

Every life matters ...

Job Description

Community Engagement and Fundraising Co-ordinator

Dec 2019



“Talking about suicide saves”

Registered Charity No. 1180815

Job Description

Job Title:	Community Engagement and Fundraising Co-ordinator
Salary:	£18,800 (£23,500 FTE)
Hours:	Part time – 30 hours per week
Contract:	Permanent
Employer:	Every Life Matters
Accountable:	Chief Officer
Base:	TBC - Home or Office Based dependant on location

Every Life Matters was founded in November 2018 by a group of individuals who had either been personally affected by suicide or were from the local charity sector with a specific interest and expertise in suicide prevention. We strive to take a fresh, innovative and long term approach to suicide prevention and suicide bereavement support in Cumbria - a county that has had suicide rates well above the national average for too many years.

To achieve our charitable aims, of reducing death by suicide, and ensuring those bereaved or affected by suicide have timely and effective support, we will deliver two key strands of activity; Developing **Suicide Safer Communities**, and establishing a Cumbria wide **Suicide Bereavement Service**.

We launched our first two Safer Community Projects in Barrow and Copeland in May 2019, and will expand our work across the rest of the County over 2020. In January 2020 we will be launching a new Suicide Bereavement Service in Cumbria. Working in partnership with other local agencies the service will offer flexible and early engagement support for family, friends and communities impacted by suicide.

To help us achieve our mission we are seeking to recruit an experienced **Community Engagement and Fundraising Co-ordinator**. This is a unique opportunity to join an exciting and rapidly growing Cumbrian charity and we are looking for a suitably experienced individual who can;

- Expand the number of individuals and groups fundraising for the charity
- Develop corporate giving and sponsorship
- Plan and deliver Annual Memorial/Fundraising Events
- Engage with existing fundraising initiatives such as K2B, Red Jan etc
- Provide support and resources to our Community Champions
- Develop the profile of our charity across Cumbria
- Support delivery of our social media, and external communication activity

The post holder would have experience ranging across community fundraising, marketing and engagement and community development work, as well as a keen interest in promoting social action. Significant in post training, supervision and CPD can be offered, including ASIST training.

The post is home based, but dependent on the location an office base may be possible by negotiation. The post holder will have regular contact with our team of staff and volunteers across the county as part of their work.

This post is offered initially at 30 hours per week but the post may be extended to full time hours after one year if the post holder has achieved exceptional fundraising outcomes.

We would welcome applications from people personally impacted by suicide.

Closing date for applications is 5pm Monday 20th January 2020.

If you would like to discuss the post please contact Chris Wood at chris.wood@every-life-matters.org.uk or call 07908 537541

