



| Caithness
Consulting

Executive Search by Professionals,
for Professionals
Our Experience Makes the Difference

Engaged by our client



To recruit a
Senior Fundraising Manager

Candidate Information Brief



About our Client

The Yard

The Yard community offers play and respite services for disabled children, young people and their families, both at their adventure play centres in the east of Scotland and through outreach in their communities. They design their services to support the whole family, building communities of peers through their welcoming culture of inclusion.

The Yard run early years, schools and family sessions, and youth clubs. In addition to play and family support, they offer expert training on play, inclusion, and disability. The Yard creates beautiful havens for play for disabled children, but even more than that, opportunities for fun, friendship, and community building. Support and a sense of belonging. Somewhere to feel safe to take risks.

A place of understanding without judgement.
A vital lifeline for whole families.

The Yard's culture of responsiveness, agility and a can-do attitude made them well placed to respond effectively to the continually shifting landscape of the last year with solutions for their most vulnerable families. They continued to make a valuable contribution thanks to their team's resourcefulness, determination and courage, and their long-standing reputation for service excellence.

Their doors remained open throughout, adapting to changing guidance with stringent health and safety measures, improved systems to manage attendance, and an ever-resilient team ready to come up with new and exciting play experiences for the children who needed them most.

They worked alongside their local authority partners to support the most vulnerable families in small groups. They continued to support their members with video content, live Zoom sessions and over the phone.

The team continually adapted to be able to welcome more families in person as soon as permitted. Creating this hybrid approach of face-to-face and virtual support allowed them to meet the needs of as many families as possible, while retaining The Yard's role as a constant in their lives.



Parker's story

Parker has unsurprisingly struggled with the current situation. A safe visit to The Yard has given him a positive sense of routine and structure to focus on. He is much happier and less anxious after our visit.

The staff at The Yard are just incredible. I feel they are more friends than employees of The Yard. The staff never make me feel bad or that I am not welcome because of any negative behaviour that has occurred in our duration of visits.

The staff also understand how to deal with Parker, which is a rare thing for me to trust in another person. They're just wonderful, they really are. Staff have offered to help me with Signalong anytime. They also play with the boys to their individual interests.

But what also makes the difference is that during our visits, the staff somehow find the time to chat to me. They understand if you just chat away and vent about how difficult it is. Bearing in mind especially through holidays it is very isolating. We may have families and friends but none truly understand the challenges we face.

You don't feel anxious about visiting like everywhere else on the planet. The Yard is a family without judgement.

And the staff never change. They are all wonderful at what they do. And truly we would be lost without it.





Our value proposition for funders and donors

theyardscotland.org.uk



Who we are

The Yard community offers play and respite services for disabled children and young people (from birth to age 25) and their families, at our adventure play centres in the east of Scotland and through outreach in our communities. We are unique in that our services are designed to support the whole family. We build communities of peer support through our welcoming culture of inclusion. The Yard delivers excellent quality services through our skilled, trained and experienced team of professionals.

Our services

The Yard runs early years services, schools and family sessions, and youth clubs (for ages 8-25). We also offer complementary therapies at many of our sessions.

In addition to play and family support, we offer expert training on play, inclusion and disability.

Our reach

In 2019, The Yard supported 1,908 families of disabled children across our three sites in Edinburgh, Dundee and Fife. Our schools sessions supported 849 children from over 90 schools. We also worked with 679 disabled children through holiday playschemes in Edinburgh.

The difference we make

Our group setting ensures we offer value for money, and support large numbers of children and families with high quality services at low cost. Overall social return on investment at The Yard is valued at over £30 for every £1 spent. Statutory services save over £10 for every £1 they invest in The Yard.

Our families tell us

The Yard's Edinburgh services are Care Inspectorate registered, and our excellent results reflect the high quality of care and support we provide. All areas are graded as 'Very good' or 'Excellent'. [View our latest results on the Care Inspectorate website.](#)

Our families tell us

"The Yard is a home. It is a place where you can be yourself and where you are accepted, a place where you can forget about diagnosis. I will never forget what The Yard meant to me when Lauren was younger, and what it still means to me today."

Our training offer

The Yard offers a programme of specialist training courses for play practitioners, individuals and organisations, covering understanding autism and behavioural challenges, disability awareness, communication methods and inclusive play

Problems we solve

Parents tell us they experience reduced stress, a sense of belonging and acceptance within our community, improved social networks, reduced social isolation, and are better informed with info and advice.

Young people tell us they have fun, make friends, share positive experiences, feel accepted and able to be themselves, learn life skills to become more independent, and tap into a long-term network of support.

Siblings tell us their parents have more time for them, they spend more time with their family as a whole, and become more understanding of difference.

What you can do for us

We rely on the generosity of donors and funders like you to provide sustainable funding for The Yard. There are many other ways you can support us too.

- Support in kind by offering your skills and training
- Sign up to give a regular gift on our website or through payroll giving
- Volunteer for us
- Sign up to a personal or team challenge
- Introduce The Yard to your family, friends, contacts and online networks
- Nominate The Yard as your Charity of the Year
- Visit The Yard and experience the magic for yourself
- Leave a legacy for The Yard

How we are funded

We currently fundraise around 60% of our own income through trusts and foundations, corporate partnerships and community fundraising. Earned income and contract work makes up the remaining 40%, which is generated from Sunday Funday at The Yard Edinburgh, training, schools sessions, membership and through local authority contracts.

