



Job Description

Head of Fundraising



1.Role summary

Title	Head of Fundraising
Salary	Salary in line with market rates for the role, negotiable depending on experience
Contract	Full-time or part-time considered
Location	Hybrid options available, with some travel required
Reporting to	Chief Operating Officer

2.Staff benefits

Wheels for All is committed to the health and wellbeing of our staff. We are proud to offer these benefits to all members of our team:

- **Birthday bonus** – take an additional day off to celebrate your birthday.
- **Volunteering** – take a volunteering day each year to support another charity or Wheels for All partner.
- **Apparel** – we will provide all members of staff with quality clothing to keep them looking and feeling good when out and about.
- **Flexible working arrangements** - including working from home and flexibility around caring responsibilities.
- **Annual leave entitlement of 25 days** - in addition to public holidays, increasing by one day each year up to a maximum of 30. (Note: pro-rata for part-time colleagues).
- [Employee Assistance Programme](#) - access to a 24/7 confidential helpline, counselling services and online information.
- **Healthy and wellbeing** - we welcome staff to embed regular exercise into their daily work lives. We provide access to a [Cycle to Work scheme](#) (unlocking savings of up to 47% on the cost of a new cycle and accessories) and yoga classes at our head office.

3.About Wheels for All

Wheels for All (the operating name of Cycling Projects Ltd) is a leading national charity delivering inclusive cycling opportunities for people to be active on their terms.

- Wheels for All was established over 30 years ago and has created the largest network of accessible cycling opportunities across the country, supporting people to start and continue cycling regardless of ability.
- Working with local partners, we have supported the creation of more than 50 inclusive cycling hubs, many of which are now run independently, assisted by dedicated and committed staff and volunteers.
- Wheels for All is also a national leader for inclusive cycle training providing specialist support and guidance to community initiatives and partners on setting up local inclusive cycling programmes.
- We are proud to support more people to be more active, improving their physical and mental wellbeing.
- We are committed to providing safe, enjoyable, accessible, and social environments for our participants to begin and progress their cycling, whether for recreation or active travel.

We are currently in an exciting period of growth as we upscale our delivery to enable more people to enjoy the benefits of cycling.

Our new 'We Ride Together' Film captures the true spirit of the charity. It's powerful language in and imagery tells the story of Dave, a Wheels for All volunteer and cyclist who had been recently widowed and joined the charity to help him deal with his bereavement. Loneliness is one the main health concerns we face, and people are feeling more isolated and disconnected than ever before. Dave is proof that having a connection with others through a shared interest such as cycling can provide a happier and healthier future for all involved. Our cycling offers are fine examples of how communities can flourish and thrive. We never underestimate the lifeline that the charity is to many people.

Please watch the new film here

<https://www.youtube.com/watch?v=wAHYqIQqUa8>



4.Role overview

We're seeking a dynamic, ambitious and experienced fundraiser with the passion, energy, and skills to propel our fundraising efforts forward. You'll lead our fundraising strategy, build relationships with key stakeholders, and ensure we raise the funds necessary for the next exciting chapter of our charity's journey.

Wheels for All is seeking to increase areas of fundraising income, with a specific focus on individual giving, philanthropy, events and legacies.

You will be highly motivated to develop timely, exciting fundraising campaigns for new and existing audiences, supporting to weave cycling into lifestyle for life.

As Head of Fundraising, you'll play a crucial role in securing major grants, corporate partnerships, and individual donations. You'll also oversee our marketing and communications efforts to engage supporters and increase visibility. Working closely with the CEO, trustees, and the wider team, you'll drive the strategy to support our ambitious goals.

We are open to discussing a part-time role at a higher full-time equivalent (FTE) salary to attract the right level of experience and expertise.

5.Role responsibilities

Fundraising Strategy & Innovation:

- Develop and implement a comprehensive fundraising strategy that supports sustainable income growth for the charity, including diversifying income streams from grants, corporate partnerships, individual giving, and events.
- Drive innovation in fundraising, leveraging new approaches and opportunities such as digital engagement and targeted appeals to engage new audiences and secure funding.

