

Head of Fundraising and Communication

Line of authority

Introductory comments from the Chief Executive and Chairperson

The Head of Fundraising and Communication will be expected to bring innovation, creativity and a new standard of professional fundraising to TWAM. However, this needs to be done in accordance with the Core Values of the charity and its Fundraising Standard and General Principles. Therefore, the Chief Executive and Board of Directors require a line of authority to be established. This reflects the recognition by the Chief Executive and Board of their responsibility for the strategic direction of the charity.

See appendix for:

Fundraising Standard and General Principles

Core Values

1. Writing of TWAM News

For the foreseeable future this flagship publication will be written as an editorial partnership between the Chief Executive and Head of Fundraising and Communication. All editorial must be signed off by the CEO in writing along with the print ready copy before going to print. In the absence of the CEO this responsibility will fall to the Chairperson of the Board of Directors.

2. Writing of promotional literature

All editorial must be signed off by the Chief Executive in writing and also the print ready copy before going to print. In the absence of the CEO this responsibility will fall to the Chairperson of the Board of Directors.

3. Identifying new literature requirements to support the overall promotion and growth of TWAM

In the first instance a proposal should be sent to the Chief Executive, after which the proposal will be signed off in writing and either refused, amended or accepted. Proposals should not be planned to coincide with the absence of the CEO, and only in the most pressing need, should this be referred to the Chairperson.

4. Identifying ideas for appeals and take responsibility for writing the appeals

5. Identifying new income streams

6. Initiating donor and volunteer recruitment campaigns

7. Identifying and approaching potential major donors

8. Identifying social media opportunities

In the first instance a proposal should be sent to the Chief Executive. Any new fundraising initiative/major donor will be expected to fit comfortably within the Core Values of TWAM. This will be followed up by a face-to-face meeting with the CEO, after which the proposal will be signed off in writing and either refused, amended or accepted. Proposals should not be planned to coincide with the planned absence of the CEO. Only during a period of long term unplanned absence of the CEO should proposals be prepared and referred to the Chairperson.

9. Take overall responsibility for the content of the supporter website: twam.uk and the volunteer website: timefortwam.uk

The Chief Executive should be informed in writing of any proposal to add additional content to the website along with a copy of the editorial. This will be signed off before being added to the website.

Day to day updates, such as containers sent, volunteer interviews and centre updates, uploading of resources can be done as required, with a weekly update report to the CEO.

10. Supporter e-news

Write the monthly supporter e-news in accordance with the stated strategic aims. The Chief Executive to sign off before sending. In the absence of the CEO, the Chair will be responsible for signing off the e-news.

11. Social Media communications

Social Media editorial can be added and online messages/responses can be responded to as required in accordance with the Core Values and Fundraising Standards and General Principles. A monthly overview report to be sent to the Chief Executive.

12. Initiating and responding to media requests and stories

The Head of Fundraising and Communication will be expected to keep abreast of media interest stories and respond to any that would promote our fundraising, sustainable livelihood message and volunteer engagement. The Chief Executive will be keep abreast of such communications and a monthly overview report sent to them.

In summary

The Head of Fundraising and Communication will be key to the future development and growth of the charity and therefore the Chief Executive and Board are concerned the message they convey to supporters, volunteers and the media is at all times in keeping with our Core Values and Fundraising Standard and General Principles. The Head of Fundraising and Communication will be given considerable scope to explore new income streams and bring genuine blue-sky thinking to the charity. We embrace change, but not at the cost of our Core Values.

All communication regarding this document and following appendix should be directed to the Chief Executive: Mike Griffin

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t: 01473 210220

A Christian charity sending tools across the world

Registered office: Tools with a Mission, 2 Bailey Close, Hadleigh Road Industrial Estate, Ipswich, IP2 0UD

t: 01473 210220 e: post@twam.uk w: twam.uk

Registered charity no: 1104903 (England and Wales) and SC044069 (Scotland)

A company limited by guarantee and registered in England no: 5114575



Fundraising Standard and General Principles

Tools with a Mission does not practice 'pressure fundraising' but instead believes in 'inspirational fundraising'. We believe a potential donor should be challenged by the worth and impact of our cause and its ability to transform lives, rather than the potential harm to a person the charity is seeking to help, if the donor does not respond financially.

