



## **Fundraising Volunteer**

### **About Cleveland Pools Trust**

The Cleveland Pools, the UK's oldest lido dating back over 200 years and a one-time summer favourite for generations of Bathonians, is set to open once again. After a 14 year campaign to save the Pools, we are excited to have been awarded a £4.7 million grant by the National Lottery Heritage Fund (NLHF) to bring this wonderful heritage site back into use as a community pool.

The restoration will make the facility fit for modern use, creating a unique open-air public swimming pool, with 30% of the energy for heating the water coming from heat pumps in the adjacent river. We need volunteer help during the restoration phase to ensure we involve the community every step of the way.

### **About the role**

The £4.7m grant from the NLHF covers 83% of the costs of restoration. As a fundraising volunteer you would support the work of our Fundraising Working Group. The Group, chaired by a trustee, has been working to raise the remaining £1m. To date over £675,000 has been raised through donations, grants and personal donations by some very generous local people. We also have a £250,000 loan available but would prefer not to use it, so will continue to fundraise to cover that portion as well.

Volunteers will receive an induction and on the job training to enable them to undertake the responsibilities of the role.

### **What does the role involve?**

There are four key areas this role can incorporate:

#### **Submissions to charitable funders:**

- researching potential funders and understanding the criteria
- gathering information and drafting application letters for smaller scale grants
- contributing to online applications for more sizeable grants
- maintaining communication with key contacts at funders

#### **Seeking business support:**

- developing approach strategies, researching & identifying business who support charities
- segmenting the businesses into those most likely to provide direct funding, support services or sponsorship
- helping to develop the marketing material to present to businesses
- approaching businesses and making bids.

### **High net worth individuals**

- working with the trustees to identify potential benefactors
- researching individuals' interests and possible affinity with the project
- making tailored approaches & determining relationship management strategies

### **Digital fundraising:**

- identifying fundraising sites and evaluating their potential
- registering the project on the site and monitoring usage
- Developing and managing a Crowdfunding project

### **Organising fundraising events:**

- Working with others to identify fundraising events and their content
- Organising venues, volunteers programmes to deliver the events
- Liaising with the Events and Activities Working Group where helpful

As part of this role you will also be asked to keep a quarterly record of hours you have contributed as required by National Lottery Heritage Fund.

### **Time required**

Most fundraising work can be done at times that suit you, except for meetings where dates and times will be fixed. You can choose the areas you wish to be involved in and the time involved can vary from an hour a week to up to a day a week. Whilst there is no regular commitment required we would recommend you think about volunteering for a minimum of 4 months for you to get real satisfaction from being involved.

### **What we are looking for?**

- Enthusiasm about the Cleveland Pools Project
- Willingness to learn and to ask for help when required
- Self motivation - you need to be happy to work in your own time
- Good communication - so you can share your enthusiasm for the pools with potential donors
- New ideas. We are looking for new ways to bring in money so we have open minds.

### **Benefits of volunteering in this role:**

- Becoming part of a friendly and dedicated team.
- Enjoying new experiences and developing new skills
- Gaining direct experience of fundraising
- Opportunity to learn more about the fascinating history of the pools with behind the scenes access during restoration
- Contributing to the sustainability of the pools as a community facility helping to ensure the people of Bath can benefit for many years
- Flexibility
- Having community involvement included in your CV.

**Responsible to:** Chair of the Fundraising Working Group

**How to apply:**

To apply please send an email to Jo Fairburn [jo@clevelandpools.org.uk](mailto:jo@clevelandpools.org.uk)

If you would like further information before making an application please contact Sam Grief, Community Engagement and Volunteer Officer [sam@clevelandpools.org.uk](mailto:sam@clevelandpools.org.uk) 07597 666846. Please note Sam works Mon, Tue, Wed.

Thank you for your interest