Main Responsibilities

Community Fundraising Strategy
<ol style="list-style-type: none"> 1. Develop a 5 Year Community Fundraising Strategy in conjunction with ELM Chief Officer. 2. Set and work towards realistic overall community fundraising targets.
Develop Individual Fundraising
<ol style="list-style-type: none"> 3. Providing support and resources for individuals and groups to fundraise for our charity. 4. Promoting involvement with existing local events such as Red Jan, K2B etc. 5. Positively promote completed fundraising activity through a variety of channels. 6. Develop bequests/Legacies opportunities. 7. Develop appeals letters and other targeted fundraising activity. 8. Ensure social media and website have easily accessible donation routes. 9. Develop cash donation opportunities eg street collections, donation tin network etc. 10. Maintain ELM fundraising database/CRM. 11. Develop positive ongoing relationships with individuals fundraisers and groups.
Develop Corporate Giving
<ol style="list-style-type: none"> 12. Support local organisations/employers, and their staff, to fundraise for our charity. 13. Develop 'Charity of the year' relationships with local organisations/employers. 14. Develop corporate giving opportunities across time/skills/goods/facilities.
Developing Annual Fundraising Events
<ol style="list-style-type: none"> 15. Develop and deliver one large scale Annual Memorial/Fundraising Events in first year of post. 16. Develop and implement ideas for further annual fundraising events across years two and three.
Project Champions
<ol style="list-style-type: none"> 17. Develop fundraising resources for Suicide Safer Community Project Champions 18. Support delivery of awareness raising events organised by Project Champions where required.
Grant Funding
<ol style="list-style-type: none"> 1. Identify, and apply for, 'quick win' grant funding opportunities from local/national Trusts. 2. Research and produce written requests for generic smaller Trust Funds locally and nationally. 3. Provide support for the Chief Officer in Grant and Contract funding generation.
Marketing and Communication
<ol style="list-style-type: none"> 4. Actively promote successful fundraising and fundraising opportunities. 5. Support ongoing general social media output in conjunction with Chief Officer and Suicide Safer Community Co-ordinators 6. Support maintenance and development of ELM Website in conjunction with Chief Officer 7. Support production of relevant marketing/promotion materials in conjunction with Chief Officer and contracted Marketing Agency 8. Represent ELM with local media where required. 9. Represent the charity at a range of events
Monitoring, Evaluation and Reporting
<ol style="list-style-type: none"> 10. Develop and upkeep appropriate fundraising database/CRM systems. 11. Report regularly to ELM Trustees on community fundraising activity and impact. 12. Ensure all Data Protection, Confidentiality, Information Sharing Protocols are adhered to.
General Duties
<ol style="list-style-type: none"> 13. Attend regular line management supervision and annual appraisal 14. To identify and implement appropriately your own CPD opportunities 15. To implement ELM Health & Safety Policy/Procedure, including Lone Working Practice 16. To undertake any duties or tasks relevant to the project as required.

Person Specification

No	Criteria	Essential	Desirable
1	Three years' experience working in a community engagement or community fundraising role within the charity sector	E	
2	Experience of development and delivery of fundraising events or other experience of events management	E	
3	Experience of digital marketing, social media and website management	E	
4	Experience of public speaking, presentations or training delivery	E	
5	Experience recruiting and supporting volunteers	E	
6	Knowledge about, or experience of working within the field of, mental health and/or suicide prevention.		D
7	Demonstrate a commitment to social action in personal and/or work life	E	
8	Proven ability to work under your own initiative, and to prioritise and manage your own workload effectively.	E	
9	Able to demonstrate a confident, enthusiastic and professional manner when representing the charity	E	
10	Ability to communicate sensitively and appropriately with donors and supporters from across a variety of backgrounds, including people who have been bereaved or affected by suicide.		D
11	Understand and follow best practice regarding information governance, safeguarding & confidentiality.		D
12	Demonstrate excellent oral/written/IT communication skills in a variety of contexts	E	
13	Commitment to work on occasional evenings or weekends when required in response to organisational needs.	E	
14	Have full driving licence, access to own car and able to travel across Cumbria	E	

Every Life Matters

Every Life Matters was founded in November 2018 by a group of individuals either personally affected by suicide or from the local third/private sector with a specific interest/expertise in suicide prevention.

We strive to take a fresh, innovative and long term approach to suicide prevention and suicide bereavement support in Cumbria - a county that has had suicide rates well above the national average for too many years.

To achieve our charitable aims, of reducing death by suicide and ensuring those bereaved have timely and effective support, we will deliver two key strands of activity; Developing **Suicide Safer Communities**, and establishing a Cumbria wide **Suicide Bereavement Service**.

We launched our first two Safer Community Projects in Barrow and Copeland in May 2019, and will expand our work across the rest of the County over 2020.

In January 2020 we will be launching a new Suicide Bereavement Service in Cumbria. Working in partnership with other local agencies the service will offer flexible and early engagement support for family, friends and communities impacted by suicide.

