



Freelance Trust and Foundations Fundraiser opportunity



Fundraising brief

Read for Good is looking for a freelance fundraiser to raise £64K to enable us to run three exciting new projects.

- Fee £8 000
- Timescale for work - trust applications submitted between September 2019 and February 2020
- 40 days work

About Read for Good

Our mission is to enable all children in the UK to develop their own love of reading, benefiting them throughout their lives – for good. We want to reach children at risk of adverse childhood experiences, including living in poverty or being in hospital, and those who need help to overcome their reading barriers – because reading can be an escape route offering both immediate relief and alternative pathways.

Children who read for pleasure are more likely to be successful academically, professionally, socially and emotionally.

We motivate children to read for pleasure through Readathon in schools, through citywide reading campaigns, and by providing a regular supply of brand new books and resident storytellers in all of the UK's major children's hospitals.

Current funding

The majority of our funding for current projects comes from Readathon income – our sponsored reading event in schools across the UK. In addition to this we have three part-time trust fundraisers and a corporate fundraiser to cover existing projects.

Requirements

Read for Good requires an experienced freelance trust fundraiser to raise a target of £64,000 to enable us to run three new additional projects.

1 Stories in Schools. A three session intervention developed by Read for Good and led by a professional storyteller to encourage even the most reluctant or struggling readers to challenge their entrenched attitudes and develop a love of reading. We would like to run this intervention in 10 schools in disadvantaged areas in the UK (around £35 00 required to reach 400 children). This has been piloted and independently evaluated by the National Literacy Trust over the last year and part of the role will be using the research report findings to develop the case for support.

2 The Power of Storytelling. A smaller project training hospital staff to use the power of storytelling to connect with the children in their care (£5K required to reach 5 hospitals and 60 staff, including nurses, play staff, hospitals teachers etc)

3 City-wide Readathons

Read for Good began a new campaign in 2017 to unleash the power of its Readathon on clusters of schools and - after an initial pilot with the city of Liverpool - looked for other cities with reading for fun on the agenda. We have since run city wide campaigns in Leicester, Manchester and a second year in Liverpool. We have also run a similar model across academy chains.

This model is growing in popularity but we need to increase our resources to manage the existing campaigns and take on more cities and academy chains. (Around 24K per year required for this project).

About you

You will need to be self-motivated and an experienced, effective freelance fundraiser with a strong track record of achieving targets. You should have demonstrable experience in successfully researching, writing and achieving funding from various sources including, but not limited to trusts and foundations. Experience of writing large bids and securing funding from the Arts Council or similar large funding bodies would be desirable.

We will provide a desk space at our office in Nailsworth.

Deliverables

Developing the case for support for all three projects.

A range of applications of various sizes made on behalf of Read for Good in the period September 19 - February 2020. Targets for numbers of applications to be confirmed.

Fee £8,000 inclusive of all expenses. There is no additional contribution for travel or other expenses. We anticipate this will be up to 40 days work between September 2019 - February 2020.

Potential for additional days from March 2020 and beyond for an exceptional fundraiser.

How to apply

Please send a covering letter that illustrates your suitability for the role and how you would approach the task of achieving the targets outlined above. Please also send a CV that clearly illustrates your experience and success in achieving fundraising targets in a range of small and large scale projects.

Email to vicky@readforgood.org

Closing date for applications 20th September or earlier if we receive a large amount of suitable applications. Interviews will be held at our Nailsworth offices.