



## Daniel's Den Fundraiser Role: Background

This is an exciting time to join Daniel's Den. We are poised for a major expansion in our work and have received a large grant from the Reaching Communities Fund to develop the charity. This role is key to the success of this project. This pack gives some details of the charity and sets out the background to the vacancy.

Daniel's Den (DD) is a grassroots charity based in Brent (also incorporated as a company Daniel's Den Limited) and its purpose is to encourage and enrich family life in order to build stronger communities. It started as a small parent and toddler group and over the last 20 years has grown and developed in many ways - it now works annually with 250 families from 45+ nationalities. It provides a safe welcoming space online and face-to-face, for parents/carers and children to play and learn together in a structured format (sessional toddler groups involving crafts, toys, singing, playdough etc).

The charity offers parenting support through running these groups and this in turn addresses the fact that in Brent (the most ethnically diverse borough in London) only 57% of under-fives achieve the recommended targets in early years' attainment according to local government statistics. With at least 50 % of our service users born outside the UK, we provide the opportunity to enable people to know and be known in their local community as well as to build relationships that matter within and beyond their cultural and ethnic group.

We have a growing team of 30+ volunteers who often go on to find work, or volunteer elsewhere, because of their volunteering experience. Daniel's Den has a proven track record and is well respected both locally and nationally by local communities, politicians and community leaders. Our latest [Impact Report](#) demonstrates some of our recent work.

### Internal Structure

We currently employ a Chief Executive, two part-time Administrators and a part-time Volunteer Coordinator and paid Sessional Workers. The Chief Executive is a qualified teacher and has run the toddler groups and Daniel's Den itself from the inception. She is well-networked and is continually researching early years development and ensuring that the latest evidence-based research is used to shape the way Daniel's Den's sessions are run. The service is dependent on contributions from several experienced and highly skilled loyal volunteers who help to run sessions and provide administrative support in the office.

There are regular internal meetings which help to shape the day-to-day operations and a committed Board of Trustees provides the necessary strategic input to guide the work of the charity. The Board of Trustees is well-balanced and includes members with financial, legal and project planning experience as well as experience of running toddler groups.

## **Challenges**

Daniel's Den works in areas of great need and ethnic and social diversity. Many of our families are socially isolated and sometimes hard to reach. A number have just arrived in the area and for many English is not their first language – or indeed they make not speak any English at all. Most of our families are not well off and we cannot charge a “commercial” rate for the sessions and hence need to continually fundraise and apply for grants etc.

Many women suffer from mental health problems after the birth of their child, research has shown that one in three women suffer from post-natal depression, this can result in challenges to engage. New families can experience isolation with no social networks, and this has been exacerbated by the pandemic.

## **The future**

Daniel's Den wishes to expand to provide more groups, both online and face-to-face, to increase the opportunities for parents and children to connect with their local communities.

Daniel's Den successfully raised funds from the Reaching Communities Fund of the National Lottery, and this is providing valuable support to the core costs of the organisation over a three-year period and has enabled the recruitment of key administrative roles. Resources to meet the costs of employing a Fundraiser has been included within this award.

## **The Fundraiser**

The Fundraiser will work closely with the CEO and Operations Manager to focus on growing and sustaining income; from lottery sources, charitable trusts, grant-making bodies, and foundations, whilst ensuring appropriate stewardship of all fundraising relationships.

## **Application Process**

1. Applicants should send their up-to-date CV with a covering letter which clearly demonstrates how they meet the requirements for the role. Applications should be submitted by email to [Keith@danielsden.org.uk](mailto:Keith@danielsden.org.uk) Please include the contact details for two referees; references will not be taken up until an offer has been made.
2. The closing date for applications is Friday 19<sup>th</sup> February 2021.
3. The interviews will take place on 4<sup>th</sup> /5<sup>th</sup> March 2021 via Zoom and candidates will be required to make a presentation. We aim to notify successful applicants that they will be invited for interview by Friday 26<sup>th</sup> February 2021.
4. If potential candidates would like an informal discussion about the role, please email [jo@danielsden.org.uk](mailto:jo@danielsden.org.uk) to arrange this.