

Appointment Brief



Equi-Power Central Scotland RDA

Fundraising Sub-Board role: Donor Ambassador

June 2022





Welcome Letter from David James, Chair

Dear candidate

Thank you for expressing an interest in joining the Trustee Board at Equi-Power Central Scotland RDA. With some upcoming retirements of long-standing Trustees, and an ambitious project to build a new national centre of excellence for RDA services in Central Scotland, we are looking for board members who can bring the passion, skills and experience that we need to run our award-winning services and further our vision. As a trustee you will play an active role in helping us move towards the build of our new centre at an exciting time as we develop and implement new strategic plans. Alongside continuing to do the very best we can for the participants in our current services, it is important that we focus on the longer-term direction of our charity, and how we can ensure that we use our resources to maximise the community health and wellbeing impact of our development site.

Equi-Power welcomes applications from across the charity and from external candidates. We are keen to increase the diversity of our Trustees and would particularly welcome applications from candidates who reflect the communities that we work with and those who bring a diversity of perspectives to the Board table.

Within this pack, you will find information about Equi-Power and the role of the Trustees. Whether you are a current volunteer or service user interested in doing more as a Trustee or you are interested in becoming a new member of our team as a Trustee, we hope this gives you useful background to our charity. Importantly, it provides you with details of the role and how you can apply for this exciting opportunity. RDA plays a huge part in the health and wellbeing of thousands of people in the UK. If you feel you have the motivation, commitment and expertise we are seeking in our Trustee roles, we look forward to hearing from you.

D. J. B. James



About us

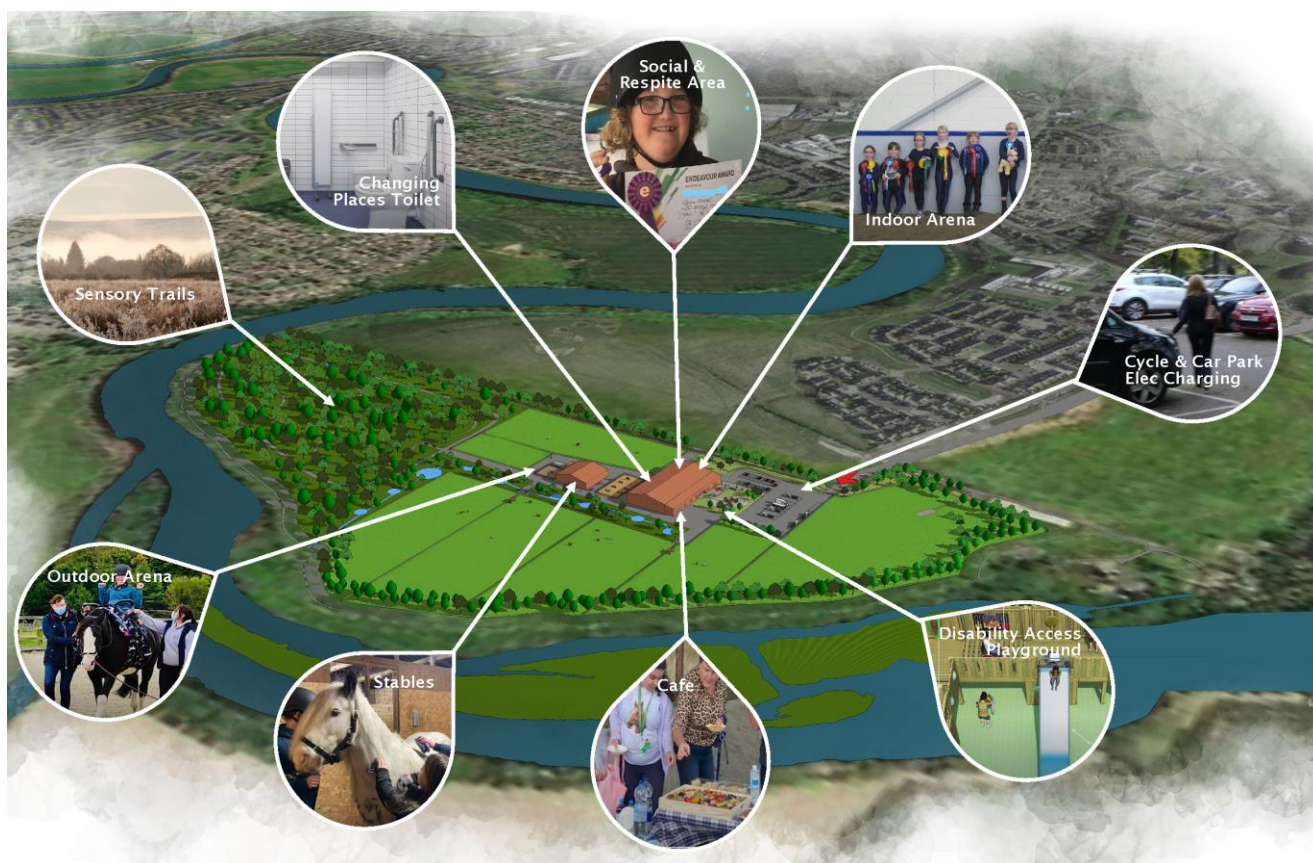
Equi-Power Central Scotland RDA (Riding for the Disabled Group) is an independent SCIO and Social Enterprise and member group of RDA UK, based in the Forth Valley. We believe in the power of horses to transform lives and offer a range of equestrian based therapeutic and sporting activities to children and adults with additional support needs. Equi-Power's award-winning services include provision of riding, equestrian vaulting, equine facilitated learning and equine themed creative activities to over 80 children and adults with disabilities a year from our temporary base.

