

Scotland Community Fundraiser

Ronald McDonald House Charities

Candidate Information Pack



Contents:

- Message from our Executive Director
- Ronald McDonald House Charities UK - Who we are and what we do
- Information about the role
- Summary of benefits
- How to apply

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.

33

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!

34

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

Hello,

Thank you for your interest in our Scotland Community Fundraiser role with Ronald McDonald House Charities UK (RMHC UK). Keeping Families Close is at the heart of everything we do at RMHC UK; we build and run Houses that provide a 'home away from home' for families who have a sick child in hospital.

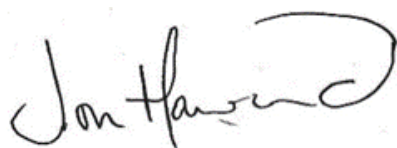
To do this, we recognise the importance of sustainable income generation, exceptional relationship and supporter care, strong and effective communications and adherence to best practice. Community Fundraising is one of the many integral parts of our Income Generation team, with a vast range of opportunities out there in each local community across the UK. We are looking for someone to join our Community team to cover Scotland, to support the significant growth and potential across the region.

You will work closely with our National Community Fundraising Manager to provide high quality stewardship to our incredible supporters, whilst developing new opportunities to raise awareness of the vital work we do and secure funds to enable the Charity to carry out our core mission.

The Job Description and Person Specification will tell you about the role itself and detail the kind of person we are looking for. Our web site (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 is something you can wholeheartedly support, then we 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, and we have 12 Ronald McDonald Houses in the UK.

 Camberwell King's College Hospital London	 Tooting St George's Hospital London	 Moorfields Moorfields Eye Hospital	 Oxford Oxford Children's Hospital
 Arrowe Park Arrowe Park Hospital	 Cardiff Noah's Ark Children's Hospital	 Birmingham Birmingham Children's Hospital	 Brighton Royal Alexandra Children's Hospital and Trevor Mann Baby Unit, Brighton
 Manchester Royal Manchester Children's Hospital and St Mary's Neonatal Unit	 Southampton Southampton Royal Children's Hospital and Princess Anne Hospital	 Evelina London Evelina London Children's Hospital	 Edinburgh Royal Hospital for Children and Young People



RMHC UK: Who are we?

We help families stay close to their children in hospital by providing free accommodation in our homely and welcoming Ronald McDonald Houses.

In an average year, we support over 6,000 families, providing a safe and supportive environment right by the children's hospital. We save families more than £1,800 in out of pocket accommodation expenses.

The best medical care for children isn't always close to home. Families often find themselves travelling long distances to get to their child's hospital. In 2020, on average families lived more than 70 miles from the hospital their child was in.

A Ronald McDonald House is more than just a place to stay. We run free activities and events to entertain siblings and bring families together. We are there for them during difficult times and we are there to celebrate important milestones.

We believe that families together are stronger. And getting adequate sleep, food and time away from the ward, allows parents to fully participate in their child's medical journey. Families can stay for as long as their child is in hospital.

McDonald's

One of our founding organisations, McDonald's has supported the Charity in the UK since the very beginning, in 1989. They display collection boxes in restaurants, hold fundraising days and do so much more.



Job Description and Person Specification



Ronald McDonald
House Charities™
United Kingdom

Job Title:	Community Fundraiser - Scotland
Reports to:	National Community Fundraising Manager
Location:	Flexible working between home and Ronald McDonald House Edinburgh
Contract:	Permanent. Full-time hours are 35 per week. Will be required to work occasional weekends and evenings.
Salary:	£26-28k dependent on experience

Role Purpose:

We are looking for a Community Fundraising expert and a brilliant communicator - someone always one step ahead. You are independent - able to and empowered to work instinctively. You are perceptive - sensing what the next step should be. You are versatile and will have the ability to translate our story into rich content and compelling scenarios inspiring people to work with us. Above all, you naturally build rapport to quickly establish relationships and develop innovative partnerships.

