



**bounce
forward**

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Hello,

I'm Lucy Bailey

Founder

Working to inspire and transform a generation's thinking about mental health & how to nurture and build psychological fitness.



We are seeking an experienced fundraiser

To help us build and secure sustainable income and build our charitable profile

We need to accelerate our growth, to drive our mission to transform and inspire a generation's thinking about mental health

£25,000

**10 schools
4,500 teenagers**

£100,000

**40 schools
18,000 teenagers**

£250,000

**100 schools
45,000 teenagers**

Who we are

Bounce Forward is a charity dedicated to the mental resilience of teenagers. Adolescence is a crucial developmental turning point, is the best time to learn psychological fitness.

“If we wish to predict which children will lead satisfying adult lives, the best indicator is their emotional health at age 16.”

Lord Richard Layard, Emeritus Professor of Economics, London School of Economics, Co-editor of the World Happiness Report and Global Policy Report.



The problem

Being a teenager has never been more challenging. Mental health symptoms in teenagers are rising. Our focus is prevention, not crisis management.

The need is urgent, for all teenagers.

“50% of lifelong mental health problems start by the age of 14”

National Comorbidity Survey Replication



Standard
class of
30
teenagers



5

Five teenagers have a known problem. Many crisis organisations exist to help them.

3

Three teenagers will be worrying in private. They are silent sufferers, not asking for help.

22

The remaining twenty-two need varying levels of support.



As they all learn together in an open and cooperative way, difficulties and problems are shared and resolved in a mutually supportive environment.

How we do it

We train teachers to teach our **Healthy Minds** curriculum, one lesson a week for five years for 11 – 16 year olds. It's the most evidenced based programme of it's kind.

Seventy, one-hour lessons that build psychological fitness, teaching teenagers

- How their brains work
- How to spot and deal with unhelpful, damaging, negative thoughts
- How to set rules in relationships
- How to speak up, and take responsibility for feelings and actions
- How to stop catastrophising and calm down



Reasons to work with us



- We offer a practical, preventative, tried and tested approach that teenagers need, and teachers love to teach.
- We have 17 years' experience and have a model that is ready to scale.
- We are a charity with a difference, with potential to create a big impact in the most important agenda of the 21st century.
- A competitive and flexible package along with a dedicated and supportive team.

Head of Fundraising

Hours: **37.5 hours per week**

Competitive and flexible package: **We will consider an employed or self-employed basis, with a generous salary and results-based bonus**

Location: **Home based (in the UK) prepared/able to travel across the country**

Reporting to: **CEO**

Overview of the role

The strategic purpose of this role is to develop and implement plans for high-value fundraising, developing innovative ideas to drive partnerships to secure sustainable income and build our charitable profile. Prevention is a difficult space to draw charitable funding to, and despite our sound and respected offer we have not been successful in securing financial security. This role is pivotal to the delivery of our long-term aim to build the financial stability that will allow us to accelerate our growth and see our lessons in every secondary school in England, and then further afield.

Responsibilities

1. Develop and implement a strategy for high-value fundraising to achieve income generation from major donors, through corporate partnerships, and from trusts and foundations.
2. Develop a robust and sustainable corporate fundraising programme, including excellent relationship management for current supporters, and an opportunities pipeline.
3. Design and implement a programme of relationship development to ensure that new and existing supporters develop and sustain a strong connection with Bounce Forward.
4. Drive contact with potential funders: spotting opportunities to engage, making full use of your network and experience, and our existing partnerships.
5. Develop a personal portfolio of donors to deliver agreed income targets.
6. Design and develop integrated campaigns and exciting proposals for existing partners and warm leads.
7. Review funding opportunities with trusts and foundations.
8. Keep meticulous records of all approaches and their outcomes to monitor and evaluate activity against financial return and ensure we learn as an organisation about what works.
9. Represent Bounce Forward externally at a senior level and collaborate in the development of the charity's external profile and image.
10. Maintain an awareness of philanthropy trends, news, events and legislation in the UK, particularly with regard to new fundraising compliance and regulations.

Key attributes

- This role requires someone who can balance strategic vision with the ability to work as a hands-on member of the team.
- Experience to hit the ground running and have an initial plan in mind.
- Effective leader on fundraising and marketing to help deliver ambitious growth in fundraised income and engagement.
- Ability to grasp our 'case for support' and 'elevator pitch' effectively, building and broadening from our deep history and resources.
- Dynamic and focused fundraising leadership to ensure that we are focused on the areas that will deliver maximum returns.
- Creative, entrepreneurial energy with the confidence to take risks. Persistent in the face of obstacles and setbacks and optimistic for the future.
- Committed and inspired by our vision and mission.
- Experience to use agreed 'income generation' budget to provide effective market intelligence and pursue sales leads.
- Sophisticated communication skills, verbal and written, ability to engage donors, use our case for support and build rapport easily.
- Excellent numeracy skills including experience of financial planning, budgeting and target-setting and presenting detailed financial information.

Your profile

- In-depth knowledge of professional fundraising through hands on work experience.
- An excellent in-depth understanding of corporates, trusts and major donor fundraising best practice as well as the current challenges within the voluntary sector.
- Evidence of successful high-level fundraising in the charity sector.
- Understanding of new business planning and development processes along with the ability to evaluate opportunities, develop at speed and make decisions in uncertain circumstances.
- Substantial experience of developing and implementing strategies for at least one of the three key areas of high-value fundraising.
- An existing personal network of people in the industry.
- Extensive proven experience of producing high quality and compelling proposals, reports and correspondence to inspire generous support and major donations.
- Understanding of charity governance, the legal framework and financial accounting framework.
- A team player who is willing and flexible, brave and resilient, honest and realistic.

Application details

- Contact Lucy Bailey at lucy@bounceforward.com to arrange an informal discussion about the role
- Submit your CV and covering letter including your experience to deliver the responsibilities to info@bounceforward.com
- Interviews will be arranged at a mutually agreeable time



Join us

Contact Details

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