Our Work

Suicide Safer Communities

Our Suicide Safer Community Model is a ground up approach to shifting public attitudes and understanding about suicide and skilling up our communities to recognise and support those at risk of suicide. Working at a District level our approach combines the following elements;

Community Action	Place based grassroots action against suicide
Raising Public Awareness	Ongoing anti-stigma and suicide awareness campaigning
Training Programme	Delivering accredited suicide prevention training
Focused Interventions	Focusing training and support on high risk communities
Supporting Communities	Information and support for communities affected by suicide
Local Leadership	Supporting organisations and individuals to come together to shape action

Suicide Safer Communities are about a whole system approach to preventing suicide. While our local NHS focuses on making safer services, around 75% of people who die by suicide in Cumbria are still not in contact with any mental health services in the year leading up to their death – and at the heart of our approach is the belief that Suicide is everyone's business – that it is family, friends, colleagues, neighbours and members of our networks of community, faith, third and public sector groups who are best placed to make suicide prevention interventions.

1 Community Action

Suicide Safer Communities focus around a grassroots, community led approach to suicide prevention, bringing together and building relationships between individuals and organisations from a wide cross section of the local community who have an interest in addressing suicide. Whether this be a local frontline health professional, a charity worker, a family personally bereaved by suicide or individuals committed to social action. Activity undertaken will be dependent on those community members involved.

*Community Action activity across Eden, Barrow and Copeland has included; Development of a suicide prevention **street art campaign** by a local youth group. Training of local **journalists** in sensitive reporting around suicide and multi-week **suicide prevention editorial**. Developing **school based Suicide Prevention strategy** and provision of awareness sessions to all students. Distribution of 15,000 suicide prevention **beermats and posters** in local pubs/clubs in Barrow. A **Park Run 'Takeover'**. Leaflet drops in local **Betting Shops**. Inclusion of suicide prevention information on a local Town Activity App and plans for development of a Cumbria specific **Suicide Prevention App** by local designers. Delivery of suicide prevention **awareness sessions to parents** at local secondary schools. Development of **'spot the signs'** posters for GP waiting rooms. And many more.*

Local leadership will be supported in each District, who shape and direct local activity. This will be supported centrally by other Suicide Safer resources/activity/staff. Replicating the successful model piloted in Eden.

We will also train a number of **Project Champions** in each area who will work to deliver awareness raising at a very local level eg within their workplace, social events, fundraisers etc and who'll support awareness raising at public facing events, media engagement and production of project resources.

Every Life Matters is recruiting three Suicide Safer Community Co-ordinators in Barrow (0.6 FTE), Allerdale/Copeland (FT) and Carlisle/Eden (0.5 FTE) during January 2020. Taking an Assets Based Community Development approach these staff will actively support individuals and organisations to take local action.

2 Raising Public Awareness

Ongoing social marketing campaigns across local media/social media platforms focusing on key project educational and social change message (both created from scratch in Cumbria and borrowed from existing campaigning such as Zero Suicide Alliance etc)

- Engaging local media in the project from the outset
- Specific mini-projects eg short films, street art, exhibitions etc.
- Engaging and supporting participation by local people impacted by suicide
- Linking in to key annual events - World Mental Health Day, World Suicide Prevention Day etc.

We will produce a range of Cumbria specific suicide prevention resources for January 2020 including

- Cumbria suicide prevention website resource for people at risk and people supporting them.
- Wallet cards and other materials for those at risk, and those supporting them. Development of Cumbria Suicide Prevention app.
- Safety Planning guidance and templates, supported by training, for all members of the population, from health professionals through to people at risk.
- Targeted campaigns eg 'Spot the signs' in GP practices, beer mat signposting, toilet door poster signposting/campaigning

Key project resources – including Website, App, Wallet Cards, Safety Planning Tools and Campaigns – aim to ensure information for both people experiencing thoughts of suicide, and those supporting them, is readily available, locally relevant and regularly updated.

