sector organisations in the central area: Youth Advice Centre, Turner Project and Young People's Centre.

Trusts and Foundations: We generally apply for Arts Council England (ACE) (for Youth Arts Festival: B.fest), Youth Music (for our music programme) and several smaller grants from local funders and the National Lottery Community Fund to support the general programme.

Income from activity is almost exclusively from the skate park as the Youth Work programme is free to young people. The skate park subsidises open skate sessions by charging for skate courses. We always ensure that there are ways of accessing the lessons and open Skate at no cost where this is needed to ensure a young person's participation. Between this income and some fundraising activity, the Skate park covers its staffing and maintenance costs.

Ownership of our building and freehold creates a cost and an opportunity to generate income.

Capital Fundraising: The capital campaign has an overall target of £7.5 million, which has been secured. Brighton and Hove City Council and the Youth Investment Fund (YIF) have granted most of this funding. There is c.£150k to fundraise for equipment for the new space.

Post-capital fundraising:

We must continue to increase income post-build to ensure that we can deliver youth work daily at BYC. We have a 3-year budget from the opening of the new building and plan to grow our turnover from £325k (22/23) to £538k by 2027/28. These figures represent our minimum expectation for income, but we hope to secure a higher income level. We aim for sensible, balanced growth.

We anticipate the use of the Skate Park will increase as it becomes significantly larger and has more and better features.

This fundraising role is, therefore, instrumental in establishing a solid foundation for future sustained core and revenue funding. Beyond the immediate focus on securing financial support for

BYC's revitalisation, this position offers a brilliant chance to cultivate meaningful relationships, involve individuals passionately in the cause, and leverage the increased visibility from the rebuild for an enduring impact. This role will work with the BYC team to establish fundraising post-build, with longer-term aims to craft a dynamic and engaged alum programme, foster a culture of regular giving, explore avenues for legacy fundraising, consider fundraising events, and how to proactively coordinate volunteer-led fundraising initiatives. You will become an integral force in shaping the long-term financial sustainability of BYC, growing a community-driven approach that extends far beyond the scope of the capital campaign and for decades to come.

JOB DESCRIPTION: HEAD OF FUNDRAISING

Job title: Head of Fundraising.

Reports to: Mike Roe, CEO.

We are a small, supportive team, and the Board of Trustees actively reinforces the work. You will initially be supported by BYC's fundraising consultants, Lucy Stone, Director of No Stone Unturned Fundraising and Carla Pannett, Director of Brighten Fundraising, for at least the first year of employment. You will also have some administrative support.

Salary: £45,000 per annum, Full-time.

Terms: 24-month fixed-term contract from March 2024 to February 2026.

Review Period: 3 months.

Location: We are based in the centre of Brighton and expect you to be able to meet regularly, in person, with the team. However, this role will also be able to work in a hybrid way for some activities, as agreed with the CEO.

Purpose of the Job:

Ensure capital fundraising positions BYC for future revenue funding and relationship building. This will include growing individual giving, major gift fundraising, corporate giving, and supporting trusts

and foundations. Work with the BYC team to secure the remaining £150k private income required for the capital re-development project.

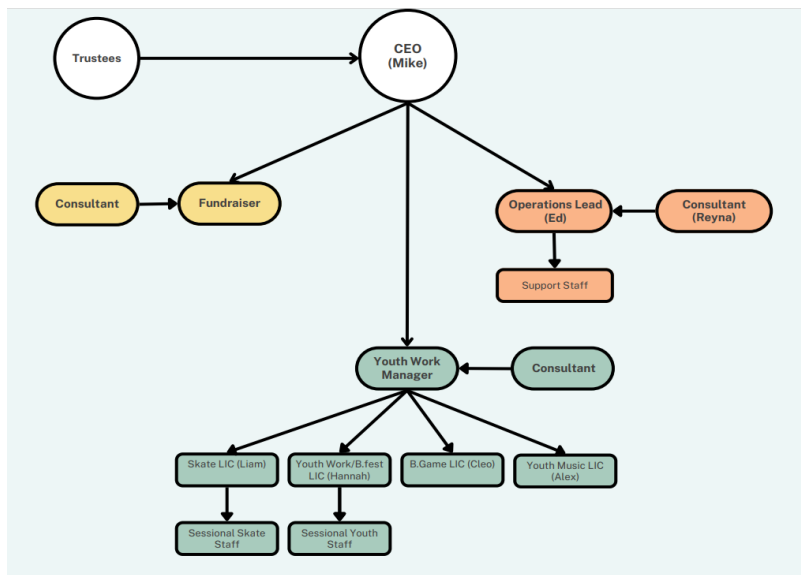
This role has been created to diversify income for revenue purposes. Beyond supporting the BYC and their fundraising consultants to raise the shortfall on capital, the primary focus of this role will be building revenue fundraising and opportunities to ensure BYC can fund £538k annually by 2027/28.