Equi-Power was established in 2015 to replace and build upon services lost to over 200 families per week who used Bannockburn RDA. Bannockburn was a national centre of excellence and was forced to close by a new landlord in 2014. The closure provoked a national outcry, as therapeutic and sporting services offering opportunities to excel and achieve all the way to Special Olympic level were lost to the community. Equi-Power's vision is to establish a purpose- built centre of excellence in Central Scotland, offering security and permanency to RDA services in a custom designed community facility of excellence. It is planned that the new centre will offer national training and competition facilities alongside the therapeutic, sporting, volunteering and employment opportunities that RDA centres are known for UK wide.

Equi-Power values collaborative working, community connections and innovation and subscribes to the social model of disability.

Strategy

Equi-Power researched over 30 potential sites for a new RDA Centre, and is leasing at a peppercorn rent a 50 acre site in Kildean, Stirling, from Stirling Council. The site has excellent transport links and the lease is in agreed form with one minor third party issue outstanding. A successful tender to design and manage the project build has been awarded to ARC Architects, with site design offering state of the art riding, carriage driving and equestrian facilities for RDA service users and a café, disability access playground and Changing Places Toilet that are open to the public. The café will be leased to an aligned social enterprise providing supported employment and a revenue stream supporting the RDA facilities. As a charity we are engaged in raising the £140,000 needed to take the project to planning permission. A phased build of the £2.5 million development is envisaged. Significant resourcing at board level of fundraising and project management expertise is now sought to bring the vision to fruition.



