



Ronald McDonald  
House Charities™  
United Kingdom

Keeping families close™

# Trust Fundraiser

# Ronald McDonald House Charities

## Candidate Information Pack



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# Eden-Olive's Story

**Your support helps us to keep families near to their child in a hospital far from home, by providing free 'home away from home' accommodation minutes away from their child's bedside.**



After various tests, it was apparent that Eden had contracted a rare condition (1 in 4,500) called Oesophageal Atresia, a condition that couldn't be confirmed until after her birth.

On 12 September, Michelle was taken in for an emergency C-Section. Eden-Olive was born five weeks prematurely, weighing only 3lb 8oz. Doctors began testing the newborn immediately and confirmed she was suffering with Oesophageal Atresia and Tracheoesophageal Fistula, a diagnosis that meant her oesophagus and stomach weren't connected. Consequently, being fed would cause her to choke and turn blue, needing resuscitation.

Shortly after Eden was born, Michelle and Wes received news that no family want to hear – that their newborn daughter would require life-saving surgery.



Unfortunately, news had not been much better during Michelle's pregnancy. During her 20-week scan, doctors had concerns about Eden's heart and liver and a few weeks later they discovered Eden had contracted a rare condition called Absent Ductus Venosus, which meant that the blood supply was bypassing the liver and heading straight for Eden's heart.

At only two days old, Michelle and Wes watched their baby girl head into life-saving surgery. Eden fought her way through the surgery. Afterwards, she was indefinitely hospitalised and began the long journey of recuperation.

Both Michelle and Wes were so grateful for the comfort and support the Ronald McDonald House Cardiff provided during the most difficult and troubling first ten months of Eden's life. For them, it became like a second home, with supportive and sensitive staff who were always aware of their situation. Being able to live so close to Eden meant that they could focus on her health and not worry about how they would get to the hospital, what hotel they would stay in or how much it would cost.

Michelle and Wes found ease in being able to speak to the other parents going through similar experiences and taking part in activities run by staff to make life normal and fun in the House. They especially enjoyed the Parents' Pamper Evening. The House spirit and atmosphere brought the family closer together and having a family room meant that Eden's nine-year-old brother, Jesse, could come and visit her!

Despite the complications during her recovery, we are pleased to say that after 318 nights in our Cardiff House, Wes, Michelle and ten month old Eden-Olive left us to begin their family life back in Barry, Wales. They have left the House with friends for life, a stronger family bond and just in time to celebrate Eden's first birthday!



# Message from Jon Haward, Executive Director, Ronald McDonald House Charities UK

Hello,

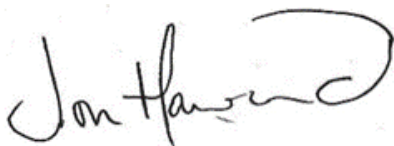
Thank you for your interest in working for Ronald McDonald House Charities UK (RMHC UK). Keeping Families Close is at the heart of everything we do; we build and run Houses that provide a 'home away from home' for families who have a sick child in hospital. We hope that one day every child in hospital will have their families close, and that those families are fully supported and actively involved in their child's care.

Since the outbreak of COVID-19, the challenges and disruption to daily life typically faced by a family with a seriously ill child in hospital have intensified. RMHC UK aims to protect and support families from the emotional and financial upheaval of having to travel long distances away from home to get the best possible treatment for their child. During the pandemic, the Charity has been awarded several wonderful grants by Trusts and Foundations who recognise the importance and significance of our work. To ensure we maintain these relationships and continue to identify new opportunities with grant givers, we are keen to recruit a talented Fundraiser. To succeed in this role, your ability to write proposals and stewardship of donors should be driven by your passion, knowledge and understanding of the need to keep families of sick children in hospital together.

The Job Description and Person Specification will tell you about the role itself and detail the kind of person we are looking for. Our website ([www.rmhc.org.uk](http://www.rmhc.org.uk)) will tell you more about the great work we do and the difference we make to the lives of families with sick children.