This role will also help to:

- launch an individual giving campaign for regular donations
- solidify relationships with higher-level donors
- provide an opportunity to work with corporates - existing and new
- raise our profile in the city

We are looking for an efficient fundraiser, someone who is willing to get stuck in and join our warm and enthusiastic team. Importantly, we are looking for someone who can demonstrate they are passionate about wanting to support and work with young people.

Organisational Chart



This role will work closely with BYC’s fundraising consultants, Lucy Stone, Director of No Stone Unturned Fundraising and Carla Pannett, Director of Brighten Fundraising. Together, they have over 45 years of capital and revenue fundraising expertise. They will lead the capital, trust, and foundations strategy and provide some administrative support.

Principal Accountabilities

1. To develop the revenue fundraising strategy to ensure BYC can fund targets annually by 2027/28. You will focus on individual, major gifts, and corporate giving while supporting trusts and foundation approaches.
2. To launch an individual giving programme for BYC in collaboration with the team.
3. To work with the BYC team and consultants to secure the agreed income target for the capital equipment.
4. To retain current donors and maximise fundraising opportunities, including delivering a programme of appropriate stewardship opportunities.
5. To research and develop prospects' networks with a cultivation events programme.
6. To create engaging fundraising communication tools. These are essential to our storytelling across the organisation and beyond, and this role will work with many departments to deliver this and create fundraising opportunities.
7. To develop productive relationships with BYC staff, Trustees, senior volunteers and external stakeholders to ensure donor proposals, reports, and presentations can be delivered on time.
8. To represent BYC at high-level external meetings and contribute to updates and strategic work, such as business planning by the Executive Management Team.
9. To maintain precise and up-to-date records on current and potential supporters and prospects.
10. To deliver, with the team, appropriate crediting opportunities.
11. To report on departmental and capital income and expenditure budgets.

General Accountabilities

- To report any unsafe act or condition, any accident or incident according to BYC's Health and Safety Policy.
- To uphold and contribute to regular reviewing of BYC's Privacy Policy to ensure donors' data is handled correctly.
- To work within and actively promote BYC's Equalities Policy concerning fundraising activities and staff management.

Your duties will be as set out in the above, but please note that BYC reserves the right to update your job description occasionally to reflect changes in or to your job. You will be consulted about any proposed changes.

The list of duties in the job description should not be regarded as exclusive or exhaustive.

There will be other duties and requirements associated with your job, and, in addition, as a term of your employment, you may be required to undertake various other duties as may reasonably be required.

Essential Criteria

This role requires a passion for supporting young people.

Experience

- Track record of successful fundraising and securing significant or major gifts (5 and 6 figures).
- Ability to write a compelling case for support and communicate this effectively through face-to-face presentations and written copy.
- Experience working with senior executives and high-net-worth individuals.
- Proven success in maintaining an outstanding level of donor stewardship.
- Experience in prospect research.
- Experience in marketing and communications.
- Experience in managing and creating budgets.
- A knowledge of trends, techniques and best practices in fundraising.

Skills and abilities

- Excellent interpersonal, written and oral communication skills.
- Ability to work under pressure and meet deadlines.
- Ability to work on own initiative and within a team.
- A flexible and adaptable approach to work with the ability to work outside standard hours when required.
- Excellent time and project management skills with the ability to juggle various competing demands.



Brighton Youth Centre

- Ability to liaise professionally and develop productive relationships both externally and internally at all levels.
- Excellent IT skills, including using databases/CRM and social media.

Desirable Criteria

- Experience working on a capital project.
- Experience in line management and recruitment.
- Experience in delivering events.

How to apply:

Please send a thorough two-page cover letter addressing the Job Description and your CV to office@brightonyouthcentre.org.uk

Closing Date & Time: The application deadline is 9 am on Monday, 26th February 2024.

Interviews: Thursday, 29th February 2024, we anticipate from 3 pm - 7 pm. This is to ensure young people are involved in the process. There will be up to 2 hours of interviewing with an in-person panel interview (45 mins), a written test and meeting a young person involved with BYC. Please let us know when you submit your application if you have any issues with the interview date and time.

Contact

You should find the necessary information in this pack and on our website -

[Brighton Youth Centre](#), where you will discover more about who we are and what we do. However, if you want an informal discussion before applying, please contact Carla Pannett, Director of Brighton Fundraising, at carla@brightenfundraising.co.uk

We look forward to receiving your application.