










The Kids Network Application Pack

# DIGITAL FUNDRAISING MANAGER

-  Job title: **Digital Fundraising Manager**
-  Location: **Remote or hybrid, with one compulsory day in the London office per month**
-  Reports to: **Director of Fundraising**
-  Contract: **Permanent**
-  Hours: **35 hours per week**
-  Salary: **c.£38,000**
-  Deadline: **Monday 10<sup>th</sup> October, 9am**



020 3750 3111  
bamboofundraising.co.uk

# WHO WE ARE

**50% OF CHILDREN'S MENTAL HEALTH ISSUES ARE DIAGNOSED BEFORE THE AGE OF 14.**

With the combined effects of exam pressure, bullying and social media addiction, more and more children are experiencing increased levels of stress, depression, anxiety and anger. And it disproportionately affects the disadvantaged.

## ABOUT US

Founded in 2016, the Kids Network is an award-winning mental health charity that provides tailored, early intervention for 8–11 year olds who face the most pervasive barriers to accessing the support they need.

Through partnerships with primary schools in underserved areas, we reach out to children in need through a programme of mentoring.

Our volunteer mentors, young professionals from the local community, work with children over the course of a year to help them build confidence and resilience and realise their potential.

Our mentors are given extensive mentoring and safeguarding training by our Programmes Team, who are experts in early intervention strategies. The training is embedded in a trauma-informed approach to ensure the wellbeing of the children we support.

Since 2016, we've matched almost 1,000 young Londoners with mentors, providing them with enriching, life-changing experiences.

And we're not done yet. We want to reach another 1,000 children by 2024. Want to get involved? Join us on the journey and help us change young lives.



Sir Quentin Blake, Patron

### OUR FOUNDER










Sarah Woodcock, a born and bred Londoner, launched The Kids Network as she has direct lived experience of the issues experienced by our children. She felt that there

was a simple way to support wellbeing, instil a sense of belonging and introduce some fun into the lives of excluded children – through mentoring.

Sarah became a mentor herself and experienced London through a child's eyes. This fuelled her passion to support children through mentoring at an early stage in their lives.

Sarah won the Children and Young People's 'Champion for Children' award in 2021 for her work during the pandemic supporting children.

### WHAT WE DO

-  Individualised, child-led mentoring
-  One-to-one sessions weekly for a year (100 hrs)
-  Building a community network of volunteers
-  Amplify unheard voices
-  Mobilise communities
-  Safeguard London's at-risk children
-  Live our values by having fun

# THE NEED

OF THE 393 CHILDREN WHO WERE REFERRED TO US AND SUPPORTED IN 2021:

## 73%

had adverse childhood experiences such as domestic violence, incarceration of a parent or family substance abuse

## 62%

had school-based experiences including mental health concerns, low attainment, low attendance and bullying

## 60%

were on Free School Meals, meaning their total household income was less than £7,400

## 66%

had family-based experiences such as cramped or impermanent accommodation, lacking 1:1 time with an adult or bereavement

## 94%

were dealing with a social and emotional experience such as difficulty in maintaining positive relationships or managing their feelings

## 82%

of the children referred face a combination of the experiences listed here

## 75%

had no other service involved, despite facing these challenges

## <70%

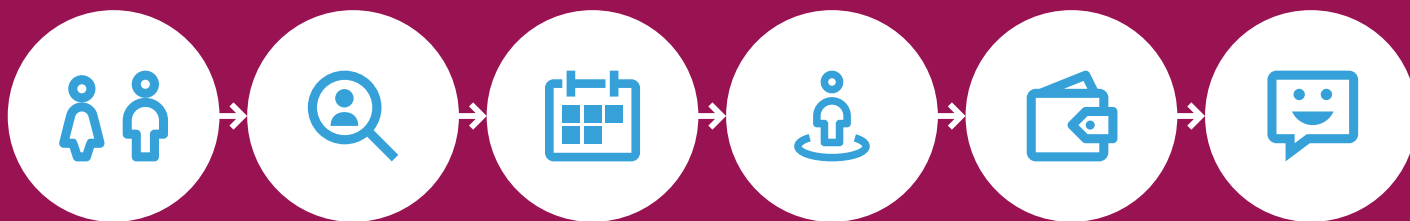
“ Under 70% of children who are struggling socially, emotionally or academically, are receiving intervention at a sufficiently early age to prevent lifelong consequences ”



## 393

children were referred to us and supported in 2021

# THE PROGRAMME



Children are referred to us by their school

We match them with a volunteer mentor

They meet once a week for up to 100 hours of sessions over one year

Sessions are child-led and take place outside of school hours

Children are supported by their mentor to manage a budget of £30 per month to enjoy activities of their choice\*

We have regular check-ins with children and mentors to monitor progress

\*This can be anything from playing in the park or learning a language to visiting a museum or going to the library

## PROGRAMME OBJECTIVES



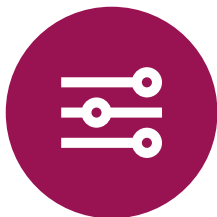
### CREATE CONNECTIONS

We create new connections between people who would not usually cross paths – helping us to understand the world from different perspectives.



### SUPPORT WELLBEING

London can be a stressful place for us all. We take the time to look out for each other, have fun and connect with our community through positive experiences.



### DEVELOP TOOLS FOR THE FUTURE

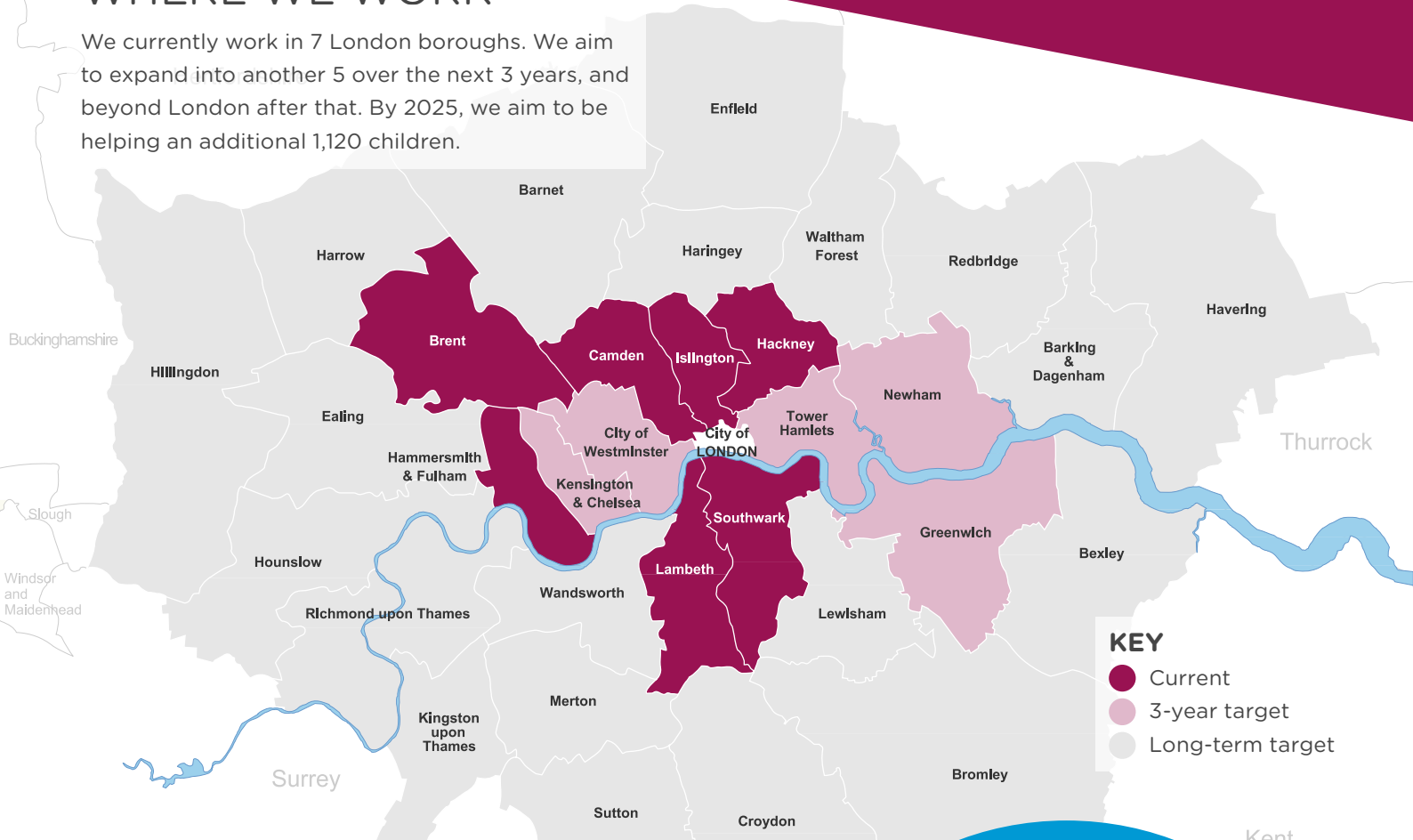
Our network inspires each other to set goals and develop tools to tackle the challenges of their present and prepare them for the future.