3 Training Programme

The Suicide Safer Community model is an excellent way of stimulating demand for suicide prevention training and in each district we will undertake extensive delivery of a range of accredited and bespoke suicide prevention training packages, including the Living Works suite of training.

Since May 2019 Every Life Matters has delivered training to over 1,600 people, primarily across our two launch areas of Copeland and Barrow. This has included;

- 10 open half-day Suicide Alertness Sessions and 2 Self-Harm Sessions
- Over 24 awareness sessions to a variety of organisations from the community, 3rd, public sectors.
- 10 training sessions, including the 2 day ASIST to employers including BAE and Sellafield.
- We've trained over 500 pupils and 350 parents through local schools.

Training will, in the majority of cases, be provided free of charge, and will be available both as in-house for local community/faith/third/public/private sector organisations and ongoing open access sessions widely advertised across the local community. Training packages include;

- Accredited training including ASIST, SafeTALK, ASK, Suicide First Aid, MHFA and so on.
- Locally developed training packages from simple awareness raising through to one-day primary care safety planning training.

From Jan 2020 we will be significantly expanding our training provision in the county;

- We have a target of training 3,500 people during 2020 in suicide Awareness
- Increasing the availability of open access courses across Suicide and Self-Harm Alertness, ASIST, MHFA, Youth MHFA and others.
- From Feb 2020 we will be introducing ASK Workshops in Cumbria, suicide intervention skills aimed at those supporting 5-15 year olds

4 Focused Interventions

Where there are significant areas of high risk population, or clusters of suicides in a particular geographic or demographic community (for instance the recent cluster of deaths among the substance misuse community in Barrow) we will focus our project resources through;

- Actively targeting training at key gate keepers, peer supporters and related organisations and developing a localised network of Suicide First Aiders (Using ASIST, ASK or SFA).
- Work with local agencies to identify those impacted by the cluster of suicides to ensure there is full awareness of suicide bereavement support available and understanding of contagion.

*In response to a series of suicides in primary care in one District we will be piloting **Safety Planning Training** in Cumbria from Jan 2020, co-designed by a local GP and supported by a range of resources including localised mobile app.*

5 Supporting Bereaved Communities

Every suicide affects a number of people directly and often many more indirectly. We will work in local communities where there has been significant bereavement by suicide to provide information via local media and/or public facing events to help people understand the impact of bereavement by suicide. Normalise common grief responses and the right of everyone affected to grieve. Be aware of bereavement information and support services locally/nationally. This will dovetail with Suicide Bereavement Service Support – see below.

*Every Life Matters will be launching a new **Suicide Bereavement Service Partnership** in Feb 2020. Working with Child Bereavement UK, SBS, Cruse, Coroners Court Support Service and Samaritans. As well as providing early intervention for individuals and families bereaved by suicide, the partnership will also provide **community focused support** for those affected by suicide including schools, workplaces and neighbourhoods.*

6 Local Leadership

In each district we will work with local communities to develop active leadership on suicide prevention, bringing together passionate individuals from across all sectors and sections of our community – not only to drive forward the Suicide Safer work at a local level but also within their own organisations, within local strategy, services, communities and families.

Outcomes

The overarching aim of SSC's will be to reduce the number of people who die by suicide in the District. Lower level **Outcomes** from Suicide Safer Communities include;

1. People are more able to **talk openly about suicide**, there is less stigma attached to talking about suicide and common myths and misperceptions about suicide are reduced
2. People better understand **who is at risk of suicide** and the nature of suicidal thoughts and behaviour
3. People have the confidence, skills and resources to more effectively **support those at risk of suicide**
4. People are more aware of the **help and information** that is available to those at risk of suicide and those in some way supporting an individual at risk of suicide
5. People at risk of suicide are more likely to be able to **access appropriate support** in a more timely manner

2-Support After Suicide

Every Life Matters has secured long term funding to develop Suicide Bereavement Support Services in Cumbria. Our partnership based approach, consisting of a mix of newly funded and existing services, will introduce timely and appropriate support for people and communities bereaved and affected by suicide. Offering flexible interventions that change over time with the needs of the individual.

