



# Head of Fundraising and Engagement

## Application prospectus

Registered Charity No. 1113140



• Mount Edgcombe Hospice • St Julia's Hospice •  
Caring for our community

**CARE**

local charity

dignity

**amazing staff  
and volunteers**

**LOVE AND  
WARMTH**

together

**excellent and expert**

**kindness**

family

**special place**

**SAFE SPACE**

stopped me  
feeling alone

**gave us time**

**PEACEFUL**

**Compassion**

**COMFORT**

# Welcome to Cornwall Hospice Care

Thank you for your interest in the role of Head of Fundraising and Engagement. This is an exciting new role and we are looking for a gifted leader who can inspire our team to deliver our fundraising targets.

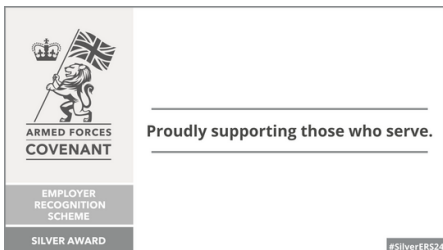
Cornwall Hospice Care is a 24/7 Cornish healthcare charity that provides end of life support for people with terminal illnesses. Our clinical staff and volunteers care for patients and their families, carers and friends at Mount Edgumbe Hospice in St Austell, St Julia's Hospice in Hayle, through our Community Services and where appropriate, in people's own homes and in local care homes.

Today the ethos is very much about ensuring people have a good death and that every one of their final days matters to them and those around them.

We are proud to have recently been awarded both Veteran Aware status and a Silver Employer Award in recognition of our support for the Armed Forces and their families.

I hope this prospectus provides you with a good understanding of our charity and look forward to receiving your application to join our team.

Paul Brinsley  
Chief Executive



# About us

## Our Purpose

To provide compassionate, specialised end of life care for patients, their families and carers whilst guaranteeing our high quality standards. Together with our local community in Cornwall we will continue to make every day matter.

## One Team

Our staff and volunteers are at the heart of everything we do, they make our charity tick. We have 275 full and part time staff and 1300 volunteers and everyone brings skills to meet the wide variety of roles we have. We are all ambassadors in the community too, spreading the word about the end of life care we provide, that's **100% free** to our patients and funded by the Cornish community.

Our Board of Trustees are committed to investing in our team through continual professional development, through face to face and online training.

We are also actively involved in supporting external healthcare workers and those who'll be the workforce of the future. We host medical students, doctors training to be GPs, nursing and other allied healthcare students, care home staff and paramedic trainees.

## Funding

It costs **£6.9million** a year to provide all the care we offer. Almost all of this is raised by the community of Cornwall who support us through our network of shops and donation centres, generous gifts, fundraising events and playing our lottery.

**£942** funds one of our end of life beds and the care for the patient in it, for 24 hours.



## We provide hospice care because...

...we have one opportunity to get end of life care right for the people of Cornwall.

Sara and Claire, St Julia's Hospice team



Gina Starnes is our Director of Clinical Services: "Working alongside our colleagues in the community and in the hospitals, we play our part in supporting end of life care through a number of services. At the centre of everything we do are our two hospices at Mount Edgcombe in St Austell and St Julia's in Hayle. The experienced staff at the units support patients who're experiencing difficult symptoms or who're approaching end of life. We recognise how important it is for patients and families to be able to access the care and advice they need free of charge and at the time that they need it and that's why our charity provides the support that it does, care that's been highly rated by the Care Quality Commission (CQC)."

# How we make every day matter

Our purpose is to provide compassionate, specialised end of life care for patients, their families and carers whilst guaranteeing our high quality standards. Together with our local community in Cornwall we will continue to make every day matter. This is how we supported people in 2023/24...