If this opportunity excites you and RMHC UK is something you can wholeheartedly support, then I very much look forward to hearing from you.

Yours sincerely,



Jon Haward  
Executive Director  
Ronald McDonald House Charities UK



# RMHC UK: Who are we?



## Our History

Ronald McDonald House Charities was born out of the unlikely partnership of Dr Audrey Evans, an oncologist at the Children's Hospital of Philadelphia, McDonald's and the American Football team, the Philadelphia Eagles.

A player for the Philadelphia Eagles had a daughter suffering from leukaemia, which prompted the team to raise in excess of \$100,000 dollars to support the Hospital. Dr Evans and her team were extremely grateful and shared her need for another \$32,000 to fund the build of a House where families of the Children in the Hospital could get proper rest, away from the ward.

McDonald's were using the Eagles players as part of an advertising campaign and offered to donate the proceeds from sales of their 'shamrock shake' to help build the House. They asked that the House be known as the Ronald McDonald House, and on 15 October 1974, the first Ronald McDonald House opened its doors in Philadelphia, USA. From this date, Ronald McDonald House Charities has spread across the world, forming new and independent branches in over 50 regions and countries.

In the UK, Ronald McDonald House Charities was established as an independent charity in 1989. Our Houses not only provide families with accommodation, but with a space where they can rest, cook and take time out from the hospital, so they can continue to stay strong for their child. Children that require specialist medical care often have to travel long distances to receive treatment. Our Houses are located next to specialist children's hospitals; there are currently 15 Ronald McDonald Houses here in the UK, 12 of which form the RMHC UK Estate.





# RMHC UK: Who are we?

## Our Supporters

McDonald's played an integral role in helping us raise money to build the very first House in the USA; here in the UK we have been McDonald's charity of choice since 1989.

The biggest gift that McDonald's and their franchisees have given us is the opportunity to place our collection boxes in their restaurants across the UK.

McDonald's crew and franchisees take part in regular events and fundraising activities in restaurants to support the Charity and is our largest stream of income generation. McDonald's also provide us with desk space at their Regional Offices, use of their resources, office support functions and benefits for our employees.

We also receive support and donations from their suppliers which include Coca-Cola, Martin Brower, Leo Burnett, The Marketing Store, Veolia and Linney Group to name a few. Telstra (telecommunications) supported the Charity through sports events, cooking family dinners in our Houses and helping make our Houses a home.

J.P Morgan chose to support our Charity for their annual Volunteer Week; one of their teams created cardboard cars for our families to enjoy a drive-through cinema.

Royal Bank of Canada has made significant contributions across the Charity; from selecting us as one of the charities to benefit from their annual Trade for the Kids, giving rooms a fresh lick of paint, to cooking meals for families.



# Job Description and Person Specification



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<b>Job Title:</b>	Trust Fundraiser
<b>Reports to:</b>	Head of Fundraising
<b>Location:</b>	Flexible working between home and a Ronald McDonald House (candidates must be in commuting distance of one of 12 Houses)
<b>Contract:</b>	Permanent. Full-time hours are 35 per week. Applications will be considered for 4 days (28 hours)
<b>Salary:</b>	£24-28k per annum plus London weighting if applicable

## Role Purpose:

- To maintain and develop a portfolio of low-level value existing trust relationships
- To lead on the development of RMHC's Trust and Grants programme through the cultivation of new relationships
- To work collaboratively with RMHC's wider Income Generation team, Service Delivery departments, Management team and Trustees to source and collate information to strengthen proposals and in turn increase trust income levels

## Key Responsibilities:

- Shared ownership of Trust and Grant team's fundraising target, whilst working to an individual income goal
- Maintain and develop existing stewardship of a small portfolio of low-level grant giving trusts
- Grow RMHC's trust pipeline with research and identifying prospects aligned with RMHC's mission and values
- Approach new and existing trusts and foundations with targeted and tailored approaches
- Responsible for report writing required by funders in own portfolio; ensuring necessary data, stats, case studies are sourced within a timely manner
- Arrange and conduct tours of Ronald McDonald Houses for trust donors and prospects
- With the Trusts and Grants team, work closely with RMHC's Service Delivery teams and other relevant departments to collate information on RMHC's programme and project funding priorities
- With the Trusts and Grants team, support the development of project plans across the Charity to ensure anticipated milestones, inputs/outputs and outcomes are outlined to strengthen cases for support



