

Trusts and Major Donor Lead

Join our lifesaving team



Wiltshire
Air Ambulance
funded by you, flying for you



Welcome

It is my pleasure to extend a warm welcome to you as you consider joining our Wiltshire Air Ambulance family.

The team who work with us here at the charity are our most important asset.

Upon joining us, you will become part of a dynamic, fast-growing organisation which is committed to being a safe and effective clinical care provider.

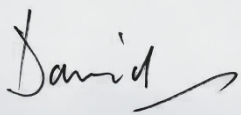
People are at the centre of everything we do; we aspire to be values driven and work together in an open and honest culture.

We believe every employee plays a part in saving lives, no matter what their role in the organisation. We are one team with one goal.

We treat everyone with dignity, value their contributions and help one another succeed.

We very much consider ourselves a family, and we hope that anyone who chooses to join us will feel as privileged as we do to work for such an amazing charity.

We have plans in place for a very exciting future and we would love you to join us on our journey!



David Philpott
Chief Executive



An aerial photograph of a large, modern air ambulance base. The building is dark grey with a prominent green section. A yellow and green helicopter is parked on the tarmac in front of the building. The base is surrounded by green fields and a clear blue sky with some clouds.

Our journey starts with our mission statement, which is simple.

We Save Lives

We do this by raising sufficient funds to finance an air ambulance service in Wiltshire, Bath and surrounding areas.

All our activities across the organisation are informed by our Mission, Vision, Values and Culture.

OUR VALUES

Teamwork



We are one team, with one goal, and embrace collective genius.

Respect



We treat everyone with dignity, value their contributions and help one another succeed.

Passion



We are committed in mind, body and spirit.

Excellence



We aspire to be the best in everything we do and strive for continuous improvement.

Personal touch



We will be real, honest, inclusive and transparent in all our dealings with each other and our supporters.

Integrity



Every donor and supporter will be valued in exactly the same way, irrespective of size of donation or other contribution to the charity.

Communicate



We will communicate with people so they are informed of all important matters in a timely way - whilst also recognising that some matters are personal or commercially confidential.

Planet



We will be a responsible charity and make a difference by using local companies and where possible sourcing recycled and sustainable materials.

We have an aspiration to offset our carbon emissions where possible. Our building is fitted with energy saving light bulbs, high specification insulation and natural ventilation and cooling.

OUR IMPACT



STUART FROM WESTBURY'S STORY

"Wiltshire Air Ambulance saved my life."

But it's not just my life they saved. It meant I could get married and we have our two beautiful daughters.

After collapsing at home in Westbury, Wiltshire Air Ambulance flew me to Southmead Hospital within 11 minutes. If we'd gone by road it would have taken over an hour to get there and it's unlikely I'd be telling you this story now.

WESTEK, MELKSHAM

"Choosing Wiltshire Air Ambulance as our Charity of the Year has provided a focus for our fundraising and community work. Besides making a difference to such a vital local charity, our fundraising activities are great for fostering teamwork and having fun."

Wendy Dorkin, Westek - HR Manager



IAN BEST - VOLUNTEER

"For anyone who is considering volunteering, don't just think about it, get on and do it! What else could you do that will give you so much fun, take you places you may not go to otherwise and do your bit to keep the critical service flying, all at the same time?"

Ian Best, Volunteer since 2013

JOB DESCRIPTION

- POST:** Trusts and Major Donor Lead
- BASED:** Hybrid/flexible with some days to be worked at our airbase in Semington, Wiltshire, BA14 6JX
- REPORTS TO:** Fundraising Manager
- SALARY:** ca. £40,000
- HOURS OF WORK:** Full time, 37.5 hours per week, though we are open to exploring part-time working or job share for the right candidate

SUMMARY:

Wiltshire Air Ambulance (WAA) is a lifesaving charity providing an essential Helicopter Emergency Medical Service (HEMS) to people living, working and travelling across Wiltshire and Bath.

You will be playing a pivotal role in raising the £4.5 million needed each year to ensure our aircraft and crew can keep flying.

We have ambitious plans to grow our trust and major gift income streams. Building on an established foundation of grant funding, and a developing philanthropy programme, you will be directed by the Fundraising Manager to implement Wiltshire Air Ambulance's strategic fundraising. You will focus on grants, trusts, and high-net worth individuals.

You will undertake research, write compelling applications and cases for support, whilst championing quality stewardship. Within philanthropy, this role is responsible for both recruitment and ongoing stewardship of major donors.

Growing income through strong relationships with trusts, foundations and institutions, you'll provide a high level of personalised donor care and stewardship to encourage long term support.



