



because there's more than one way to be educated

## Fundraising Manager Recruitment Pack



**"You have changed my daughter's life. For the first time, we have some hope. ...she now has a place where she can thrive within a safe, nurturing environment. Thank you"**

"...a place of **healing** where every student is respected, recognised and accepted, so they have an equal opportunity to become who they deserve to be."

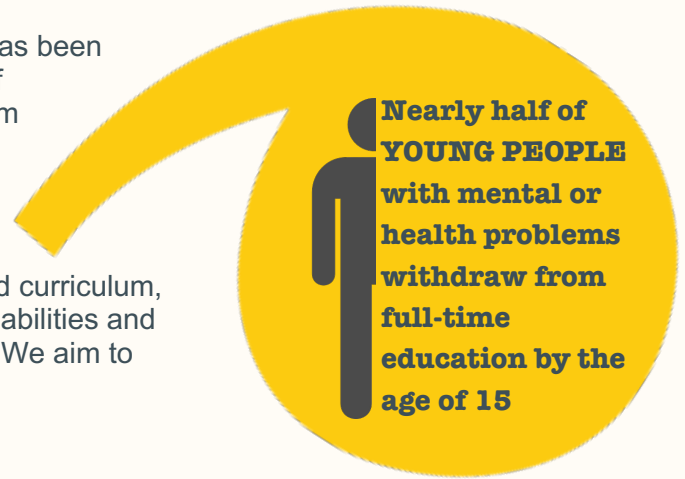


## About Gateways

Gateways is an alternative education provision that exists to support the countless young people today, between the ages of 14-25, who are or have struggled to remain in mainstream education. Gateways students are referred to us as school refusers, struggle with severe anxiety, debilitating depression, eating disorders, trauma's of all kinds and often as a result of serious medical issues.

Over the past 2 years during and post COVID, there has been a 56% rise in enquiries to Gateways, as the number of students suffering are unable to access the mainstream education system.

We believe that every young person should have the same opportunity to progress and thrive, regardless of the challenges they face. Gateways delivers a broad curriculum, academic and vocational, that caters for the interests, abilities and specific needs of the each young person that attends. We aim to prepare them for a life beyond education.



## What has been achieved

The Gateways programme launched in 2014 and is the only provision of its kind in the UK Jewish community, enhancing the lives of over 600 vulnerable, young people to date.

- Placing over 100 students into work and apprenticeships through career support sessions
- Achieving 98% pass mark for students sitting GCSE functional skills and BTEC qualifications
- Providing emotional and wellbeing support for all our students and families
- Launching successful social enterprise projects in cooking, hair and beauty
- Collaborating with over 20 referring organisations in the community and all Jewish secondary schools

## Gateways in 2021/22

### Qualifications

- GCSE English and Maths - 100% grades 9-4
- Functional Skills English and Maths - 98% pass
- BTEC Tech Award in Business Enterprise - 100% distinction\*-pass
- BTEC Hair and Beauty - 100% Pass
- BTEC Personal Training - 100% Pass
- BTEC Home Cooking Skills - 100% Pass

### Number of students accessing support services

Hardship fund - 50  
 Mentoring - 25  
 Career coaching - 45  
 Money management - 14  
 Work readiness - 2

### Student destinations include

Sixth form college - 15  
 Apprenticeships schemes - 8  
 University - 7  
 Employment - 23



## Evidence of need

Mental health issues affect 1 in 6 children aged 5-16 year (*NHS digital, 2021*)

There is an unprecedented crisis in young people's mental health in the UK. Isolation, disruption to education and reduced access to support have had an immense impact on children's mental health (*Young Minds, 2022*)

A survey published in February 2022 by *Place2Be* and *the National Association of Head Teachers* finds that mental health problems among pupils had increased since the start of the academic year, including low self-esteem (86%), depression (76%) and constant feelings of anger (68%).

An estimated 13,000 Jewish young people in London are living with a mental health concern. This is calculated by applying the national prevalence figure for children and young people's mental health to Jewish demographic information. This figure is illustrative, and the true prevalence may be higher due to the undercounting of Jewish people in Britain and evidence that suggests mental health may be worse among some Jewish communities compared with the national population. *Data from Annual Population Surveys and NHS Digital.*



Gateways has experienced an increase in demand for services from 20 students in 2014, to over 90 students in 2023, with a current waiting list of nearly 40 students. This is a 350% increase since 2014.

## The future of Gateways

To meet the rapidly increasing demand for our provision and our reputation for delivering exceptional outcomes, Gateways has registered as an independent charity and will begin operating with a new strategy and a growing team from September 2023. This includes transitioning out of JW3's Jewish Community Centre and into our own premises.