**387**

patients were cared for at our hospices



**53%**

of our patients were admitted from home



**34%**

of our patients returned to their home or care home after treatment



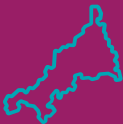
**1,727**

appointments with our Lymphoedema Specialists



**1,810**

appointments with our Bereavement Counsellors



**462**

appointments with our community bereavement services



**563**

calls to our trained volunteers on our Listening Ear Service

# Role brief

## Job title

Head of Fundraising and Engagement

## Accountable to

Director of Income Generation

## Responsible for

Fundraising and Engagement team of 13 people @ 9.8 FTE

## Location

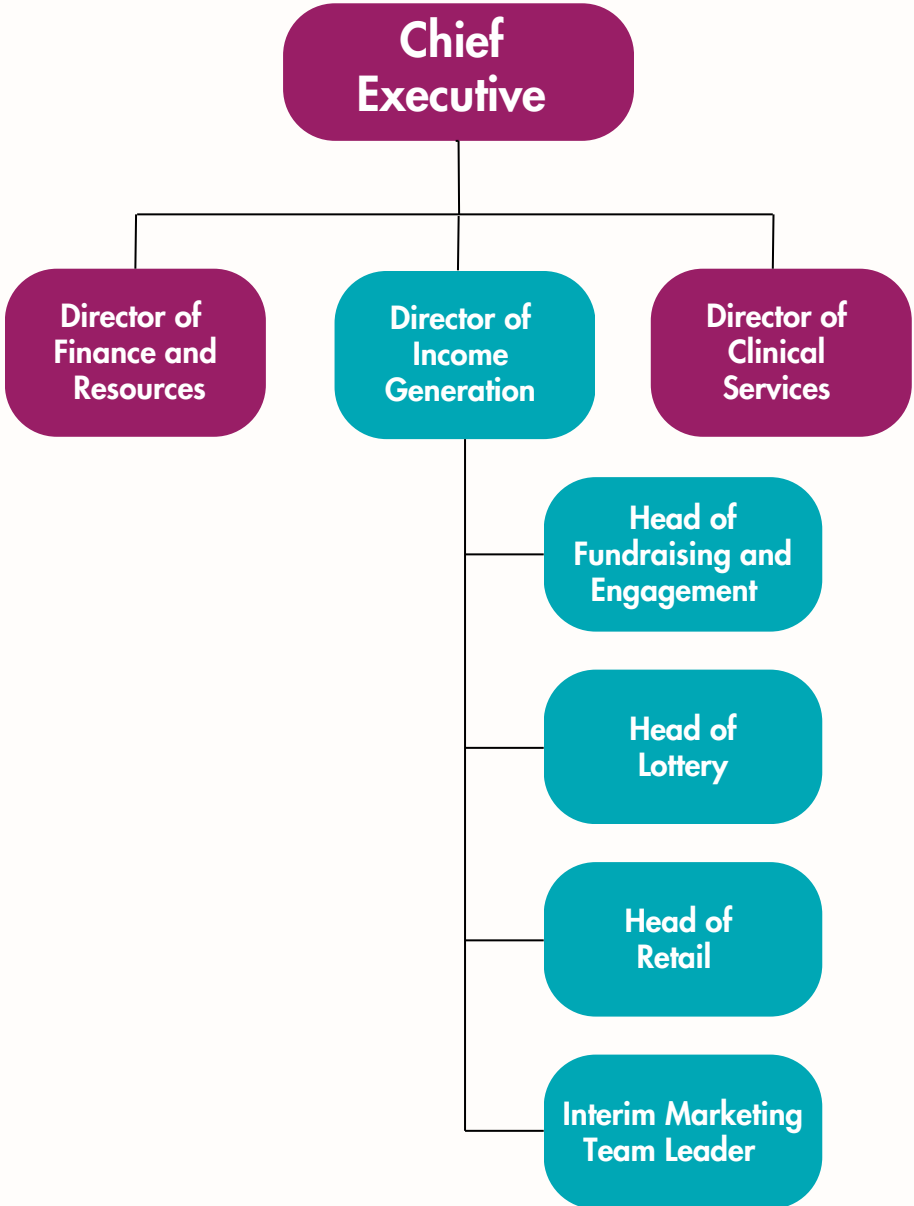
Income Generation Hub at Daniel's Lane, St Austell.

## Job purpose

The Head of Fundraising and Engagement is a critical leadership role in driving the charity's income growth through innovative fundraising strategies, impactful donor engagement and the fostering of strong community relationships. This role requires a visionary individual who will raise awareness of the hospice's mission and works to ensure sustainable funding through meaningful connections with our Cornish community.



# Our team





# Your team

## Head of Fundraising & Engagement

Events and Challenges Ambassador

Relationship Ambassador

Senior Team Administrator

Events and Challenges Partner

Relationship Partner

Team Administrator

Community Engagement Partner

Community Engagement Ambassador

Community Engagement Ambassador

Community Engagement Ambassador

Volunteer Engagement Ambassador

Volunteer Engagement Ambassador

# Your Challenge!

Cornwall Hospice Care is making a strategic shift from a fundraising model focussed solely on financial targets to an engagement led approach, that, through multiple and authentic connections reflects our values led mission; helping make every day matter for our patients and their families.