We practice the following legal principles

1. All funds raised by Tools with a Mission for a particular cause must be used for that particular cause.
2. If an appeal is being run for a particular purpose, fundraising messages and promotional materials must include a statement indicating what will happen to funds received if the total funds raised are insufficient or exceed the target.

We believe and practice the following General Principles

Our fundraising messages and activities:

1. Must not denigrate other individuals or organisations.
2. Must not exaggerate facts relating to the potential benefit or actual benefit of our tools to a recipient.
3. Must not take advantage of mistakes made by donors.
4. Must take all reasonable steps to treat a donor fairly, enabling them to make an informed decision about any donation. This must include taking into account the needs of any potential donor who may be in a vulnerable circumstance or require additional care and support to make an informed decision.
5. Must not exploit the credulity, lack of knowledge, apparent need for care and support or vulnerable circumstance of any donor at any point in time. If a fundraiser knows or has reasonable grounds for believing that an individual lacks capacity to make a decision to donate, a donation must not be taken. A donation given by someone who lacked capacity at the time of donating must be returned.
6. Must not engage in fundraising which is an unreasonable intrusion on a person's privacy, unreasonably persistent or which places undue pressure on a person to donate.
7. The trustees must act in the best interests of the charity when deciding to accept or refuse a particular donation.
8. When dealing with complaints related to our fundraising activities we will ensure that complaints are investigated thoroughly and objectively to establish the facts of the case, avoiding undue delay; and complaints are responded to fairly, proportionately and appropriately. We will regularly review any lessons to be learnt from complaints and use that learning to inform future fundraising activity.

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Our Core Values

Our Core Values are rooted in our Christian faith and are based on our belief that Jesus Christ was moved with compassion by the suffering of the whole person, whether spiritual, physical, material or emotional. Our Core Values motivate us to respond to the poor in the same way Jesus responded, by seeing the whole persons' needs.

Our values motivate us to meet the material needs by providing livelihood creating tools, in so doing we recognise that through the tools we offer to our partner charities, churches and groups, we in turn help them to meet the spiritual, physical and emotional needs.

We believe this is our calling and mission from God; to alleviate the injustice of poverty.

Our faith in Jesus Christ, gives us confidence and hope to uphold our Core Values and trust in His provision for all we need to fulfil our mission to alleviate poverty through livelihood creating tools.

In response we hold to the following Core Values:

We are Christian

We follow the teachings of the Bible and the example of Jesus Christ.

"The second (commandment) is this: 'You shall love your neighbour as yourself.' There is no other commandment greater than these." Mark 12:31 (ESV)

We are committed to the poor

We are called to serve the vulnerable and ultra-poor and work with those who share our compassion to alleviate their poverty and suffering.

'For there will never cease to be poor in the land. Therefore, I command you, 'You shall open wide your hand to your brother (and sister), to the needy and to the poor, in your land.'" Deuteronomy 15:11 (ESV)

We are stewards of the earth's resources

We take great care to collect donated useable tools and save thousands of tonnes of tools destined for landfill every year. We practice good stewardship of all our resources, whether donated tools, financial gifts, or the opportunity to provide meaningful volunteer opportunities to people across the UK.

'As each has received a gift, use it to serve one another, as good stewards of God's varied grace.' 1 Peter 4:10 (ESV)

We are partners

We work with charities, churches and communities across the developing world who share our compassion to reach the neediest of people. We recognise that we are not called to work alone, but to seek out those with whom we can stand in our calling to alleviate poverty in Jesus Christ's name through livelihood creating tools.

'And let us consider how to stir up one another to love and good works.' Hebrews 10:24-25 (ESV)

The Holy Bible, English Standard Version® (ESV®)

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