Relationship Management:

- Build and maintain strong, long-term relationships with high-value funders from a variety of sectors, including philanthropists, corporations, and major donors.
- Foster collaboration across the organisation, working closely with marketing, communications, and other teams to identify and pursue funding opportunities that align with the charity's strategic goals.
- Cultivate strong partnerships with external stakeholders and key partners, ensuring effective engagement and stewardship to secure ongoing support.

Team Leadership & Building a Fundraising Culture:

- Lead and inspire the creation of a new fundraising team, including the recruitment and management of fundraising staff. Develop a collaborative, inclusive environment where team members are empowered to succeed and work towards a shared vision of growth.
- Line manage the Marketing and Communications Officer, ensuring that fundraising and marketing efforts are integrated, aligned, and support the charity's overall goals.
- Foster a culture of fundraising throughout the organisation, ensuring that all departments are aware of and actively contribute to fundraising opportunities. This includes embedding fundraising principles across all teams and encouraging a proactive approach to securing funds.

Communication & Storytelling:

- Develop and oversee the creation of compelling communications that effectively tell the charity's story, ensuring the messaging resonates with funders and donors.
- Lead the creation of tailored funding proposals and appeals, ensuring that each aligns with the charity's goals and conveys the impact of donations.
- Use storytelling to build emotional connections with potential funders, showcasing how their support will contribute to the charity's mission and growth.

Budget & Financial Oversight:

- Manage the fundraising budget to ensure that fundraising activities are cost-effective and deliver a high return on investment.
- Work closely with the Executive Management Team and the Board to align fundraising activities with financial targets, ensuring the charity meets its income goals.
- Contribute to long-term financial sustainability by strategically planning and forecasting income and expenditure.

Fundraising Campaigns:

- Lead the development and execution of engaging fundraising campaigns that capture the imagination of the charity's supporters, including both new and existing audiences.
- Ensure campaigns are aligned with the charity's values and mission, effectively promoting cycling as a tool for social good and encouraging participation and donations.

Monitoring & Reporting:

- Continuously monitor and evaluate fundraising activities, adjusting strategies where necessary to maximise impact and meet income targets.
- Report on fundraising progress regularly, providing updates to the Chief Operating Officer and the Board on key achievements and challenges.

Note: This job description is subject to amendment based on experience and consultation with the post holder. It provides a general indication of duties and may vary over time.

Background Checks: As this role may involve working in regulated environments with young people and vulnerable adults, any offer will be conditional on satisfactory background checks, including criminal record checks and references.

6. Person Specification

We're looking for someone who:

- Has proven experience in building medium and high-value relationships across multiple sectors, particularly those that support the growth of the organisation.
- Has a track record of building and managing a successful funding pipeline.
- Can develop and own a comprehensive fundraising strategy, ensuring alignment with organisational goals.
- Is an effective communicator who can tell compelling stories that resonate with targeted partnerships and potential funders.
- Can write engaging communications that support the organisation's story and drive funding.
- Has experience in managing a budget and working closely with senior team members and the board.
- Demonstrates leadership and ownership in managing the fundraising department, making key decisions with confidence and accountability.

7. Application Process

Please apply by sending your CV and a covering letter explaining how you meet the requirements of the role to recruiting@wheelsforall.org.uk, including 'Head of Fundraising' in the title. Alternative formats are also welcomed e.g. video or audio.

Closing date for applications: 26th May at midnight

If you have any questions or would like to have an informal discussion about the role, please email recruiting@wheelsforall.org.uk, call 01925 575 628 or visit ours [contact page](#).

Data protection

Wheels for All will only process and store your personal information. (this means any information that identifies or could identify you) for the purposes of recruitment, after which it will be securely disposed.

Equal opportunities

We welcome and encourage applications from people of all backgrounds.

Wheels for All is committed to creating an inclusive culture, through fostering a diverse workforce where everyone feels like they belong, differences are valued, and everyone can reach their potential. We are a [Disability Confident Committed employer](#) and are actively seeking to diversify and to create a workplace that is welcoming for all, ensuring that our workforce is representative of wider society and the communities we support.

