



Capital Appeal Fundraiser Post

AN OVERVIEW OF PARITY FOR DISABILITY

“Because of my son’s complex needs, I don’t know what we’d do if Parity for Disability wasn’t there,” one parent said about us. “Most services are set up for people with either a physical or learning disabilities, but not for both. How do you evaluate what’s more important, the physical or the learning side?”

Our services offer stimulating and challenging experiences and recreation to our students, whilst giving family members some respite from the need to give constant and caring attention to their loved ones.

At Parity’s pioneering day services, trained staff assess each individual student’s needs and provide a stimulating environment in which they can develop and achieve. Staff are employed on a one-to-one basis to provide the necessary support to access diverse academic, social, living and recreational opportunities. The students visit our day centres for a few hours, or for whole days, five days a week. We have a small fleet of specially adapted minibuses to transport the students from home to and from the day centres. The minibuses also take students on trips out, whether to a nearby shopping centre or on a day excursion to London.

The range of therapies offered through the day centre address mobility, maximising independence, communication and well-being.

Additionally, Parity’s music therapy service works with children and adults in a variety of settings including schools and colleges, day services, residential and family homes. It also operates on-site from a portacabin by the Farnborough day centre. Music can be accessed by people with even the most profound disabilities. Our skilled music therapists harness its power to address communication, developmental and emotional needs – overcoming difficulties and opening up more opportunities for growth and achievement for people of all ages.

Parity’s teen activity schemes offer teens with multiple disabilities the opportunities to spend the Easter and summer holidays doing the sorts of things other teenagers take for granted. They meet old friends and make new ones, try new activities and pursue hobbies. The teens are encouraged to communicate choices and use the staff and facilities to create a scheme that suits them, supported by college and university students who share their young outlook.

Since the start of its services the charity has found it difficult to achieve adequate statutory service funding. Some students have received no funding whilst others attracted barely half the actual cost. Slowly this deficiency in funding levels has been eroded, but Parity still relies on fundraising of at least £120,000 a year. We achieve this by running three charity shops in Farnborough, Fleet and Frimley, putting on community fundraising events, and securing donations from companies, trusts and foundations.

The Challenges

The demand for our services is increasing and is likely to continue to do so. Local special schools report an increase in pupil numbers with complex needs. The closure of large local authority day services in favour of community-based provision is highlighting the lack of facilities for young people with multiple disabilities who require specialist support. This, in turn, is bringing to light individuals whose needs have not been fully met within the local authority provision. People are travelling long distances to access our services as there are no comparable services available to them locally.

Parity's day services currently operate in two converted shop units in Farnborough and a church hall in Camberley. Security of tenure on rented property is a constant concern for Parity, having experienced the necessity to find alternative accommodation on two occasions. We can never be certain that the owner of the leased premises will not exercise their right to reclaim the building, after giving the agreed amount of notice. Appropriate, accessible community buildings available for use during the day all week are extremely scarce. Until we have our own dedicated building/day centre we will be vulnerable to a repeat experience at some point. We can no longer risk the upheaval and detrimental effects on our students, staff and parents.

We have had to adapt the delivery of our services to the buildings we have been able to lease on short term contracts, never an ideal solution. The Farnborough day centre (in the two converted shop units) is at capacity and full use is made of the limited space available. Our on-site music therapy service operates out of a donated portacabin for which planning permission must be renewed every three years. The necessity for the Camberley day centre to share a church hall requires equipment to be set up and packed away daily, leading to inefficient use of staff time, limiting the provision of specialist equipment and increasing wear and tear.

Parity staff work hard to make regular use of a hydrotherapy pool in Guildford. The benefits to immobile students of the use of a hydro pool are significant in easing and relaxing little-used muscles and joints. The therapeutic benefits of a session last about three days. Hydrotherapy pool provision, while an extremely effective therapy, is scarce. Presently Parity students receive the benefits of hydrotherapy just once a week, and students and staff must incur travel time and transport costs.

THE PROJECT

We have decided to run a Capital Appeal to raise £2,000,000 to build a dedicated day centre.

- The centre will be fully equipped to meet the existing needs of our students. It will include a main activity room and a hydrotherapy pool, as well as rooms for sensory, music and other individual therapies, and a library of disability information. There will be adequate space for meetings, office work, and storage.
- It will provide a firm foundation for expanding services to more children and young adults with multiple disabilities.
- It will provide us with the resources to develop a specialist service for people with multiple disabilities in the 40-plus age group.

- The new building's facilities will be available for use by other disability organisations in the community, when not required by Parity.
- It will become a resource centre that would be a focal point for information on disability issues. It will assist like-minded organisations with training and best-practice facilities.
- It will ease the load that is currently borne by statutory and disability organisations.
- Parity for Disability's work in the region will continue to improve the welfare and wellbeing of those with multiple disabilities, their carers and families, by increasing the information, support and services available to them.