RESPONSIBILITIES:

Charity Needs and Research

- Identify and effectively communicate the costed needs of Wiltshire Air Ambulance based on the strategic priorities. This will include physical and human resources, specialist equipment (aviation, clinical, ground operations and charity), as well as specific projects.
- Identify prospective grants and trusts that match the vision/need of Wiltshire Air Ambulance.
- Identify prospects for the major donor programme through efficient wealth screening, research and stakeholder engagement.
- Lead the researching, contacting, prospecting of the major donor programme.
- Maintain an awareness of Trust and philanthropy fundraising trends, news, events, and legislation in the UK to implement best practice.
- Prioritise prospects identified through reporting insights to ensure a manageable engagement list that can be stewarded appropriately by the charity and operational teams.
- Maintain a strong relationship with other members of the fundraising team to ensure information on current and planned fundraising activities is shared, and opportunities to work together are acted upon efficiently and effectively.

RESPONSIBILITIES:

Due Diligence and Application

- Undertake necessary due diligence and scrutiny of potential major donors.
- Tailor persuasive applications to grants and trusts, ensuring that this is compliant and in a manner that is appropriate to the guidelines, policies, and procedures of the grant/trust.
- Develop and submit a comprehensive range of proposals and applications tailored to the current and future needs of Wiltshire Air Ambulance and the aims of the Trusts/grants being applied for. This will include a mix of 4-6 figure bids and multi-year funding.
- Prepare proposals for donors and prospects. Ensure there is a strong connection to cause and the strategic priorities of Wiltshire Air Ambulance, supported by informative reports and engaging narrative.
- Maintain an awareness of trust and philanthropy fundraising trends, news, events and legislation in the UK in order to implement best practice and continuously evolve Wiltshire Air Ambulance's professional practice.

Finance

- Ensure robust awareness and understanding of Wiltshire Air Ambulance Annual Reports and Project Budgets.
- Be responsible for developing costed ask packages to support with major donor engagement as required.
- Work with the Fundraising Manager, Deputy Director of Income Generation, Director of Finance and Infrastructure to provide commentary on financial reports as required for funding applications.

RESPONSIBILITIES:

Stewardship and Stakeholder Management

- Ensure quality stewardship of successful and unsuccessful grant/trust applications.
- Deliver quality stewardship to continually and proactively develop engagement with trusts and major donors to encourage repeat donations.
- Engage with internal stakeholders to ensure timely reporting on impact management. Tailor reporting as appropriate to the needs of the grant/trust/individual.
- Work with the Events Team to develop major donor cultivation and stewardship events as part of the programme. This will include donor engagement events, as well as specific opportunities to hear more about our work and projects.
- Work with the communications team to produce high quality physical and digital assets to support the major donor programme.
- Support the Board of Trustees, Executive Management Team and other key personnel in their engagement and interaction with major donors.
- Report to the Board of Trustees/Executive Management Team annually with detailed analysis of the trusts and major donor programme.
- Flexible, approachable, and collaborative, you'll work closely with senior stakeholders, internally and externally to develop and execute solicitation plans.

The role may be required to perform related duties as assigned, within the scope of fundraising practice.

PERSON SPECIFICATION

- Proactive, enthusiastic, and collaborative, with a 'can do/ let's get this done' approach.
- A minimum of two years' experience in raising funds from trusts, foundations and/or major giving (or equivalent).
- Target driven, with proven success in achieving challenging targets.
- Supporter-focused with the ability to build rapport quickly and understand needs and expectations.
- Excellent verbal and written communication skills with a proven track record in persuasive copy writing.
- Excellent interpersonal skills, ability to liaise with people at all levels, on the telephone, face-to-face and in writing.
- Strongly experienced in building relationships to achieve income targets and deliver sustainable growth.
- Ability to assimilate and apply technical/legal information.
- Experience in the leadership of projects/project management.
- An understanding of the Fundraising Regulator and current fundraising regulations.

BENEFITS:

We offer a generous package including 25 days annual leave plus bank holidays and your birthday off, Health Cash Plan, Group Life Assurance (3 x salary, conditional upon still being employed by the charity), Blue Light Card discounts, up to 6% employer pension contributions, Chartered Institute of Fundraising individual membership, ongoing development, free parking and electric vehicle charging at our airbase.

BASE:

Hybrid/flexible with some days to be worked at our state-of-the-art airbase in Semington, where the charity works alongside our clinical crew.

TRAVEL:

Being able to drive and have use of your own car is essential to this role as you will need to travel throughout Wiltshire and Bath as required by the role. HMRC mileage allowance will be paid when travelling on work-related business.

FACILITIES:

You will be supplied with equipment relevant to your role.

This job description is subject to review and alteration in light of future change or developments.



HOW TO APPLY

To apply please send us a copy of your CV and a covering letter of no more than two pages to kellie@wiltshireairambulance.co.uk.

To find out more about the role, please contact fraser@wiltshireairambulance.co.uk.

For further information about our charity, please visit our website www.wiltshireairambulance.co.uk/careers.

CLOSING DATE

Midnight Sunday 26 May

We advise applicants to submit their details early as we will review applications throughout the advertising period and reserve the right to close the advert early.

INTERVIEW DATE

Interviews will take place on Tuesday 11 June and Wednesday 12 June.



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