Our fundraising team, both paid and voluntary, will recognise and build upon the unique place our charity holds within the county and in the hearts and minds of the people of Cornwall. We will retain financial targets but work to foster deeper and longer-term relationships with donors from every section of the county, inviting and encouraging them to 'join our cause', strengthening connections and supporting retention.

Everyone who represents our charity will recognise and meet the expectations of those who already support us and those who we have not yet reached. We want to fully harness the value of the varied activities undertaken across the organisation, tailoring our messages to ensure we can best engage the people of Cornwall whatever their background or interest.

Over the next few pages, we will provide you with the principal responsibilities and accountabilities of this role to give a better understanding of how you will lead your team to achieve this strategic shift.



# What you'll be doing

## Strategic Leadership

Develop and execute a comprehensive fundraising and engagement strategy aligned with the hospice's mission, vision and goals.

Lead the fundraising and engagement team, setting objectives, KPI's and clear priorities to deliver on income and community targets.

Work closely with the senior leadership team to ensure fundraising aligns with organisational goals and is integrated into the broader strategy.

Provide strategic guidance to the team about innovative engagement and retention initiatives to maintain strong relationships with donors and stakeholders.

## Community Engagement

Lead the team to mobilise a diverse and comprehensive supporter movement within Cornwall.

Deliver a strong network of advocates for the hospice within the Cornish community; recruiting volunteers, supporters and corporate partners.

Act as an ambassador for the hospice cause emphasising its positive impact, the benefit it brings to the Cornish population and fostering a strong awareness of its funding challenges.



# What you'll be doing

## Income Generation

Oversee all fundraising activities, including major gifts, corporate partnerships, legacy giving, trusts and foundations, individual giving, and community fundraising.

Inspire your team to identify and cultivate relationships with donors, sponsors, and partners to maximise income potential.

Deliver innovative campaigns to diversify and grow income streams, ensuring long-term sustainability.

Ensure robust donor stewardship and retention strategies to foster long-term support.

## Innovation and Growth

Stay updated about fundraising and engagement trends, bringing fresh ideas and best practices to the hospice.

Use data and insights to inform decision-making, enhance donor experience, and optimize fundraising strategies.

## Brand and Communication

Collaborate with the marketing team to ensure consistency in messaging and alignment with fundraising objectives.

Develop and deliver impactful messaging to showcase the hospice's impact and inspire support.

# What you'll be doing

## Team Management and Culture

Recruit, train and inspire a high-performing fundraising and engagement team.

Provide ongoing coaching, development opportunities and performance management to support individual and team growth.

Foster a culture of collaboration, creativity and accountability within the team.

## Monitoring, Evaluation and Reporting

Monitor and evaluate the performance of fundraising and engagement activities against agreed KPI's and objectives.

Prepare regular reports for the Executive Team and Trustees, highlighting achievements, challenges and recommendations.

Ensure compliance with relevant fundraising regulations, ethical standards, and best practices.



# What we'd like

Our ideal Head of Fundraising and Engagement will have the following knowledge, skills, experience and qualities. We all have different experiences, so we don't expect all candidates to meet every requirement. If you have a few gaps and a plan on how you would address these, we would love to hear from you.

## Essential Skills and Experience

Proven experience in a senior fundraising or engagement role, preferably within the charity or healthcare sector.

Track record of delivering significant income growth and managing diverse fundraising streams.

Strong leadership skills with the ability to motivate and manage a team effectively by translating our vision into actionable plans.

Excellent relationship-building and networking skills with a range of stakeholders, including high net-worth individuals, corporate partners and community groups.

Strong understanding of fundraising regulations and compliance.

Budget management and financial acumen.



# What we'd like

## Desirable Skills and Experience

Experience of working in or fundraising for hospices, healthcare charities or palliative care services.

Knowledge of digital fundraising tools and technologies.

Marketing or PR experience to support community engagement strategies.

## Personal Attributes

An engaging personal style and ability to take an interest in all kinds of people.

Highly motivated, proactive and results driven.

Calm and approachable with a good sense of humour.

Strong communication and storytelling skills.

Empathy and sensitivity when engaging with stakeholders and the wider community.

A team player who thrives in a collaborative environment.



# What we can offer you

You can find a very rewarding career with Cornwall Hospice Care. As well as being part of a team making a real difference to our Cornish community, we offer a generous employment package.

## Salary

Circa £50,000

## Terms

The successful candidate will join on a permanent contract, subject to a three month probation period.

## Pension

Stakeholder pension scheme with employer matched contributions up to 5%,

## Hours of Work

Our standard working week is 37.5 hours.