The aim is for the Gateways charity to encompass two separate pathways to effectively meet the needs of our students. The current part-time provision will continue, serving students aged 14-25 years, alongside the new full-time, Ofsted-regulated provision for 14-16 year-olds. Gateways will also deliver a broader curriculum that caters for the interests, abilities and specific needs of the students and will prepare them for life beyond education.

Gateways will offer all students 'hope, determination and achievement' through high-quality teaching and learning within a flexible, responsive, and bespoke environment and will be a stepping stone which will provide students with opportunities to reinvent themselves and develop the confidence to be successful in their future.

We recognise that a truly successful provision cannot focus simply on good grades; real success is happy students who are well-equipped to cope in life and who are supported to reach their goals. The Gateways charity is based around a foundation of mental well-being and education, focusing on each student being a valued part of the Gateways community.

## Current & projected student intake



## The curriculum

Gateways will continue to provide an engaging and aspirational curriculum which will equip students with the skills, knowledge and experience they will need to progress to the next stage of their education or employment. Gateways delivers to all levels of learning from Entry Level, Functional Skills, BTECs to GCSE and A Levels. All courses are carefully directed to the student's level and are centred on their interests to maximise engagement.

In addition to core academic subjects of Maths, English and Science, students have an opportunity to choose from a range of vocational subjects, providing them with a practical introduction to a specific employment sector. All vocational courses are taught by industry professionals. Current vocational courses include business, cooking, hair and beauty, photography and personal training.

As we expand our offer, we continue to respond to the needs of our students by introducing new subjects such as gaming design, coding and media.

## Pastoral support

Pastoral support is integral to the Gateways programme. We believe that young people can achieve their potential, given the right opportunities and full emotional support. For most of our students, it is the reason they thrive at Gateways.

- Counselling
- Mentoring
- Career coaching
- Advocacy
- Wellbeing support
- Access to hardship fund
- Life skills sessions

## Gateways will continue to measure its success through the following outcomes

- Student attendance
- Level of engagement
- Percentage pass rate
- Percentage of students progressing onto higher education
- Percentage of students moving into employment

## The Gateways pathways to employment programme:

Many vulnerable, young people struggle to transition into employment post-education due to the many challenges they face. Through the introduction of the Gateways Pathways to Employment Programme, we are committed to supporting every young person to be aspirational and to secure employment.

## A message from Laurence Field - Founder & future CEO

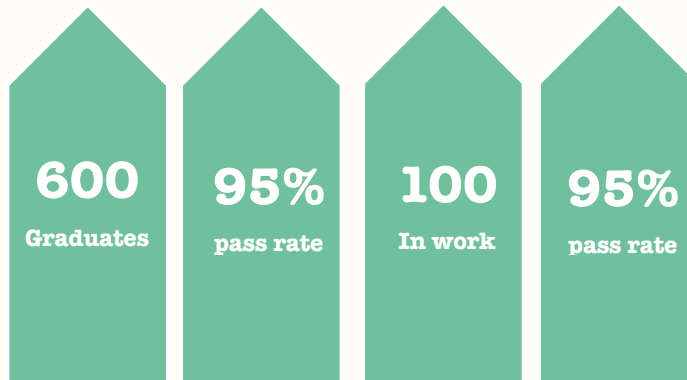
When I started Gateways, in 2014, I had no idea it would resonate with so many people. In this time, I have been inspired by young people, their parents, dedicated teachers, funders and employers who have shared their own experiences and brought so much passion and support to our cause. It is because I have seen the impact Gateways provision can have that I am now more determined than ever, to get to a place where we can help anyone who needs us, and ensure everyone can live a fulfilling and productive life.

We have also learned so much and we go into our new chapter with an extremely strong platform for growth, based on our demonstrated performance and the strength of our partnerships.



King Charles III  
visiting the Gateways  
programme &  
meeting its founder.  
December 2022

### Over the past nine years, we have achieved:



With a 25% increase in school refusers in the last two years and the demand growing daily, we know now is the time to act. Gateways can only grow and develop with the support and commitment of a dedicated group of staff.

Thank you for considering making an application for the Fundraising Manager role.

*Laurence*



## A message from Ruth Green - Founding Chair of Gateways

After 30 years of working with young people in school settings as a counsellor and many years as a board member and chair of numerous charities, I am excited about my new role and passionate about the unique and essential offering Gateways provides for many young people.

Thank you for your interest in applying for the Fundraising Manager role.

Gateways already has an excellent track record, phenomenal pool of supporters and partnerships, and a core team of dedicated professionals who have shown both their skill, grit and passion for our mission. Yet we are also in a new stage of our evolution and that is why a strong cohesive staff team is being recruited.

The demand for Gateways' provision is greater than ever, you will read throughout this recruitment pack, some frightening stats and see some impressive evidence of Gateways results over the past nine years.