Equity, Diversity and Inclusion Statement

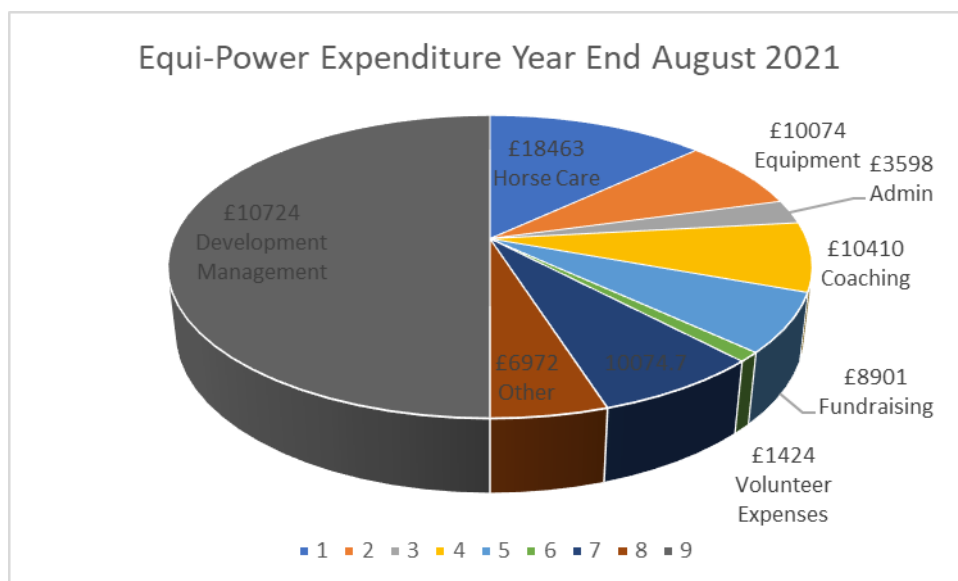
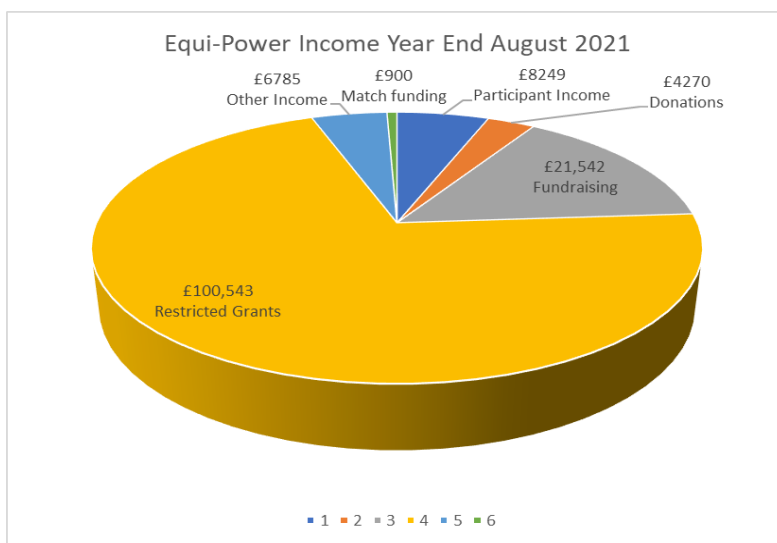
Equi-Power is committed to promoting equality of opportunity for all staff, volunteers and participants. We aim to create a safe and welcoming atmosphere for everyone and we challenge all forms discrimination. We will ensure that we do not discriminate against anyone on the basis of their protected characteristics, ie. age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race (including colour, nationality, ethnic and national origin), religion or belief, sex or sexual orientation, or on any other basis. We aim to design and deliver our activities and services in a way which will encourage and support participation from everyone. We believe that greater diversity within our organisation provides a more diverse perspective. This leads to a broader range of opinions being heard in decision making and creates a positive and open environment for achieving our objectives.

Equi-Power offers both participant representative opportunities at board level and hosts a quarterly participant representative panel, inviting participants, parents, carers and volunteers to engage with the organisation and strategic decision making.

