



# **GAMBLING WITH LIVES**

**Head of Fundraising, Gambling with Lives**

**Candidate Information Pack**

**September 2022**

## Candidate Brief for the position of:

### Head of Fundraising – Gambling with Lives

Gambling with Lives was established in 2018 by the families and friends of people who had taken their own lives as a direct result of gambling.

Their deaths were sudden – “out of the blue” with no warning. They were not the result of massive gambling debts; rather what gambling had done to their hearts and their heads.

Research indicates that there are between 250 and 650 gambling related suicides every year in the UK ... a minimum of one every working day.

We support bereaved families, raise awareness of the devastating effects of gambling disorder, and campaign for change.

#### Our vision

A world free from gambling-related suicide.

#### Our mission

To support those bereaved by gambling-related suicide and to improve mental health and save lives through raising awareness of the risks to health posed by gambling.

In support of our mission we:

- **Support families** who have been bereaved by gambling-related suicides
- **Raise awareness** of the dangerous effects of gambling on mental health & the high suicide risk
- **Campaign** to reform the UK's outdated gambling laws

Gambling with Lives runs a [support service](#) for bereaved families, and we are piloting an [education programme](#) for UK schools. We will soon be launching a gambling information and training project.

**Every day someone takes their life in the  
UK because of gambling**

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# Key gambling stats

- **409** gambling-related suicides in England every year, according to a 2021 Public Health England report
- **1.4 million** adults addicted to gambling in the UK
- **55,000** children already addicted to gambling
- **86%** of gross online betting profits also come from just 5% of customers
- **1 in 4** gamblers are at substantially higher risk of suffering serious harm
- **45%** addiction and at-risk rates for some online casino and slot games
- **78%** addiction rates for micro sports betting (“in-play”) according to this study
- **£14 billion** gross annual profit for the gambling industry
- **£1.5 billion** spent by the industry on advertising each year
- **35%** of people with gambling disorder receive daily incentives to gamble, compared to 4% of those not suffering gambling harm
- **15 x** people suffering from gambling disorder are 15 times more likely to take their lives, according to research from Sweden
- **22%** addiction and at-risk rate for those who gamble more than once a week

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## **Background to the role**

Gambling with Lives (GwL) has had a remarkable impact on the discourse surrounding the risk of gambling since it was established in 2018. Prior to GwL's contribution there was little to no mainstream recognition of the link between Gambling Disorder and suicide. The charity's founders have become central to the case for gambling reform and were instrumental in campaigning for the review of gambling legislation in the UK which was announced at the end of 2020.

The campaign and the charity's broader development are now at a critical and exciting juncture, which makes the role of Head of Fundraising a fantastic opportunity.

The purpose of this newly created role is to develop and deliver a fundraising strategy for the long-term sustainability of the charity which will allow it to grow its impact through the campaign for change and through the development of its programmes across areas including family support, research, education and treatment.

The financial position of the charity is strong, having received a significant donation in lieu of a regulatory settlement (fine) levied against a gambling operator in 2020, however the ambitions of the charity are such that new and sustainable income is required. The challenge for the successful candidate will be to find and develop sources of income that are free from the influence of the gambling industry. One of the GwL's values is independence from the gambling industry which it will resolutely defend and promote in others.

The work of developing the strategy will involve scanning the funding landscape to find sources of income that fit the charity's values, goals and ambitions. The charity's leadership believe these will likely lie within trusts and foundations with interests in the charity's programmes (mental health, family support, research, education and treatment) as well as corporate giving.

The role holder will work as part of a senior management team and will become an important advocate in their own right. They will take a leadership role in steering the charity's strategy and development.

This is a fantastic opportunity to join a flourishing organisation, and to create a role with the backing of a charity that has substantial resources for its stage of development.

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## Job description

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| <b>Salary</b>                     | £50-60k plus benefits  |
| <b>Location</b>                   | Flexible/remote working with the offer of a budget to pay for a hot desk in a convenient location  |
| <b>Reports to</b>                 | Director of People and Operations  |
| <b>Key internal relationships</b> | Executive Chairs', Director of Strategy, Head of External Affairs, Head of Education & The Big Step, Principal Clinician – Head of Family Services and Support |
| <b>Direct reports</b>             | None but with a possibility to grow a team in the future   |
| <b>Target start date</b>          | ASAP   |
| <b>Tenure</b>                     | Permanent and ideally full time, however flexible arrangements would be considered for the right candidate   |

### About the role:

The new Head of Fundraising will be responsible for developing and delivering a fundraising strategy for GwL that supports the charity's growth across its programme areas, including the campaign for change, family support, research, education and treatment. The successful candidate will work closely with the Director of People and Operations and colleagues across the organisation to identify and deliver a plan which supports growth. This is most likely to be through multiple income streams, including trusts and foundations, corporates, government and public bodies, high net worth individuals and other funding bodies however there are no fixed ideas, and the successful candidate will be given licence to develop their own strategies. The role holder will be responsible for developing and maintaining relationships with funders to promote ongoing support.

### Key Responsibilities:

#### Income generation and diversification

- Develop and implement an effective and sustainable fundraising strategy and annual income fundraising plan achieving annual income targets.
- Research, identify and target suitable income streams whose aims and objectives align with GwL's work

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- Work with colleagues, across the organisation, to develop compelling cases for support, ensuring these meet GwL's strategic aims and business plan objectives, and develop appropriate funding proposals
- Develop relationships with key charitable trusts, foundations, government and public bodies, and other funding bodies to promote GwL's work, applying for Regulatory Settlement funding as appropriate and ensuring overall that all funding opportunities are maximised
- Develop a corporate engagement plan to promote GwL's work, ensuring all funding opportunities are maximised
- Develop relationships with high-net-worth individuals and maintain positive relationships with current individual funders to encourage ongoing support
- Work with partner organisations to support the development of projects and funding applications
- Develop and maintain a pipeline of bids to secure funding from a diverse and sustainable mix of funders, across multiple years
- Work with the Head of External Affairs and our Events Manager to maximise fundraising opportunities and relationship building across our communications channels, including around events and high-profile moments
- Lead on presentations to potential funders and corporate partners
- Support the charity's presence at external events, promoting GwL to potential funders and corporate partners
- Work closely with the Director of People and Operations to ensure full risk, governance and financial implications for fundraising business growth are accurately assessed prior to progressing large proposals
- Provide regular reports and updates to the Director of People and Operations and board

### **Develop market intelligence**

- Keep up to date with funding trends, developments and opportunities within gambling reform, family support, research, education and treatment and report on the implications/opportunities, including possible changes around a statutory levy on the gambling industry to pay for research, education, prevention and treatment
- Use market intelligence to provide information identifying potential new trusts and foundations, corporate partners, funders or business development/growth opportunities
- Maintain an up-to-date funding pipeline
- Ensure GwL learns from experience by evaluating feedback on reasons for success and failure
- Attend stakeholder events to build relationships and better understand the needs and aims of the sector ensuring intelligence and learning is utilised to develop and grow GwL's fundraising work

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## Person Specification

### Experience

- Significant track record of raising funds from multiple income streams, including trusts, foundations, government and public bodies, corporates, and other funding bodies
- Experience of growing and developing an organisation's fundraising and income generation capability
- Used to operating dynamically at a high level in a mission driven context/sector
- Substantial experience of leading and writing compelling proposals, presentations and reports
- Experience in effective lobbying of key stakeholders and influencers
- Proven track record of working towards and meeting targets and key performance indicators, including income targets
- Experience of working collaboratively with internal and external colleagues, partners and other stakeholders to implement growth in funds
- Able to frame, promote and advance Corporate Social Responsibility (CSR) opportunities to potential funders
- Excellent understanding of GDPR legislation and Fundraising Code of Practice
- Understanding of the UK gambling landscape or similar such as anti-tobacco or alcohol reform an advantage

### Skills and abilities

- Outstanding communication skills at all levels, both written and verbal and including confident presentation skills
- Resourceful and resilient – capable of generating ideas and stimulating creative thinking in self and others
- Proven capacity to operate in a rapidly changing internal and external environment to ensure the charity can maximise opportunities and manage the challenges it faces
- Politically astute, situationally aware, strategic decision maker
- Mental toughness and ability to challenge the status quo and innovate when resources are stretched
- Significant emotional intelligence and ability to empathise with others
- Confidence and courage to have difficult conversations
- Excellent interpersonal skills; ability to negotiate and influence at all levels
- Self-motivated, able to meet deadlines and work under pressure on several projects at the same time, to tight deadlines
- Able to apply digital fundraising solutions

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- Persuasive and passionate about GwL's aims and objectives with a strong belief in and commitment to our mission, vision and values
- 'Can do' attitude. Ambition and a capacity for hard work
- A commitment to equality and diversity in a meaningful way
- Educated to undergraduate level and/or relevant professional qualifications

We would look favourably upon candidates who are experts by experience of either gambling related harm or suicide.

As part of our ongoing commitment to inclusiveness and diversity at GwL, we actively and warmly encourage applications from a broad range of backgrounds. We believe that people from different backgrounds bring perspectives and skills that create fresh ideas, thinking and approaches which make the way work is undertaken more effective and efficient. We know that the more inclusive we are, the better our work will be. We are committed to continuous improvement in this space.

### **How to apply?**

Application is by CV and a covering letter which should indicate why you are interested in applying for the role and how you meet the role requirements. Eastside Primetimers are supporting us in recruiting to this role and applications should be sent to [recruitment@ep-uk.org](mailto:recruitment@ep-uk.org). If you would like to discuss the role in more detail, please email Paul Venning, [p.venning@ep-uk.org](mailto:p.venning@ep-uk.org) to arrange a convenient time.

We want you to have every opportunity to demonstrate your skills, ability and potential; please contact us if you require any assistance or adjustment so that we can help with making the application process work for you.

**The closing date for applications is Friday 7<sup>th</sup> October but applications will be considered as they come in so, please do apply at your earliest convenience.** Shortlisting telephone or online interviews taking place early Oct and interviews with GwL will take place mid-late October.

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