The unprecedented demand for places at Gateways comes from an increasing pressure from schools, local authorities, parents and community organisations, to expand the provision. Not only to accommodate more students but also to widen the curriculum for them, expand the pastoral care, offer more mentoring and counselling sessions and extend our relationship with industry, to offer more apprenticeships and work placements too.

We are looking for a fundraising Manager who shares this ambition and who wants to help us grow Gateways into an accessible alternative provision for young people in the Jewish community. Gateways own aspirations is to become a valued thought leader and contributor in our field of education and as a centre of excellence.

*Ruth*



# Fundraising Manager Job Description

**JOB TITLE:** Fundraising Manager  
**SALARY:** £50,000 FTE  
**HOURS:** 20 hours per week (equivalent of 2.5 days)  
**LOCATION:** TBC - North-West London  
**REPORTING TO:** CEO

## Purpose of the Role

Reporting to the CEO, you will be responsible for securing Gateways's annual fundraising income target whilst providing a high level of supporter care to all donors.

## Main Duties & Responsibilities

- Develop, implement, and deliver Gateways' fundraising strategy
- Manage and maximise all categories of fundraising income streams in order to achieve fundraising targets
- Develop new income streams
- Support the CEO and Trustees in identifying new opportunities to raise additional funds
- Ensure all pledges and donations are thanked accordingly and in a timely manner

## Major Donor Fundraising

- Develop and implement a plan to steward, cultivate and nurture existing major donors
- Work with the CEO and Trustees to identify potential new major donors and develop stewardship plans
- Develop a Patronage Campaign
- Ensure regular and appropriate communication with major donors

## Trusts & Foundations

- Steward existing Trusts & Foundations to secure ongoing support
- Research suitable Trusts & Foundations whose criteria match the Gateways
- Create and submit bespoke proposals and applications to Trusts and Foundations

## Community Fundraising

- Research, plan, and implement new community fundraising initiatives to establish Gateways as a charity within the Jewish community



## General

- Maintain and update donor records on our fundraising database (Beacon) including thanking and acknowledging
- Provide an exceptional level of supporter care, resulting in long-term relationships with Gateways
- Communicate effectively with donors via phone, email, mail, face-to-face and digital channels e.g., social media
- Provide fundraising progress reports for the CEO and Trustees as and when required.
- Carry out any other relevant tasks as requested by the CEO
- As a part of the introduction of this new role into Gateways, develop and implement processes and procedures to support the role's function

You may be required to work occasional evenings and weekends. This job description allocates duties and responsibilities but does not direct the amount of time spent on carrying them out, and no part of it may be so construed. The job description is not necessarily a comprehensive definition of the post.

## Person Specification

	Essential requirements	Desirable requirements
Qualifications required for the role		Higher education qualifications
Skills	<ul style="list-style-type: none"><li>● Highly organised and efficient</li><li>● Experience in using a CRM database</li><li>● Fully competent with Office 365</li><li>● Excellent oral and written communication skills</li><li>● Strong interpersonal skills</li><li>● Understanding of budgets</li></ul>	Experience of Beacon (CRM)
Personal characteristics	<ul style="list-style-type: none"><li>● Creative and able to think outside the box</li><li>● Motivated and ability to use own initiative and work alone as necessary</li><li>● Able to multitask on a range of projects</li><li>● A confident and friendly manner</li><li>● Committed to Gateways' mission and aims</li></ul>	Experience of working with other stakeholders and/or members of the community



	Essential requirements	Desirable requirements
Specific knowledge/ experience required for the role	<ul style="list-style-type: none"><li>• Experience and proven track record in fundraising</li><li>• Fundraising experience across a broad funding portfolio within the charity sector including major donor giving, trusts and foundations, community and events</li><li>• Solid understanding of fundraising strategies, techniques, and approaches</li><li>• Experience of successfully managing multiple, often competing projects through to delivery</li><li>• Identifying and successfully implementing proactive initiatives to grow and diversify income</li><li>• Experience in securing gifts from trusts and foundations</li></ul> <p>A good understanding of the principles of trust fundraising, including identification, research, solicitation and stewardship of funders</p>	<p>Knowledge of the Jewish Community</p> <p>Experience in developing and implementing new processes and procedures</p>

## How to apply

Please apply for the **Fundraising Manager** role at Gateways via the TES website.

All Candidates invited to interview will be required to bring the following documentation:

- An original identification document (e.g. passport or driving license)
- If applicable, proof of eligibility to work/reside in the UK
- Documents confirming educational and professional qualifications.

Gateways is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service. Any candidate wishing to seek additional information should contact:

**Hazel Kaye - Karitas Consulting - [hazel@karitasconsulting.com](mailto:hazel@karitasconsulting.com) - 07946 413957**