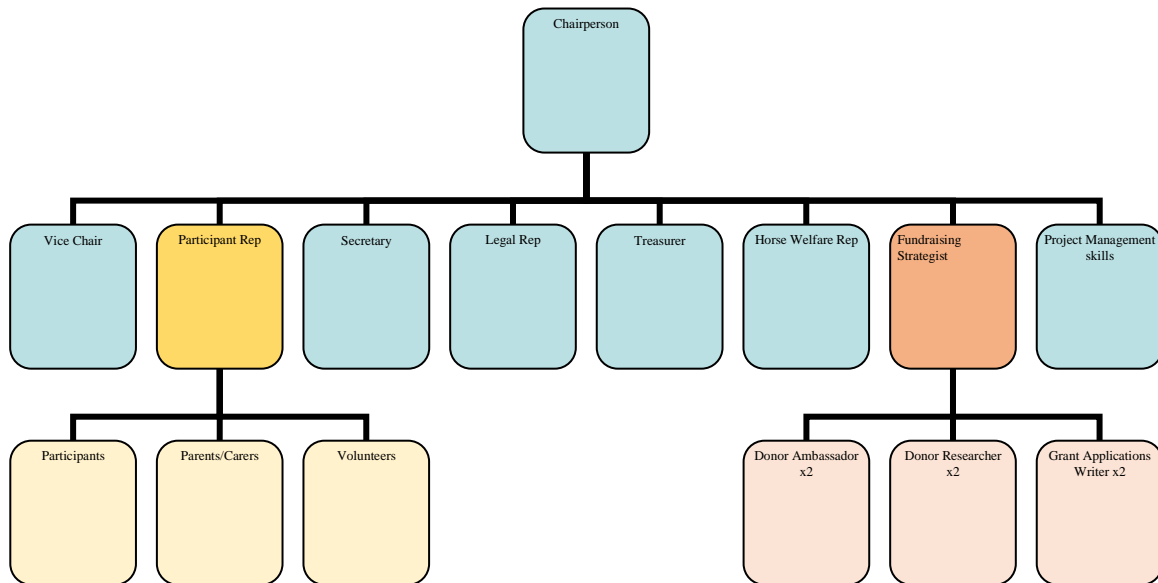


Finances

Equi-Power operates Interim RDA Services on a small scale with 3 horses, benefitting 80 children and adults with disabilities per year from a commercial livery yard in Sauchenford, Stirling. Equi-Power Interim Services are financed by participant fees, donations, fundraising activities and grants. Interim Services participant fee income is constrained by the availability of arena time to run sessions from a shared commercial premises. When the charity moves to its own premises, participant fee income is projected to increase, with facility hire, electric car parking provision and rent from the planned café expected to contribute to the charity's income streams.

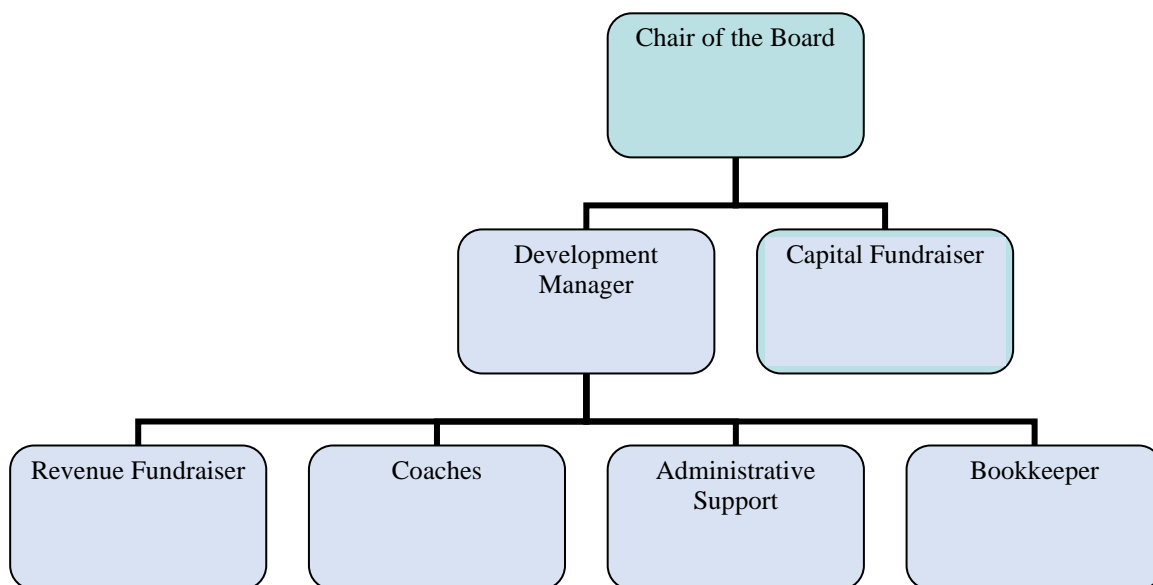


Equi-Power Board Structure



Proposed Board structure illustrating participant panel reporting via Participant Rep and Fundraising sub-board managed by Fundraising Strategist.