Key Responsibilities:

- To cultivate and recruit new and existing supporters and volunteers to participate in a range of third party fundraising events, uplift supporter value, steward and retain through the delivery of brilliant supporter care whilst being respectful of potential sensitivities.
- Build and develop trusted relationships when appropriate with families to support fundraising, storytelling and volunteering. Work sensitively and empathetically with this core audience group engendering their long-term support and advocacy of the Charity's work
- Maintain contact with and work alongside the House Teams where appropriate to develop brand and presence of the importance of fundraising to the charity. Influencing and developing relationships in the best interest of the charity
- Work with volunteers to participate in a range of third party fundraising events or to hold their own in aid of fundraising events
- When allowed, arrange and conduct tours of our Ronald McDonald House in Edinburgh for existing and potential donors
- Support the Charity's Event Fundraising team where necessary with regional Special Events and Challenge Events



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Key Responsibilities:

- Work with the Marketing and Communications department to produce appropriate fundraising materials and to ensure that all public relations opportunities are fully maximised
- Represent Ronald McDonald House Charities UK at fundraising meetings, events and presentations outside normal office hours (evenings and weekends) as required
- Identify, research potential new fundraising opportunities where required
- Accurate logging of communications on in-house database and ensuring thanking strategy is adhered to
- Accountable for management of administration systems supporting the community 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
- Ensure that all fundraising conforms to industry best practice and legal requirements
- Undertake any other duties of a compatible nature as may be required from time to time by management

Main Relationships

Internal

Community Fundraising team, wider Income Generation team, RMHC UK House teams, RMHC UK Management teams, RMHC UK support teams (Marketing & Communications, Finance & Data, etc.)

External

Volunteer fundraisers, donors, volunteers, community groups and organisations, low level corporate supporters, local media outlets, Board of Governors/Fundraising Committee

Person Specification

Knowledge and Experience:

- Proven Community Fundraising experience or experience of working in a customer facing role and the ability to manage relationships with a diverse range of people (essential)
- Knowledge of the value of working collaboratively and experience of how this has helped achieve goals (essential)
- Experience of developing annual plans and budgets, producing reports back on progress and against objectives and financial targets (essential)
- Experience of managing multiple projects simultaneously (essential)
- Knowledge of using a database to carry out day to day administrative duties (desirable)
- Knowledge of fundraising best practise, legal requirements and health and safety linking with community and event fundraising (essential)
- Experience of working with volunteers (desirable)



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Skills and Abilities:

- Excellent written and communication skills with the power to persuade, motivate and inspire whilst also delivering clear, concise messages (essential)
- Strong team worker and motivator of self and others. Someone who will support, inspire and encourage collaboration amongst colleagues, but is also happy to work autonomously in a remote setting (essential)
- Computer literate including proficient use of Microsoft Excel, Word and PowerPoint (essential)
- Ability to work flexibly and under own initiative to manage varying competing priorities and to meet strict deadlines (essential)
- Motivation to deliver high-quality work with minimum supervision (essential)
- Ambitious, self-motivated and enthusiastic (essential)
- Demonstrable numeracy skills and excellent attention to detail (essential)
- Full driving license and access to a car (desirable)

Things We All Do:

- Respect diversity and work diplomatically with a variety of different audiences
- Show cultural and interpersonal sensitivity, working well with each other
- Promote the Vision, Mission and core values of Ronald McDonald House Charities UK
- Attend and assist at Ronald McDonald House Charities UK events and activities

Summary of Benefits Package



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

Pay	£26-£28k dependent on experience
Hours of Work	35 hours per week
Holiday	28 days (Plus Bank Holidays) increasing by two days after three years' service.
Employee Discount Scheme	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.
Service Awards	To celebrate major service anniversaries, we give all staff vouchers which can be used at a number of High Street and online retailers.
Private Healthcare	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.
Pension Scheme	RMHC UK offers a Stakeholder Pension Plan to all salaried employees. This pension plan includes a minimum of cover of 1x annual salary life assurance.
Training and Development	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: Thursday 10th June 2021

Applications should be sent to:

RMHC.Recruitment@uk.mcd.com

The closing date for applications is midnight on Thursday 10 June.

Please enclose:

- A full CV
- 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 on Wednesday 16 June.

Interviews will be conducted virtually by Vanessa Simmons, National Community Fundraising Manager and Jo Howe - National Corporate Manager.

Second round of interviews will be held in person in Edinburgh Tuesday 22nd June