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## **Key Responsibilities:**

- Accountable for management of administration systems supporting the trust fundraising programme e.g. regularly update pipeline and allocated income spreadsheets and the Charity's database (currently HQN) to ensure financial and non-financial activity is recorded
- Monthly reporting required on stats e.g. income secured, pledged and current success rate
- Maintain knowledge and expertise on trends, developments and techniques in the UK fundraising marketplace in order to assess and develop new fundraising opportunities
- Contribute to the development and implementation of the Charity's fundraising strategy

## **Person Specification**

### **Knowledge and Experience:**

- A minimum of two years' experience of working in fundraising
- Experience of managing a varied portfolio of relationships
- Knowledge of the value of working collaboratively and experience of how this has helped achieve goals
- Previously worked to fundraising income targets
- Relevant and demonstrable experience of securing funding for small to large scale projects
- Knowledge of using a fundraising database (or other) to carry out day to day administrative duties
- Understanding and experience of adhering to legal and ethical requirements pertaining to fundraising, data protection, confidentiality and protection of children and vulnerable adults

### **Skills and Abilities:**

- Ability to build and develop relationships with colleagues, supporters and third parties
- Skilled at communicating to a wide range of audiences through writing and presenting
- Computer literate including proficient use of Excel, Word and PowerPoint
- Able to prioritise own workload, deal with conflicting demands and meet tight deadlines
- Motivation to deliver high quality work with minimum supervision
- Ambitious, self-motivated and enthusiastic
- Demonstrable numeracy skills and excellent attention to detail

### **Things We All Do:**

- Respects diversity and works diplomatically with a variety of different audiences
- Shows cultural and interpersonal sensitivity, working well with each other
- Promote the Vision, Mission and core values of RMHC
- Attend and assist at RMHC events and activities

# Summary of Benefits Package



We are able to offer the successful applicant a highly competitive salary and benefits package.

<b>Pay</b>	£24-28k per annum plus London weighting if applicable
<b>Hours of Work</b>	35 hours per week (28 Hours also considered)
<b>Holiday</b>	28 days (Plus Bank Holidays) increasing by 2 days after three years' service.
<b>Employee Discount Scheme</b>	You will have access to a discount through Rewards Gateway; this includes discounts on some menu items from McDonald's Restaurants Limited and discounts from a wide variety of High Street and online retailers.
<b>Service Awards</b>	To celebrate major service anniversaries, we give all staff vouchers which can be used at a number of High Street and online retailers.
<b>Private Healthcare</b>	We give all staff, their spouse or civil partner and any dependent children up to the age of 25 free membership of a private medical care scheme.
<b>Pension Scheme</b>	RMHC offers a Stakeholder Pension Plan to all salaried employees. This pension plan includes a minimum of cover of 1x annual salary life assurance.
<b>Training and Development</b>	We aim to create a learning environment that enables all our employees to be proficient in their job and to feel that they make a valuable contribution to the Charity's overall achievement. You will be able to request time to train or to undertake accredited programmes leading to a qualification, or, for unaccredited training, request assistance to help you develop skills related to your job.



# How To Apply

**Closing date: Sunday 28 March 2021**

**Applications should be sent to:**

Kate Barnard, Trust Fundraiser: [Kate.barnard@uk.mcd.com](mailto:Kate.barnard@uk.mcd.com)

The closing date for applications is midnight on Sunday 28 March.

**Please enclose:**

- A full CV
- A completed application form
- A cover letter

All applications will be considered immediately after the closing date and candidates informed if they have been shortlisted for a first-stage interview to be held provisionally Tuesday 6 or Wednesday 7 April.

Interviews will be conducted by our Head of Fundraising and a member of the Trust Fundraising team.