Furthermore, we expect the following additional groups of people to directly or indirectly be positively affected after the completion of the project:

- People accessing hydrotherapy/sensory/therapies individually and from other organisations.
- People accessing information and support services.
- People using accessible meeting rooms.
- People accessing specialist training to improve outside service provision.
- People attending conferences focused on issues related to multiple disability.
- Students on work experience and work placements.
- Volunteers gaining through contact with Parity.

There will also be employment opportunities for the extra key workers and technical staff needed.

CURRENT FUNDING

Although Parity receives funding from local authorities, it does not cover the full cost of maintaining our services. We must raise over £120,000 each year to make up the shortfall. A part-time fundraiser secures donations from trusts, foundations and companies, Parity runs three shops in the area, and the charity holds a full calendar of fundraising events each year. Additional support comes from organisations and individuals in the community who decide to fundraise for or donate to Parity.

THE CAPITAL APPEAL

We have researched a list of potential funders and funding sources we will be approaching. These include:

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| ▪ From our own fundraising and reserves | £70,000 |
| ▪ ACT Foundation | £50,000 |
| ▪ Bradbury Foundation (Hong Kong based) | £350,000 |

JOB DESCRIPTION

Job Title: Capital Appeal Fund Raiser
Salary: £27,000 - £30,000
Location: Cove, Farnborough, Hants
Hours: 37.5 per week

1. Main Purpose of the Job

- (i) To generate funds from major donors and other sources to enable construction and commissioning of the dedicated centre.
- (ii) Where necessary, to work with others to generate revenue funding to ensure the sound financial viability of Parity during the Capital Appeal.
- (iii) To work with others to increase Parity's fundraising base to support its increased activity when the dedicated centre is operational.

2. Position in Organisation

- (i) Reports to the Chairman and Executive Director
- (ii) Works closely with the Capital Appeal Committee, Executive Director, Companies and Trusts Fundraiser, and Fundraising and Communications Manager.

3. Key Objectives

- (i) To identify and pursue all opportunities to generate substantial income to ensure that the dedicated centre is successfully completed in the identified timescale.
- (ii) To contribute to ongoing review of the major donor strategic plan ensuring that it will meet the needs of the charity. Identify and recommend possible internal change initiatives essential to any major donor strategies.

4. Specific Responsibilities

- 1) To optimise all potential substantial major donor fundraising gifts:
 - Research opportunities for potential major donations;
 - Initiate and nurture major donor relationships either on a one-to-one basis or by involving members of the capital appeal team;
 - Make/facilitate the fundraising "Ask";
 - Ensure the relationship is maintained with major donors who have contributed to the project and funders receive appropriate recognition for support.
- 2) To liaise closely with the Chairman, Trustees, Executive Director, Companies and Trusts Fundraiser, and Fundraising and Communications Manager to ensure a coordinated approach to all potential funders.

Person Specification

1. Knowledge

Essential

- 1.1 A thorough grounding in major donor fundraising and relationship development
- 1.2 Sound knowledge of how business and philanthropy beyond the voluntary sector operate in order to maximise opportunities for major fundraising, together with appreciation of relevant business information sources
- 1.3 Knowledge of substantial wealth sources in the UK

Desirable

- 1.4 An awareness of disability issues.

2. Skills/abilities

Essential

- 2.1 Substantial empathy and social skills in order to build effective working relationships with wealthy and influential individuals including: philanthropists; senior business people; influential celebrities.
- 2.2 An ability to relate to people from varied backgrounds and circumstances.
- 2.2 High levels of people skills in order to make the "Fundraising Ask"
- 2.3 Strong achievement drive together with the ability to manage priorities in a very busy and pressurised working environment
- 2.4 Communication skills, both written and oral, IT Skills, databases

3. Experience

Essential

- 3.1 Experience of fundraising personally from wealthy and influential people, with an understanding of how to influence and negotiate with external parties to secure fundraising targets.
- 3.2 Experience of fundraising from companies, trusts and foundations.
- 3.3 Experience of developing a network of social and/or business contacts at a level appropriate to major donor fundraising.
- 3.4 Experience of working as part of a team.

4. Special conditions

- 4.1 Willingness to travel throughout the UK and to work unsociable hours in order to attend functions or events outside normal office hours.
- 4.2 A current driving licence and own vehicle

Equal Opportunities Statement

The Charity is committed to being an equal opportunities organisation. It is committed to promoting equal opportunities and preventing discrimination. This policy applies to both its service delivery and to its own employment practices. You will be willing and able to demonstrate commitment to The Charity's Equal Opportunities Policy, to understand and work with the Parity ethos.

