

## Individual Giving Trustee - Role Description

**Raising Futures Kenya is looking for a talented, experienced and enthusiastic individual giving professional to join our Board, to guide and advise the charity in developing and implementing an individual giving acquisition and retention strategy.**

**Responsible to:** Chair, Raising Futures Kenya

**Purpose:** To manage the development and implementation of a successful individual giving strategy/plan to optimise donor engagement and retention, and increase donor acquisition.

**Hours:** Approximately 6-8 hours a month.

**Salary:** This is a voluntary role.

We currently have eight Trustees across the UK, Sweden and Kenya and two staff (1.4 FTE), one based in Sheffield and one based in Brighton. Board meetings are every 6-8 weeks in the evening via Zoom. Pre-COVID, two meetings a year were in-person meetings, usually in London, which we would hope to return to when safe to do so.

### About Raising Futures Kenya

For 20 years Raising Futures Kenya (previously called Vision Africa) has worked alongside local people and organisations in Kenya to develop projects which are owned by the community and create long-term, sustainable change.

Through our Seed of Hope training and support programme we enable 14-25 year olds (80% girls) to secure employment or start a small business, generating enough income to live free from poverty. We provide free technical/vocational education and business skills training, alongside mental health and wellbeing support which has led to over 90% of graduates being in employment, self-employment or further education.

Our vision is a world in which all children and young people in Kenya live with dignity, opportunity and hope and have the opportunity to participate fully in society. Our mission is to create opportunities for vulnerable children and young people in Kenya to break the cycle of poverty and inequality and fulfil their potential.

We value the strength and individuality of every young person we work alongside. Our work includes technical vocational training and business skills support alongside personalised well-being support, which enables young people to overcome past traumas and realise their ambitions. Together we break the cycle of poverty and inequality. We support young people and their families through a network of staff, graduates, mentors, supporters and volunteers, to realise their potential.

We believe every young person deserves to shape their own future.

This year is an exciting juncture in our future as we develop our new Strategic Plan to steer the direction of the charity over the next 3-5 years to secure it's sustainability and to 'Shift the Power' to our Kenyan partners.

Some of our achievements include:

- 91% of our graduates are in full time employment or further education.
- Received multi-year funding from the Department for International Development (now FCDO) and other reputable grant givers.
- Awarded the 'Small Charity, Big Impact' award by the Foundation of Social Improvement 2019 for achieving disproportionate impact to our size.

You can watch a video which summarises our work: <https://vimeo.com/343226817> You can also find more detailed information about Raising Futures Kenya at the end of this document.

## Role Summary

We're a small charity with a big impact. As with many international development charities, our available funding from Trusts and Foundations is shrinking and competition is higher than ever due to recent Government cuts for overseas aid. As part of our new strategic era we want to focus on diversifying our income, which includes increasing our unrestricted funding from individuals.

We're 20 years old this year and many of our supporters have been with us from the beginning, when our founders set the charity up. We need a strategy to continue to engage, nurture and retain these valued donors. We also need to focus on reaching new supporters, new donors and to harness the potential of digital marketing to reach those new audiences.

We have two new Trustees joining the Board who have begun to develop a marketing and communications strategy. This will support and underpin our work to reach new audiences and potential donors.

The Individual Giving Trustee will work closely with our UK team members and with the Board of Trustees, advising on individual giving and contributing to the marketing and communications plans. The Trustee will be expected to attend, and contribute to, Board meetings and AGM, which last approximately an hour and a half every 6-8 weeks. Key responsibilities include;

1. Actively participate as a key member of the Board of Trustees.
2. Act as an ambassador for Raising Futures Kenya, representing the charity at meetings and facilitating networking and funding opportunities as these arise.
3. All Trustees have an element of responsibility for fundraising, whether that be utilising your own network for funding opportunities or supporting fundraising initiatives.
4. Using professional experience and expertise to develop an individual giving retention and acquisition strategy.
5. Supporting the staff team with the implementation of the strategy, whether that be through practical advice and hands-on support or helping to recruit and train volunteers to implement aspects of it.

## Person Specification

The ideal candidate will have innovative ideas, professional industry knowledge and lots of enthusiasm! You will have experience of developing and implementing a successful individual giving strategy in a small charity, or be aware of the limited resources available in a small charity and able to plan accordingly.

All Trustees are expected to assist Raising Futures Kenya to secure a sustainable and diverse funding base for the organisation. Due to the way in which we encourage students to seek job opportunities and create businesses where job opportunities do not exist, we are particularly interested in candidates who think outside of the box and have entrepreneurial spirit.

### Essential:

- At least 2 years professional experience in an individual giving senior role.
- Availability to commit to 6-8 hours a month and attend Board meetings.

### Desirable:

- Knowledge and experience of international development, particularly in education or young people or programmes in Kenya.
- An understanding of the voluntary sector and/or previous experience as a Trustee.

## Application Process

We are acutely aware that our Board has a need to diversify and are particularly keen for applications from those from a BAME background. We particularly welcome and encourage applications from candidates from an East African background. Passion for the cause is our number one recruitment factor, so if you're interested in coming on Board please get in touch.

We are an aspirational charity achieving real change in the lives of the young people we work alongside. When we asked Rebecca, one of our January 2020 graduates, what the Seed of Hope programme had done for her, she said:

*“[At Seed of Hope], I finally found the missing piece which took so many years of desperation and unfulfilled dreams and shame to find. I am now empowered with knowledge and skills thanks to Seed of Hope for this opportunity that has changed me to a better daughter, wife and mother. I am ready to go out and compete in the marketplace and achieve my dreams.”*

We are looking for applicants with the drive to help us reach all the young people in Kenya like Rebecca, for whom our programmes offer dignity, opportunity and hope.