93%  
“ of our children report an increase in their wellbeing following our mentoring programme – a proven impact ”

# THE PROGRAMME

## WHERE WE WORK

We currently work in 7 London boroughs. We aim to expand into another 5 over the next 3 years, and beyond London after that. By 2025, we aim to be helping an additional 1,120 children.



**KEY**

- Current
- 3-year target
- Long-term target

### SAFEGUARDING

Safeguarding is a priority at The Kids Network. We're committed to promoting the welfare of our staff, mentors and the children we work with.

We have stringent measures, practices and policies in place to protect them from abuse, harm, neglect, radicalisation and exploitation.

 Our Programmes Team are experts in early intervention strategies, providing extensive mentoring and safeguarding training, with an embedded trauma-informed approach, to ensure the wellbeing of the children who need our support.

 We have a direct line to the NSPCC, specifically for our staff and mentors. Someone is guaranteed to answer within 15 minutes.

**OUR SAFEGUARDING POLICY**

“ We know that having access to an emotionally available adult can be life-changing for children who have experienced trauma. For some, being held in mind by a trusted adult can give them the confidence and motivation to make good choices and develop resilience. Having a mentor outside of school makes them feel wanted and special; it gives them something to look forward to each week, and it broadens their horizons. ”

- Teacher, South London

# IMPACT

IN 2021

393

children supported

58

school partnerships

8,324

one-to-one sessions

13,945

hours of delivery

98%

of children described the mentoring experience as enjoyable

98%


felt they had a trusting relationship with their mentor

90%

of children reported an increase in their happiness over their mentoring journey

97%

of mentors said that mentoring has increased their belief that they can make a positive change in society




“Z has been talking about the programme in our video calls, which has been a development. He never used to actively share his interests or what he was up to. He has definitely found his voice a little more through the sessions he has with his mentor.”

- Social Worker, Camden



“I like [having a mentor] because I get to tell her stuff, I get to have a breather from my mum who shelters me and explore. Now I have less tummy aches and haven't been stressing out as much. I tell her stuff I don't want to tell other people, like how I feel in school.”

- Mentee, South London



“Many of our children have told us their time with their mentor is the best part of their week and something they really look forward to. Parents have told us how happy their child seems since starting the mentoring programme. We strongly feel that the Kids Network mentor scheme positively impacts on the mental health and emotional wellbeing of the pupils we have been able to refer to the programme and we are very keen to refer further vulnerable children to the programme.”