## Flexible Annual Leave

36 days annual leave inclusive of public holidays.

Ability to buy or sell one week of leave each year.

## Relocation

If appropriate, support with relocation to Cornwall is available.

## Medical and Wellbeing

Non-contributory medical cash plan providing payments towards everyday healthcare treatments.

Employee Assistance Programme offering virtual and face to face counselling.

24/7 access to remote GP services.

Free complementary therapies.

## Life Assurance

Death in service life assurance of twice annual salary.

## Training and Development

We offer a wide range of high quality training, learning and development opportunities to challenge and stimulate your professional development.

## Compassionate Leadership

We provide a supportive working environment by focussing on relationships through careful listening to, understanding, empathising with and supporting our people.



# Our ambitions

Cornwall Hospice Care has completed a major consultation exercise involving our staff, our volunteers, our Trustees and external stakeholders to help us shape the future direction of our charity. As a result, our five year strategy includes our ambitions for Cornwall Hospice Care.

## **Working together**

in partnership to grow our charity for the future, ensuring close relationships across all our departments and working collaboratively with our external partners.

## **Sustainability**

work towards lowering our environmental impact by implementing, where possible, sustainable systems and processes in all aspects of the charity's operations.

## **Learning and education**

develop our learning and education to ensure all our staff and volunteers and where relevant, those from our external partners have the knowledge, skills and competencies to fulfil their roles.

## **Innovation**

be innovative in our own individual areas, teams and across the charity to deliver continuous improvement in all we do.

## **Funding**

raise sufficient funds to protect and grow our hospice services through a range of income generation activities.

# Our values

At Cornwall Hospice Care, it's not just what we do that matters but also how we do it.

## Compassion

Being gentle, kind, caring and helpful. Fostering a sense of inclusion and respecting all.

## Integrity

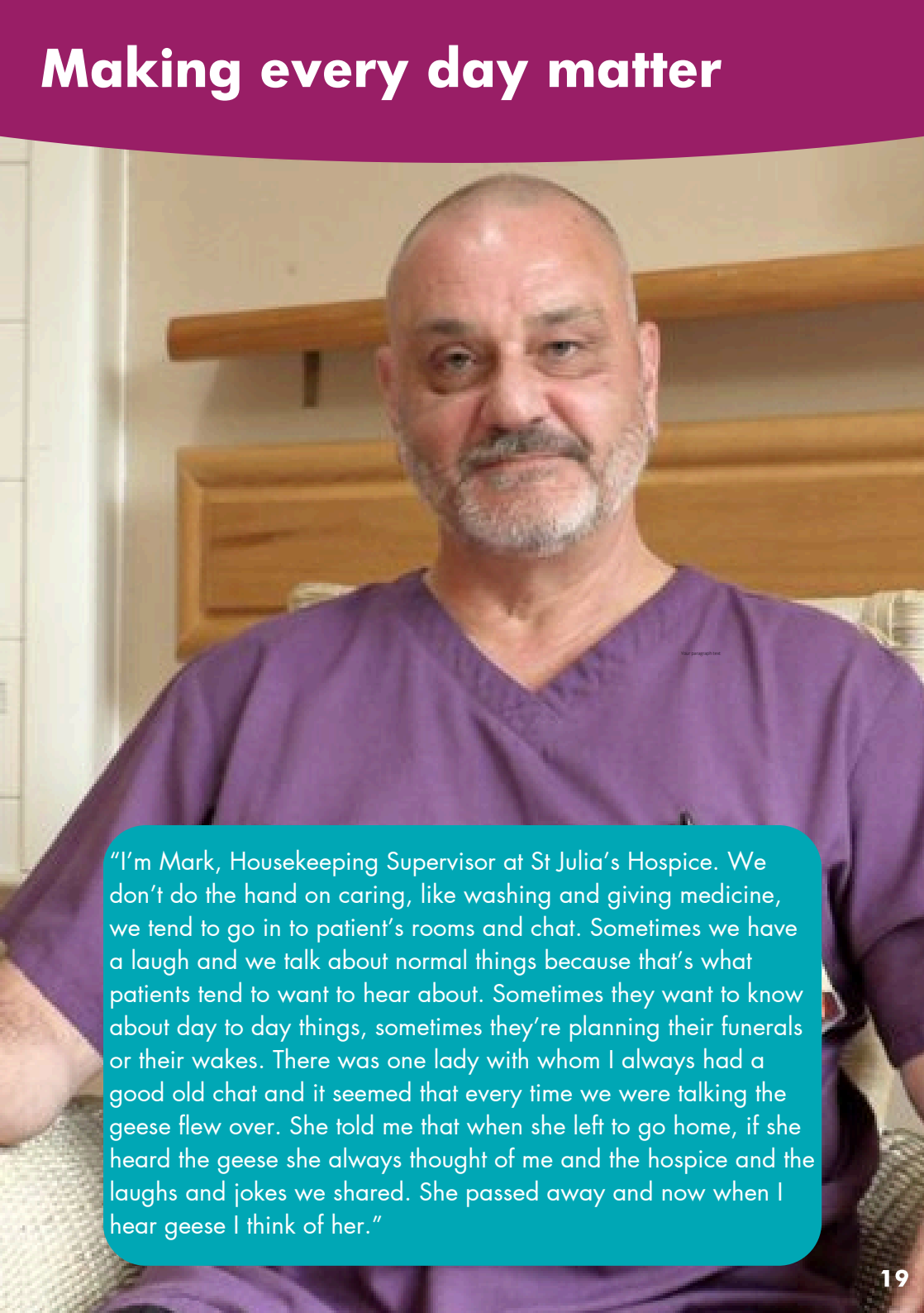
Being honest and having strong moral principles. Behaving with integrity both professionally and ethically at all times and in all work places.

