



## Fundraising Brief

Organisation: Diversity Matters North West Ltd

Project Start: As soon as possible

Project: Fundraising

Deadline for project: September 2022.

Date: May 2022

Contact: Rehana Begum

[rehana@diversitymattersnw.org.uk](mailto:rehana@diversitymattersnw.org.uk)

0161 368 3268 | 07526073261

## Executive Summary of Organisation

DMNW are an award-winning, independent Charity with an extensive track record of serving the most vulnerable and marginalised communities in the borough, tackling health inequalities, social exclusion and promoting community cohesion since its inception in 2007. The Charity provides services to disadvantage and / or excluded people who experience a multitude of barriers to accessing mainstream services. Our aims are to:

- Tackle issues that impact on people's health and well-being.
- Provide targeted support for disadvantaged and excluded groups.
- Promote improved community cohesion.

Our unique role is characterised by:

- Our track record in working with minority ethnic residents, specifically but not limited to South Asian women.
- Our ability to reach socially excluded and hardly reached groups and link them into services.
- Our holistic approach to addressing the needs of our service users, empowering them, building their confidence and resilience.

The Charity has a people and community led approach, ensuring we are purely led by the needs of people in the local community rather than be driven by the need to secure funds. Our collaborations have achieved numerous awards both local and national, including awards for our innovative and trailblazing work with volunteers, local GP practice, for our work with vulnerable women, and for the work we conduct for local people.

Using our asset-based, community led approach, we deliver culturally sensitive, place based, people centered, support provisions, including:

- a focus primarily although not exclusively upon the needs of women from South Asian communities.
- a community development approach to the development of schemes and/or provision designed to help people develop their potential, support each other, and enhance community involvement.

- the development and provision of education, training and employment support designed to increase integration, to improve confidence and to enhance employment prospects.
- the appreciation and valuing of diversity within communities, alongside the promotion and achievement of community cohesion and social integration.
- the promotion of active citizenship.

Working in local partnerships, we are leading work on tackling inequalities. Our expertise gives a voice to minority communities in Tameside. We are also actively expanding our influences in this area of work across GM platforms.

DMNW Current Programmes:

- Our Peer Mentoring project supports women from South Asian communities who are in crisis. This project works with women who are victims of domestic abuse and or have struggles with their mental health.
- We have an awareness raising project around improving the knowledge of minority communities in Tameside around mental health.
- We have a basic skills and employment project supporting women to become upskilled and empowered in order to obtain employment in the future.
- We deliver social activities including craft sessions, coffee mornings and virtual coffee mornings.
- We have a weekly women's hub to help address social isolation for women from the local Bangladeshi community
- Our befriending project provides over the phone befriending support to vulnerable adults who are facing social isolation and loneliness.
- We are currently developing an women's interpreting service to provide first steps into employment for many women and generating unrestricted income for the Charity. We are working with another consultant on this area of work who you may or may not need to link in with.

DMNW are a medium sized charity and have a staff team of 10 and a volunteer pool of around 100 with an average grant income of £250k per year.

## **Summary and background of the project**

We have recently received funding from Comic Relief and the Ministry of Justice to improve our digital platforms to engage our target audience more effectively. Part of this work involves improving our digital / online fundraising capabilities and implementing our fundraising implementation plan to help diversify our income streams. This will provide a much-needed source of funds to help sustain the Charity in the longer term. We currently take donations through Facebook and are also working alongside another supplier on developing a new website setting up third party donations, such as Donorfy/CAF/JustGiving as a first phase of whom you may be required to work with. We have also been working with the staffing team to build in fundraising within the events and activities of the Charity but recognise we need to do more around this. Both CEO's have already developed and delivering training packages to external organisations to bring in further funds.

We have been successfully securing grant and contract funding to run and continuing to run our core projects for the last 13years. However, with the rise in competition for funding and the uncertain economic climates,

we needed to explore other avenues to bring in much needed funds. We are now in a position where we are able to recruit an external consultant to help put our plans in to motion.

## Project goals and success criteria

The areas you will focus on will largely be:

- Working with CEOs, you will execute our fundraising strategy and implementation plan. We also welcome challenge on areas of our strategy that could be improved and enhanced
- Identifying new sources of income for DMNW, including identifying and registering with corporate giving responsibilities and generating opportunities for individual giving.
- Work with DMNW team and identify areas of fundraising, develop, and agree charging schedule / strategy for all areas of fundraising
- Work with our marketing officer to develop ideas for our marketing strategy.
- Work with a small budget to ensure the successful startup of the service and generation of income.

Hybrid working will be considered.

## Communication

You will predominantly be working with both Chief Executive Officers, Rehana Begum and Gemma Gaskell, who will project manage and sign off any decisions. You will also work closely with our marketing and publicity officer on different elements of the service.

## Timeframe

30minutes Informal Chat: Potential Candidates to ask any questions	30 <sup>th</sup> May & 8 <sup>th</sup> June 2022 Please contact to book in time.
Deadline for submission of proposal	12.06.2022 23:59
Discussion with shortlisted candidates	20.06.2022 – 22.06.2022
Decision	23.06.2022
Project start date	As soon as possible
Project completion date	31.09.2022  If you aren't able to meet the full brief within the brief timescales, please state what activities will be possible to complete within the budget and timeframes and what approach you would take to do this.

## Budget

We have a small budget of £3,000 (inclusive of VAT) for this work. We may have an additional small budget to help cover costs of implementing the fundraising strategy and plan.

# Response criteria

We would like to receive proposals (no more than 6 pages) covering the following;

- A summary that describes your proposed approach to meeting the requirements
- A timeline for delivering the work. If you aren't able to meet the full brief within the timeframe as above, please state what activities will be possible to complete within the budget and timeframes and what approach you would take to do this.

Person Specification: It is essential that the consultant appointed has:

- Experience and evidence of developing and implementing fundraising initiatives in the voluntary sector.
- Knowledge of trading options and legal compliance.
- Knowledge of Charity Commission and Companies House legal requirements.
- Experience in using an asset-based approach.
- Experience of analyzing, evaluating data to draw meaningful conclusions and reports.
- Experience in developing innovative opportunities for reflection and learning.
- Outstanding communication and negotiation skills with the ability to articulate a vision, strategy or idea clearly and concisely with a vigorous eye for detail.
- Provide an independent and objective view working with the Chief Executive Officers, beneficiaries and other partners as required.
- Be able to gain an understanding of the organisation's needs.
- Be familiar with the aims and objectives of DMNW.
- Work with Board at different points, who tend to meet evenings and weekends.

Supplementary information: Please also include basic company information and background, covering;

- Your contact details
- Your track record and qualifications (also refer to person specification)
- Your availability to deliver
- Two relevant referees (with telephone numbers and email addresses)

**Note:** this supplemental information is not included within the 6-page proposal limit.