

Role description for local Fundraiser of a Read Easy Management Team

“It’s been a life-changing experience. Last week I read a book to my grandson. I never read to my children because I couldn’t.” Peter, from Read Easy Poole

Thank you for considering the role of Fundraiser with your local Read Easy Management Team. Local Read Easy groups are changing the lives of individual adults across the country as they provide them with the support they need to learn to read. Many of these adults thought in the past that their situation was hopeless and that they were destined to live limited and often isolated lives because of their reading difficulties. By supporting them to learn to read, Read Easy is opening doors for them to all sorts of new opportunities in life.

For local Read Easy groups to reach and support these individuals effectively, the Fundraiser with the Management Team is responsible for raising funding to cover its local expenses. The end goal is to ensure that the group helps as many people as possible who want to improve their reading skills.

Please see the role description for Management Team members to find out more about the structure and responsibilities of the Team, and visit our website at: www.readeasy.org.uk to find out more about the organisation as a whole. This role description is intended only to outline the specific responsibilities of the Fundraiser.

Outline of the Fundraiser role

You will be accessing local funds that Read Easy UK is not able to apply for as a national charity. Local funders are likely to be attracted by the opportunity to support local adults to learn to read.

You will plan with your Management Team in advance exactly how much money you need to raise each year to cover the local group’s expenses. The average cost of running a Read Easy group, especially in the early days, is no more than £3,000 a year.

Responsibilities

- Working with the Management Team to agree best approaches to fundraising.
- Writing applications to local funding organisations.
- Arranging fundraising events, if desired.
- Keeping records.
- Public acknowledgement and thanks to donors.

Personal qualities and experience

- Knowledge and previous experience of fundraising is desirable, though not essential.
- Willingness to seek out potential sources of funding.
- Experience of writing funding bids is desirable, though not essential.



- Great people skills, approachable and friendly.
- Organised, methodical, reliable.
- Negotiating and influencing.
- Ability to handle money.
- Enthusiasm.

What is in it for you? You will:

- develop fundraising skills
- develop your skills in organising events if you choose to use this approach
- meet and work collaboratively with new people
- be active and engaged, adding value to your local community

Commitment to the role

Fundraising is an ongoing activity throughout the year. However, it is a role that can easily be supported by other members of the team, and this is common practice. There are two distinct forms of fundraising – those requiring writing bids for funds and those with a more social aspect – sponsored events; cake and coffee mornings; quiz nights; etc. The time commitment will be dependent on the nature of the fundraising your group does, and how many others become involved, but you should allow a minimum of 2 hours a week. As a Management Team member, you will also be required to attend monthly Management Team meetings.

Commitment from Read Easy

If you are joining a new group, you will be required to attend a day's training with the other Management Team members and the Coordinator from your Read Easy group, shortly after affiliation to Read Easy UK. The training will provide you with an opportunity to get to know the rest of the team, clarify roles and responsibilities and help plan activities to set up the group and achieve success.

If you are joining an existing group, Read Easy UK provides suggestions for an induction process to ensure you are properly inducted into your role and provided with all the documentation and information you need about how the group is intended to run. Please ask about this induction process if you need to.

Ongoing support will be provided by your Regional Adviser, and by Head Office as and when required. You may also be invited to Regional Forums and you will be invited to attend the Annual Conference held in the autumn, where you will have the opportunity to meet with volunteers from other groups.

You will be provided with a Fundraising Information Pack, as well as a Management Team Handbook, which provides important information about your general responsibilities as a Management Team member and is designed to help your Team to run everything as smoothly and easily as possible. You will also be given access to further resources on the Read Easy website to assist you in your role.

Apply

If you would be interested in taking up this role, please contact: