

University of Manchester Q-Step Summer Project 2016

Ref: #35 UoMQStep 2016 Together Trust Mapping Trustees

For enquiries contact Dr Jackie Carter, jackie.carter@manchester.ac.uk or Dr Mark Brown, mark.brown@manchester.ac.uk, Q-Step Co-directors

Organisation Name: Together Trust

Team / Department: Fundraising

Address: TT Centre, Schools Hill, Cheadle, Cheshire SK8 1JE

Provisional title for project: “Where’s the money at?”

100 word abstract of what the project would probably undertake, and any data to be used:

We are seeking information about prospective donors. The project would be quantitative research to identify the wealthy neighbourhoods of Cheshire/ North West, to map historical/recent donors, to understand links to existing donors/ Trustees, and to use public information to ‘prospect’ individuals for a major gift campaign.

We have the following data sets:

- Donors from 1995 (125th Anniversary)
- Donors from 2011/12 (Bridge College Appeal)
- Database including 1290 records for individuals who have never given (some may have been volunteers or given gifts in kind – or some may be these historical donors whose information was never put on database)

Key words (up to 12):

Fundraising, donors, wealth, charity development, funders, strategy, individuals, rich, historical data, regional

Essential and desirable skills that the student would need to have:

Essential:

- Previous quantitative research project
- Strong command of English and Maths
- Confident delivering presentations
- Rigorous attention to detail
- Strong communicator, able to express ideas with clarity and speed verbally and in writing
- Knowledge of Excel for the purpose of presenting and analysing data

Desirable:

- Previous experience in fundraising
- Previous experience of a research project based on mapping geographical trends. Use of GIS software would be advantageous.
- An interest in fundraising as a profession

Where the work would be carried out:

Together Trust's Central Offices in Cheadle, Cheshire. Suggested hours are 9.30am to 4.30pm, Monday to Friday.

Preferred selection method (interview or other meeting):

The Together Trust would like to be part of the interview process, and would be happy to work with the University on this. Face to face interview would be preferred.

A sample of previous research would be helpful.

Support and training offered by the organisation:

Supervision by Fundraising Manager

The Together Trust would work with the University and the students to agree how best to evaluate the placement and this could be tailored to the students' particular course/ area of study if required.

Any issues of data confidentiality and/or IPR that would need to be resolved:

The Together Trust holds data for vulnerable children, young people, adults and their families. It is essential that confidentiality is maintained, and – as a minimum – that all data is managed in accordance with the Data Protection Act at all times.

Any reports or presentations would need to be prepared following consultation with the Fundraising Manager and the Trust's Information Officer to ensure confidentiality and data protection is maintained.

Supporting information:

At the Together Trust we believe everybody deserves an equal chance in life. There are no exceptions. We provide a wide range of support services including fostering, residential, community and family support. We also provide specialist educational support through our schools and college.

The Together Trust has been in existence for 146 years. In recent years we have grown significantly and now provide a range of 47 services to over 2300 vulnerable young people and families across the North West. As a charity who provides care, education and support for young people and adults with a variety of disabilities and disadvantages, we struggle to have broad appeal. As such, our fundraising strategy is changing to focus on major gifts from wealthy individuals, but we are lacking the factual quantitative data to understand this market and who our 'warm' prospects might be.

Additional information

The work at the Trust for those working directly with the service users can on occasion be physically demanding and employees must be able to undertake in full with the requirements of the job and requisite training.

Having a disabling condition does not preclude you from working for the Together Trust. However you should make the Together Trust aware of any adaptations required to enable you to undertake the work.

We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expect all our staff and volunteers to share this commitment. Please note due to the nature of the roles a full enhanced DBS disclosure will be undertaken by the Trust.

The Together Trust is committed to equality and diversity, but is under represented in the work force by men, men and women from ethnic groups and people with disabilities. The Together Trust therefore welcomes applicants regardless of their racial, ethnic or national origin, religion or beliefs, disability, sexuality, age or responsibilities for dependents.

More information can be found at: <http://www.togethertrust.org.uk>

Financial assistance offered by the organisation:

None