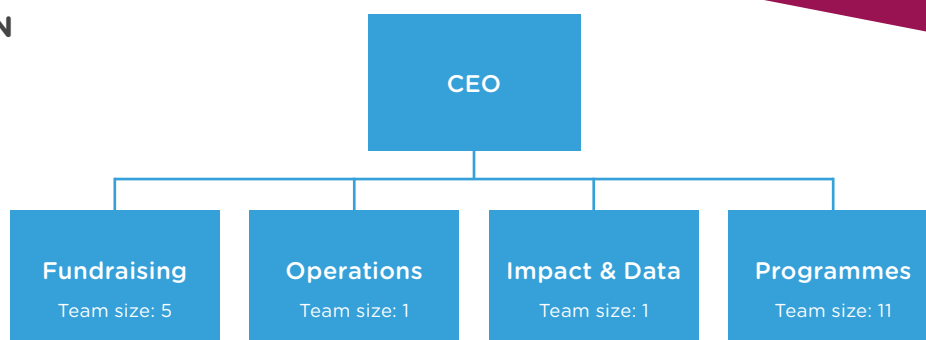
- Teacher, Hackney



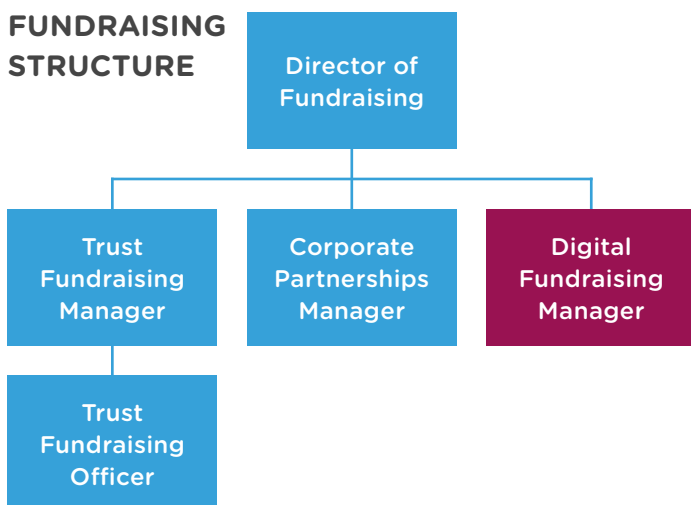
# THE TEAM

WE'RE A SMALL BUT MIGHTY TEAM, WITH A SHARED PASSION FOR OUR MISSION OF SUPPORTING CHILDREN ACROSS LONDON THROUGH MENTORING

## ORGANISATION STRUCTURE



## FUNDRAISING STRUCTURE



### ABOUT US



#### VISION:

Every child gets to live the life they deserve.



#### MISSION:

We make meaningful connections in our communities, supporting children through mentoring to feel happy and confident about themselves and their futures.



#### VALUES:

Fun, connection, diversity, curiosity, and integrity.

### WELLBEING

Every member of our team is a valued individual, and their wellbeing is a top priority.



Each member of staff is allocated two mental health days a year.



Any staff member who wants to be a wellbeing champion can be and can help with our wellbeing development.



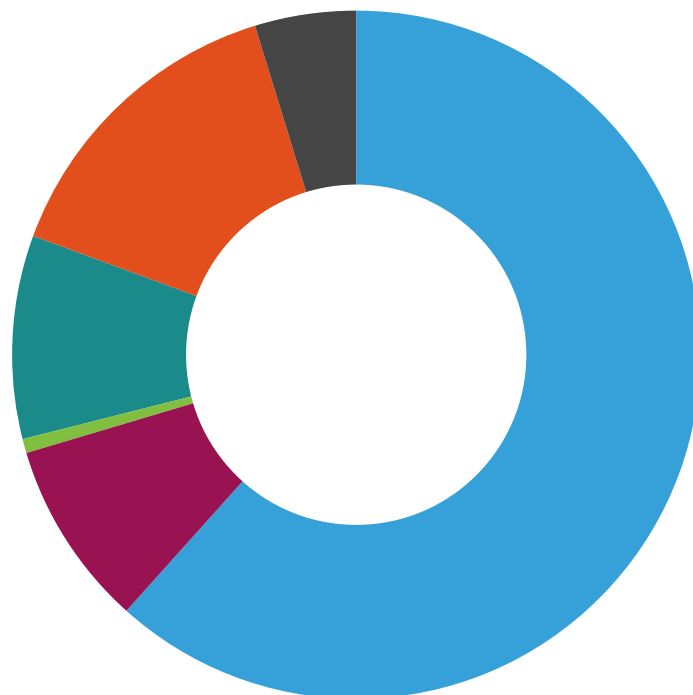
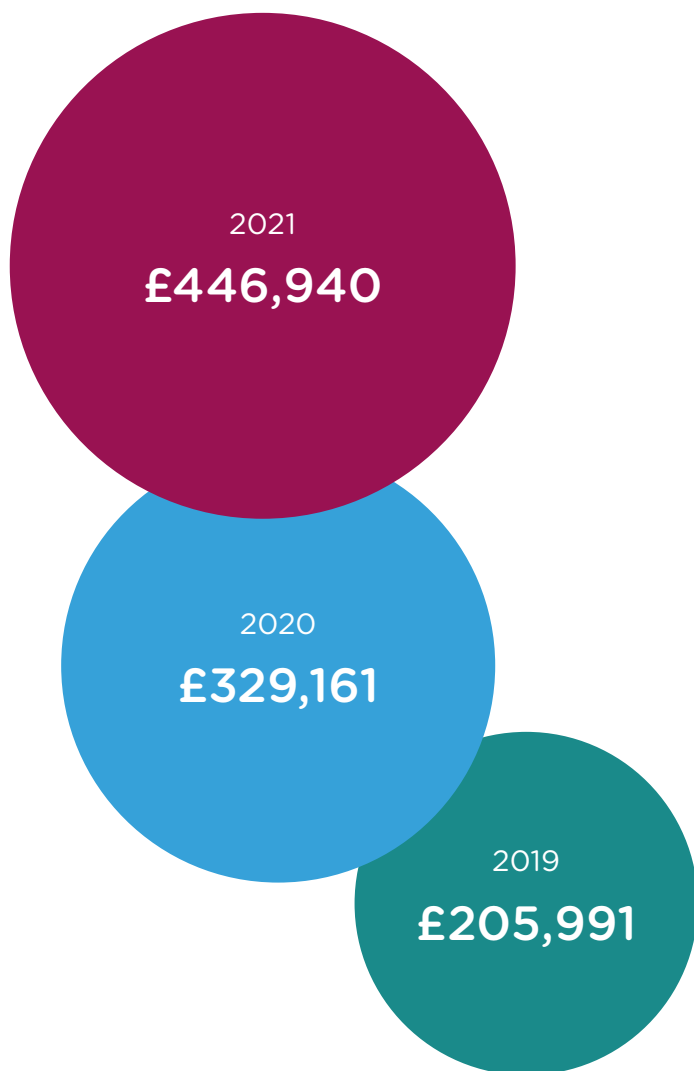
We offer our employees an assistance line, which has a range of services that can be accessed free of charge.