## Togetherness

Valuing everyone who works or volunteers for our charity or uses our services, giving us all the information, tools, independence and freedom to achieve.



# Making every day matter



"I'm Mark, Housekeeping Supervisor at St Julia's Hospice. We don't do the hand on caring, like washing and giving medicine, we tend to go in to patient's rooms and chat. Sometimes we have a laugh and we talk about normal things because that's what patients tend to want to hear about. Sometimes they want to know about day to day things, sometimes they're planning their funerals or their wakes. There was one lady with whom I always had a good old chat and it seemed that every time we were talking the geese flew over. She told me that when she left to go home, if she heard the geese she always thought of me and the hospice and the laughs and jokes we shared. She passed away and now when I hear geese I think of her."

# Application process

**Now that you've learnt more about us, if you think you understand our values and can commit to helping us achieve them, then we want to hear from you.**

If you are interested in exploring this exciting opportunity further, please send a CV and covering letter explaining why you think you would be the best fit to our organisation to Sara Long, our Head of HR.

**[slong@cornwallhospice.co.uk](mailto:slong@cornwallhospice.co.uk)**

Alternatively, if you would like to have an informal discussion about this role, please contact Frazer Hopkins, our Director of Income Generation and he will arrange to call you at a suitable time.

**[fhopkins@cornwallhospice.co.uk](mailto:fhopkins@cornwallhospice.co.uk)**

Closing date for applications	20th March 2025
<b>Dates for next steps</b>	
Interview dates	28th and 31st March 2025

*We are managing this recruitment ourselves so please don't contact us if you are a recruitment agency.*

# Interview venue

The interviews for this position will take place at our Income Generation Hub.

**Cornwall Hospice Care  
Daniel's Lane  
St Austell  
Cornwall  
PL25 3HS**



**/// mirroring.horses.chair**

Your paragraph text



# Welcome to Cornwall

We are very much looking forward to welcoming you to our county and our charity and thought you might like to find out a bit more about our home before you join our team.



Cornwall is situated in the far south-west of the UK, like a foot reaching out into the Atlantic. The county is almost surrounded by sea and its only border is with Devon. Just off Land's End are the beautiful Isles of Scilly.

Cornwall is famous for its surf, beaches, pasties and cream teas - we eat our scones jam first with our famous clotted cream on top. It's a very popular holiday destination and the population here can triple in size during the summer.

Our main road throughout the county is the A30; which has just been upgraded, we have a good train service to London Paddington and there are many regional connecting flights from our airport at Newquay.

**We think it's a wonderful place to live!**

# I support Cornwall Hospice Care because...

Thank you

- for the nursing care
- for keeping Mam peaceful
- to the cleaners who made the room feel bright after long nights
- to the chef who made Mam her favourite meals
- to the volunteers who made us endless cups of tea
- for putting bird food on the patio so we could watch the squirrel steal it
- for making a little bed for me each night so I could sleep next to my Mam
- for the middle-of-the-night marmite on toast and chats when I couldn't sleep
- to the counsellor who told us how to break the news to our children
- for the teddies she cuddled for her grandchildren so they can have a lifetime of Nan-Nan's love to hold
- for explaining the changes we were witnessing
- for letting us stay as long as we needed to
- for taking her wedding ring off for me when I couldn't face it
- for the rose

Thank you for everything