# **Trustee Role: Fundraising Strategy**

Summary of Role: Ironbridge Coracle Trust (the Trust) is looking to appoint a new trustee with a professional background in charity fundraising to join Ironbridge Coracle’s Board of Trustees

Commitment:Flexible, initially we envisage more hours to help set up a fundraising strategy, but after this it may only take a few hours a month.

## **Introduction to Ironbridge Coracle Trust**

Ironbridge Coracle Trust is a small, registered CIO (Charity No. 1161685) focused on telling the story of the Ironbridge Coracle and its relevance to the wonderful World Heritage Site of the Ironbridge Gorge. The Trust was established in 2015 and now has a strong core of 8 Trustees with varying skills that they bring to the board.

In 2019 the Trust was successful in securing National Lottery Heritage Funding and the project will be completed by the end of October 2022. The project has enabled the Trust to restore the Old Coracle Shed, create a Coracle Man Sculpture, and a New Shed which is now a visitor attraction telling the story of Coracles in Ironbridge, and run a varied programme of community focused events.

As the project comes to an end, we need to look at sustainability of the Trust without the financial support of the Heritage Fund. This can only be achieved by growing our fundraising. Therefore, we are looking a new Trustee with Charity or Heritage Sector Fundraising experience to ensure our resilience post project.

## **The Role of Trustee**

Ironbridge Coracle Trustees share ultimate responsibility for governing the charity and directing how it is managed and run. As a Trustee you will help develop and set the strategic aims, objectives, and direction of the charity. The skills and knowledge you bring will enhance the Board and support the Trust. There is a core of Trustees who are very active in the delivery of events and organisational tasks, whilst others play a more strategic and guiding role. All have something to offer the Trust.

**Fundraising Strategy**

Once the project finishes at the end of October 22 the Trust will have no paid staff. The Trust is currently clarifying its liabilities and developing a business plan for post project. The annual running costs are in the region of £7.5k- £10K with additional funding needing to be secured for discrete projects.

The Trust currently fundraises through a ‘mixed economy’ approach

* sales of merchandise- (currently very limited)
* sponsorship/ support from a local business
* donations
* events and activities including the annual Ironbridge Coracle Regatta
* grants: four of the Trustees have experience in writing funding bids and as a small charity the Trust has been successful in raising funds this way.

## **Key accountabilities**

As a Trustee you will work with other Trustees to

* Set and maintain the vision, mission and values of the charity
* Ensure the charity complies with charity law requirements and other laws that apply to the charity
* Ensure the charity’s resources are responsibly managed
* Act in, and further, the charity’s best interests.

## **Requirements specific to the Fundraising Trustee**

* Work with the rest of the Board to develop a 5-year fundraising strategy and action plan, including advising on how best to generate income and ensuring that the Trust operates within the limitations of a CIO.
* Develop a written “Case for Support” which can be used to attract funding from a variety of sources
* Provide support and training to allow other Trustees and Volunteers to play their part in raising funds for the Trust
* Support the Board in recruiting a new fundraising volunteer team and actively support them until they are able to deliver fundraising activities by themselves.
* Act as an ambassador for the charity and represent the interests of all stakeholders
* Actively participate in all Board meetings and other Trustee meetings as they arise
* Contribute to the effective performance of the Board

## **Skills and knowledge**

* Professional charity or heritage fundraising knowledge, notably in individual giving (including digital), corporate and major donor fundraising and community fundraising
* Knowledge of the UK charity fundraising sector
* Strategic planning skills
* Experience of liaising with businesses

## **Term of Appointment**

The period for which Trustees are appointed is three years, with an option to serve two further terms by agreement of the Board of Trustees.

## **Time commitment**

Initially there will be more work to be completed to develop the Funding strategy and the Case for Support. We’d envisage up to several hours a week in the first few months. After that the time commitment will be determined by the post holder and the agreed Fundraising strategy

Trustees attend bimonthly meetings, with papers sent out ahead of the meetings.

There will be occasions when Trustees are required to attend other planned meetings i.e., strategy planning meetings, committee meetings and events. Dates for such meetings will be circulated in good time.

## **To be considered for the role**

If you would like to discuss this role further, please email Grant Foden, Company Secretary, [grantfoden@outlook.com](mailto:grantfoden@outlook.com)

To be considered for the role, please email your CV and a supporting statement outlining your suitability for the role to Grant Foden, Company Secretary, [grantfoden@outlook.com](mailto:grantfoden@outlook.com)