Equi-Power Staff Structure



Current staff structure, with Development Manager and Capital Fundraiser reporting to the chair of the board.

Fundraising Sub-Board Role Description

Job Title: Donor Ambassador

Location: Central Scotland or remote.

Reporting to: Fundraising Strategist

Time Commitment: Up to 8 hours per month (excluding attending events)

Remuneration: This is a one year voluntary role without remuneration but an opportunity to leverage fantastic relationship building skills to achieve long term, life-changing social impact.

Purpose:

The Donor Ambassador is responsible for implementing comprehensive fundraising strategies for cultivation, solicitation and stewardship of major gifts from corporations and high net-worth individuals, expanding current fundraising efforts and increasing financial support for Equi-Power's exciting Capital Project.

Reporting to and working closely with the Fundraising Strategist, you will be supported by a Donor Research Assistant to ensure that the time commitment to this project is productive and not a distraction from other commitments you might have. Suited to experienced fundraisers or those with relevant professional experience seeking to add to their fundraising portfolio, this is an opportunity to be part of a project with outstanding social benefit.

With the commitment of 1 day a month we can achieve great things!

Key Responsibilities

1. In close collaboration with the Committee Chair, Fundraising Strategist and Donor Researchers, the Donor Ambassador assists in creating the Funding Development Plan and develops and broadens the organisation's donor base, levying financial support for the Capital Project Development.
2. With assistance from the Leadership Team, establishes fundraising goals and identifies funding opportunities.
3. With assistance from Donor Researchers, identifies prospective donors, develops and documents strategies for building relationships with them.
4. Through relationship development, solicits donations and implements a giving program that offers a range of opportunities including regular gifts, major gifts and legacy gifts, with a focus on funding Equi-Power's Capital Project.
5. Manages a portfolio of donors through the stages of qualification, cultivation, solicitation, and stewardship.
6. Assists with timeliness of the gift processing, acknowledgement, data management and reporting processes.
7. Enhances Equi-Power's visibility with potential donors.

Person Specification

Skills and Abilities

- A confident communicator who influences internal and external stakeholders easily.
- Results-driven and naturally contributes to a high-performance culture.
- You will excel in this position if you are a creative thinker with a natural ability to engage people and ignite their curiosity.

Knowledge and Experience

- Experience of relationships based sales/fundraising in either the corporate or charity sector
- Experience of personally soliciting gifts from and managing a portfolio of high net worth individuals.

Personal Qualities and Attitudes

- Outgoing, persuasive and engaging with excellent relationship management skills
- A collaborative and respectful working ethos
- Excellent written and verbal communication
- A results oriented mindset
- A strong commitment to Equi-Power's vision
- An understanding of key principles of equality, diversity and inclusion, and a commitment to applying these principles in your role

Benefits

After one year as a volunteer with Equi-Power, you will have gained experience in:

1. Donor management in all parts of the donor cycle
2. Partnership Development skills
3. Project Management
4. Strategy mapping
5. Marketing & Communications

As well as valuable experience gained as a sub board member you will have moved equi-Power towards its project goals and will be invited to future high profile events including those attended by RDA UK's Royal Ambassador Princess Anne. Fundraising and Governance training opportunities are offered.

How to Apply

To apply for the role please send your CV together with a supporting statement (maximum two pages of A4) that addresses the criteria laid out in the Person Specification and your interest in Equi-Power's work to development@equi-power.org Please ensure that you have included mobile, work and home telephone numbers, as well as any dates when you will not be available or might have difficulty with the recruitment timetable.

Recruitment Timetable

Deadline for applications: 20th July 2022

Initial conversations: w/c 25th July 2022

Panel Interviews: w/c 1st August 2022

Queries

If you wish to have an informal discussion about the opportunity, please contact the Group Organiser Amanda Namey on 07522 605593 or email: development@equi-power.org

If you require this document in an alternative format, please contact admin@equi-power.org