We have a dedicated People & Culture Trustee.

# OUR PERFORMANCE

## INCOME



### INCOME MIX 2022

INCOME TYPE	AMOUNT (£)	%
Trusts	454,607	62
Corporates	64,472	9
Major donors	5,000	1
Individual & community	70,509	10
Generated income	108,000	15
New streams	35,000	5
<b>TOTAL</b>	<b>737,588</b>	

\*79% already secured

# OUR PERFORMANCE

WE WANT TO SUPPORT 1,000 NEW CHILDREN BY 2024. TO ACHIEVE THAT, WE'VE GOT SOME AMBITIOUS PROJECTIONS FOR THE NEXT THREE YEARS.

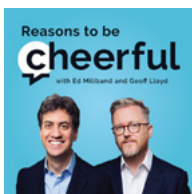
We're confident we can meet these targets. We've already secured £250,000 for 2023 and have an exciting high-ticket fundraising gala taking place in March 2023, in conjunction with one of our corporate partners, Les Ambassadeurs Club.

## PROJECTIONS

INCOME	2022 (£)	2023 (£)	2024 (£)
Trusts & foundations	615,000	650,000	700,000
Partnership fundraising	62,000	100,000	120,000
Major donors	40,000	100,000	150,000
Individual & community	69,600	100,000	150,000
Schools contributions	105,000	150,000	200,000
Other	40,000	50,000	100,000
<b>TOTAL INCOME</b>	<b>931,600</b>	<b>1,150,000</b>	<b>1,420,000</b>

## MEDIA COVERAGE

We're making waves in the media. Check out our recent coverage by clicking on the icons.



## OUR PARTNERS



HM Revenue  
& Customs



Garfield Weston  
FOUNDATION



“ A mentor can have a hugely positive impact on a young person; they provide a greater sense of belonging and can greatly improve emotional and academic outcomes. The evidence is clear that early intervention with mentoring works and it plays a key factor in helping avoid mental health issues and behavioural problems later in life. ”

- Chelsey Baker, Founder and CEO of National Mentoring Day






# THE ROLE

## KEY INFO

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	Location:	<b>Remote or hybrid, with one compulsory day in the London office per month</b>
	Reports to:	<b>Director of Fundraising</b>
	Contract:	<b>Permanent</b>
	Hours:	<b>35 hours per week</b>
	Salary:	<b>c.£38,000</b>
	Holidays:	<b>25 days plus bank holidays*</b>
	Deadline:	<b>Monday 10<sup>th</sup> October, 9am</b>

\*You can adjust bank holidays to suit your faith.  
This role is subject to an advanced DBS check.

## PERKS



-  **Remote or hybrid** (with one compulsory day in the London office per month).
-  **25 days' annual leave** entitlement, plus a bonus day on your birthday.
-  **Flexible working hours** offered to cater to all employee's personal situations. Core working hours are 10am-4pm, but you can otherwise manage your own time.
-  Each member of staff gets a **training budget** to work on personal development.
-  We offer **TOIL (time off in lieu)** for weekend/evening work, so staff maintain a healthy work/life balance.