**Interested applicants should send a CV (or link to your LinkedIn profile) with your full contact details and a covering email which answers the following points;**

- **Your motivation for the role**
- **What specific skills and expertise you would bring**
- **How you meet the competencies listed in the role summary**

Please send the above to our UK Director, Kirsty Erridge, at [kirsty@raisingfutureskenya.org.uk](mailto:kirsty@raisingfutureskenya.org.uk) by 30th July. Please note applications will be reviewed on a rolling basis up to the deadline.

Normally Trustees are asked to commit to a 3-year term on the Board and serve for a maximum of 2 terms. All appointments are subject to completion of a successful 3 month probationary period.

For more details about the legal obligations of Trustees visit the Charity Commission website at [www.charitycommission.co.uk](http://www.charitycommission.co.uk) and read its publication CC3, *The Essential Trustee*.

Please note: the law places certain restrictions on becoming a charity Trustee (for example, you cannot be under the age of 18, or been convicted of an offence involving deception or dishonestly). If you are in any doubt about your eligibility, visit the Charity Commission website.

We look forward to hearing from you.

[www.raisingfutureskenya.org.uk](http://www.raisingfutureskenya.org.uk)

## Further Information About Raising Futures Kenya

### Our values

*Inclusive* - We listen to people and work together with them to develop solutions that really work and last. We do not discriminate on any basis.

*Compassionate* - We believe in the potential of all children and young people and recognise their challenges. We feel compelled to provide the support and opportunity that will help them change their lives.

*Collaborative* - We work together to make change happen, we're happy to share with and learn from individuals and organisations to create the biggest impact.

### Our Programmes

#### Seed of Hope - Vocational Training Centres



Seed of Hope is by far our largest area of work. We have one centre in Nairobi, one in Muranga County and one in Kitui County. Between the centres, we run technical training courses in tailoring, hair and beauty, mechanics, carpentry and catering – all of which are supplemented with business coaching, mental health support, ICT training and more.

Upon completion of the course, we support our students to either set up their own business or seek employment using their new vocational skills with an incredible success rate.

Seed of Hope is our flagship programme and main area of focus in the coming years – to that end, we are currently undertaking an ambitious redevelopment of our Seed of Hope strategy which includes changing the timescales we deliver courses in, diversifying our training options and increasing the sustainability of our 3 centres.

#### Support for specialist schools for children with disabilities



Two specialist schools have been built by the charity and gradually handed over to the community over the last ten years. They are both now mostly funded by the Kenyan Government and we are thrilled that the two specialist schools are now very close to being fully community owned and self-sufficient. Our final sustainability projects will be coming to an end this summer and they will be fully self-reliant and no longer dependent on overseas aid. We will continue to support both schools

with training and support where needed, but the schools will no longer rely on our financial contributions.

#### Family reintegration and strengthening



From 2016-2017 our team in Kenya worked tirelessly to re-integrate 63 children from two children's homes back to their families. Through an intensive process of family tracing and counseling, the 63 children were gradually reintroduced to family life. We continue to support the families of the re-integrated children with the ongoing responsibility of caring for the children's basic needs such as education and healthcare.

We now support the families of the re-integrated children, and other former sponsored students, to become self-reliant through the establishment of family income generation activities. In 2020 we worked closely with each family to provide business and finance training and to devise an individual business plan that will enable them to be food and income secure, allowing them to provide for the needs of themselves and their children. All families have now set up their businesses and will no longer need to rely on sponsorship or aid.

## Resilience

With a strong basis of organisational capacity, our current organisational strategy can be summarised as 'fewer, bigger, better' – with both the UK and Kenyan teams striving for excellence in all we do. Our goals by the end of 2021 are to:

1. Build the capacity of our two partner specialist schools, Percy Davies and Kirunguru, to facilitate full community ownership and future sustainability of the schools, without the financial support of Raising Futures Kenya.
2. Equip and empower the families of the re-integrated children and former sponsored students, to be income secure and able to provide for their families' basic needs.
3. Continue to deliver and develop/improve our vocational training model (Seed of Hope) to boost opportunities for young men and women from vulnerable communities in Kenya.
4. Build the capacity and capabilities of our organisation and partner organisations to deliver our strategy.
5. Diversify income generation and boost fundraising to £300,000 by 2021

All of which we are making good headway towards.

## Finance

Raising Futures Kenya are in a strong financial position, with 3 months of unrestricted expenditure held in reserves at any given time, in addition to various restricted grants for our Seed of Hope programme.

We are currently largely reliant on income from trusts and foundations and individual donors but have a robust pipeline for both of these income streams overseen by expert Trustees in the relevant areas. A focus in 2021 will be increasing unrestricted funding from individuals (underpinned by the new fundraising and marketing and communications strategy) and seeking strategic partnerships from various corporate sectors to unlock the most value for our organisation and beneficiaries possible, spearheaded by our Chair of Trustees.

## Governance

Raising Futures Kenya have a strong Board, with a mixture of charity, corporate and educational experience. Our recent transition to CIO and refocus of strategy has meant we have had to review our governance structure to ensure we have the right skills, knowledge and commitment from our Trustees to help us achieve our strategic targets and development objectives.

## Organisational Development

In the last 2 years, we have invested significantly in our UK team. We now have an incredibly competent staff team and a well operated Board, which has led to the receipt of awards and increased interest from funders.