Our future

Our vision is one of safe and adventurous play opportunities for all disabled children and young people, and so The Yard continues to grow. We are building a new centre to house The Yard Dundee and developing services in the West of Scotland. We are also developing a new digital training platform to make our offer more accessible to practitioners and families.



The Role

Senior Fundraising Manager

We are seeking a pro-active and highly motivated fundraising professional with excellent networking and influencing skills to join The Yard. The Yard believes in Adventure, are you up for a new Adventure? This is an ideal opportunity for someone looking to build skills and experience to progress to a Head of Fundraising role.

The Opportunity:

Your role will be to lead and drive the fundraising function to help The Yard continue their amazing services. You will support the Director of Development to focus on the strategic development and growth of the organisation and help diversify their fundraising portfolio.

You will lead and inspire a small team focused on driving forward the income generation from all fundraising sources. Working as a small team you will lead on building key relationships with existing funders and deliver on high standards of stewardship to ensure continued support.

In addition, you will lead on approaches to new funding sources in the areas of Trusts, Foundations, Lottery and Statutory income streams to ensure that they secure new funds to sustain and grow their services. Reporting to the Director of Development, you will directly line manage the Community and Events Officer, Individuals & Major Events Officer, Grants Officer (currently vacant), and Partnerships Manager (currently vacant).

The Yard is growing, as they expand services in Dundee and potentially in Glasgow, so it is a great time to join a wonderful charity and help them support more disabled children and young people and their families across Scotland.



Your skills & attributes for success

- A minimum of four years' experience in fundraising across a number of income streams.
- Extensive experience of fundraising from major funders and influencers including Trusts, Lottery and Statutory sources.
- An understanding of and involvement in delivering organisational strategy.
- A proven track record of achieving targets and growth.
- Demonstrable ability to build and sustain networks with key influencers and funders.
- Demonstrable experience of excelling in planning and management of a calendar of activity including deadlines for applications and events.
- Experience of setting and managing budgets in particular reporting on performance to senior colleagues.
- Ability to develop relationships at all levels and evidence of high standards of supporter stewardship.
- Great communicator, storyteller, and writer.
- Excellent interpersonal skills, with a positive attitude and a friendly, approachable manner.
- Fully competent in MS Office, with good knowledge of database use.
- Excellent organisational skills and administrative abilities.
- Proficient in working upon own initiative, as well as in a team.
- Ability to develop creative approaches and solutions to problems and situations
- An ability to work occasional weekends and evenings, to accommodate the needs of the role.





Remuneration Package & Benefits

Flexible Working:

You will be based at Broughton Street, Edinburgh. However, there is flexibility around home working and around family commitments e.g., school drop offs and pick-ups.

Compensation & Conditions:

£42k, depending on experience.

Term:

12 month fixed term contract.

Full time:

37 hours per week.

Annual Leave:

Employees are entitled to 30 days paid holiday entitlement each year, which includes bank and public holidays as The Yard is open on public holidays.

The Yard also offer Carers' Leave, Compassionate Leave and Unpaid Leave in certain circumstances.

Pension:

The Yard operate a contributory pension scheme into which all staff are auto-enrolled (subject to the conditions of the scheme). Employer and Employee contributions are 4% each, individuals can increase their contribution if they wish. Staff also receive Death in Service Life cover at three times their annual salary.

Employee Assistance Programme:

At times people may face and need help with a variety of issues throughout their lives. As part of their commitment to all employees The Yard provides a 24/7 independent and confidential counselling and information telephone service, free of charge. Support is available on a range of issues including legal, financial, emotional, health issues and work-related concerns.

Flexible working/work life balance:

The right to request flexible working is available to all employees. There are a number of different flexible working arrangements available throughout the organisation, which can be arranged by mutual consent. They offer hybrid working. Interest free loans for training and courses is available.

Mental Health First Aiders:

As well as Physical First Aiders, The Yard also have Mental Health First Aiders in their teams, supporting colleagues' mental health and wellbeing.

Sickness/absence:

For those who have passed their probationary period company sick pay is provided.

The duration of support depends on length of service.

Other benefits:

Tea, coffee, squash, and biscuits on tap at all sites, and more glitter, duct tape and cardboard boxes than you can shake a stick at!



Eilish McDowell will be the Consultant who will lead on this role



Contact details - Eilish:

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✉ E-mail: eilish@caithnessconsulting.co.uk

How to Apply

Caithness Consulting has been appointed by The Yard to conduct this search on their behalf. We pride ourselves on our candidate centred approach and welcome initial confidential discussions with potential candidates before deciding to apply.

Should you wish to do so, please contact Eilish to arrange a convenient time. Alternatively, please submit a copy of your CV to Eilish along with a one page covering letter outlining why you believe you are a good fit for this role.

We will review your details and respond as soon as we can.

Closing Date: Sunday 18th September

Interview Date: Thursday 29th September

A full job and person specification, plus other documents of interest are available to download from the vacancy page on our website. www.caithnessconsulting.co.uk



Our professional integrity underpins and informs everything that we do individually and as a company.

As the world of recruitment becomes ever more reliant on technology and while we embrace these benefits, we never forget that we are in a “People Business” and People matter.



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www.caithnessconsulting.co.uk