## OVERVIEW

It's a great time to be joining our passionate team as our meteoric fundraising success and steep growth curve continue and we resoundingly demonstrate the efficacy and impact of our approach.

As we continue to build our tribe of individual supporters, we are looking to embrace as many innovative and technological approaches as we can. Taking a trial-and-error approach, you will have the freedom to explore what works for The Kids Network's supporters.

## WHAT WILL YOU BE DOING?

-  You will be responsible for leading our digital fundraising campaigns, supporter communications and digital assets across the organisation.
-  You will support the recruitment of participants for third-party events through digital marketing.



# THE ROLE

## KEY RESPONSIBILITIES

### INDIVIDUAL GIVING

- Lead our bi-annual digital campaigns, currently generating £40k through supporter donations.
- Work with the Systems & Operations Manager to develop our Salesforce CRM system.
- Develop and manage high quality supporter care, including creating a journey to respond to, thank and update our supporters on the impact of their generosity.
- Draft engaging supporter communications in line with our supporter journey to maximise individual and monthly giving.

### DIGITAL

- Create a strong social media strategy across key platforms.
- Create compelling digital content.
- Lead on and manage related external platforms including outsourced platforms e.g., Enthuse, donation button.
- Own the SEO strategy of the organisation, working with our external consultant to maximise exposure.
- Own the organisation's website and content.
- Support the Programmes Team with volunteer recruitment campaigns.

### OTHER

- Proactively ensure all materials produced are accurate and compliant with GDPR protection and Gift Aid legislation.
- Undertake all activities in line with best practice standards and processes as set out by the Fundraising Code of Practice and industry regulatory bodies.
- Keep abreast of developments in digital fundraising and ensure charity compliance.
- Contribute to the Fundraising Team's strategic planning and budget process.

### COMMUNICATIONS

- Implement processes to ensure a shared 'voice' across the organisation.
- Ensure all new communication materials are developed in line with the organisation's brand.
- Create regular and compelling communications for our audience.
- Support the creation of press releases and brand awareness raising activities.
- Produce moving and powerful stories about our work to share.

## WHAT WE'RE LOOKING FOR

We believe that diverse teams make organisations stronger and more effective but lengthy person specifications can limit this, so we've narrowed it down to three key qualities:



**Digital Whizz:** Are you a master of all things social and digital? Do you know a little bit of everything across SEO, social media, PPC, email and content?



**Content Curator:** Do you have a keen eye for the content that makes supporters click? Do you know what it takes to kick up a Twitter storm?



**Process Master:** Are you super organised and hyper-productive? Do you love building processes that create predictable, consistent outcomes across digital fundraising?

# HOW TO APPLY

WE'RE EXCITED TO FILL THIS ROLE AND HOPE YOU'RE EXCITED TO APPLY. HERE'S WHAT TO DO NEXT:

1

Read this document carefully to make sure it's the right job for you.

2

Send your CV to Bamboo Fundraising and arrange a time to have a chat.

E: [info@bamboofundraising.co.uk](mailto:info@bamboofundraising.co.uk)  
T: 0203 750 3111

3

Submit your application by Monday 10<sup>th</sup> October at 9am to [info@bamboofundraising.co.uk](mailto:info@bamboofundraising.co.uk) with the subject "TKN Application".

## WHAT WE'LL NEED FROM YOU

Whilst we whole-heartedly recommend speaking to our partners at Bamboo Fundraising before putting an application together, it's worth knowing in advance that we'll be looking for the following:



A CV highlighting facts and figures that demonstrate the scale and breadth of your experience and achievements, especially those most relevant to this role.



A cover letter that answers the following questions:

1

What is it about The Kids Network and the Digital Fundraising Manager post that inspired you to apply? (250 words max.)

2

Are you a digital whizz? Can you describe your experience and achievements in developing and managing a full digital fundraising programme? This can include but is not limited to SEO, social media, PPC, and email. (250 words max.)

3

Are you a content curator? Can you talk us through successes that demonstrate your ability to gain significant exposure for your charity through digital channels? (250 words max.)

4

Are you a process master? Can you briefly describe systems and processes you've developed to ensure consistent digital fundraising outcomes? (250 words max.)

We know it takes time to put a good application together and we appreciate and respect your investment of time and effort. All applications will be responded to and appropriate feedback will be provided.

Good luck!