The service will be delivered via a Partnership of

- **Every Life Matters** – Partnership co-ordination and central referral point. Service delivery of one-to-one support, information and signposting, and community focused support (New services)
- **Child Bereavement UK** – Support for children and families bereaved by suicide + schools support (Expanding existing local provision)
- **Samaritans** – ‘Facing the Future’ psychoeducational groups + ‘Step by Step’ organizational bereavement support (New services)
- **CRUSE** – Suicide Bereavement Counselling Support (Expanding existing local provision)
- **SOBS Cumbria** – Peer support groups for people bereaved by suicide (Existing provision)
- **Coroners Court Support Service** – Coroners Court Inquest Support (Existing provision)

The service will link in to Cumbria Police Real Time Alerts system ensuring where a suspected death by suicide occurs that support can be offered to the family within 48 hours.

The service will;

- act as a central engagement/referral point for those bereaved by suicide in Cumbria
- provide timely, person centred and appropriate support to those bereaved by suicide
- act as an umbrella identity for new and existing suicide bereavement support
- build up around existing support, upskill existing workforce, introduce a greater depth of service offer
- co-ordinate promotion of the service, including to key service gatekeepers.

Service Activity

Information and Signposting

- Aiming to ensure that anyone affected by suicide in Cumbria is aware of the range of local and national services available, as well getting access to essential information such as ‘Help is at Hand’.
- Ensuring all key service gatekeepers have access to good quality suicide bereavement information and signposting materials eg funeral directors, faith based pastoral support staff, NHS bereavement support workers, Coroners Advisory Service, GP’s etc.

Initial Outreach and Gateway Meeting

- Gateway Meeting provided for every person wishing to access the service and delivered by Service Co-ordinator – Initial signposting/Information giving and assessment
- Contact with bereaved within 24-48 hours of bereavement (via **Cumbria Police** referral) or accessed at any stage of bereavement (self or other referral agency)

One to One and Family Practical Support

- Flexible interventions aimed at those in early stages of bereavement (but not exclusively)
- Practically focused support including: Support managing practical issues such as finances, housing, employment etc. Liaison and meeting attendance with key agencies including engagement with media, coroner etc Normalisation of reactions and responses to bereavement. Developing emotional/behavioural coping strategies, including for sleep deprivation. Safe planning for suicide risk. Advocacy and representation.
- Up to 8 sessions + telephone contact + Longer term follow up/check in up to 5 years
- Option, where funding allows, for support with financial expense such as funerals, hardship, accessing specialist therapy support etc.
- Support for young people and family units to be provided by **Child Bereavement UK** (Cumbria).
- Support for Corners Inquest attendance provided by **Coroners Court Support Service (CCSS)**

Peer Support Groups

- Long term peer support groups provided by **SBS Cumbria** (Formerly SOBS)
- Activity/education focused peer support group to be provided by ELM or **Samaritans/Cruse**)

Support for those exposed and affected by suicide

- Advice, support and information for wider community, workplaces, and education providers affected by or exposed to suicide and keyed into local multi-agency protocol.
- Support to schools and other children/young people's environments provided by **Child Bereavement UK (Cumbria)**

Bereavement Counselling

- Bereavement Counselling support provided by **Cruse Cumbria** and other providers where required.

Training

- Developing and delivering suicide bereavement awareness training to range of key gatekeepers and agencies across community/third/public sectors in contact with those bereaved by suicide (PABBS).

Awareness Raising

- Ongoing media engagement highlighting impact of suicide bereavement and key local support services sitting alongside broader suicide Prevention social marketing campaign.
- Delivering annual large scale event for those bereaved by suicide eg Walk of Hope

Suicide Bereavement Leadership Group

- Development of Countywide Leadership Group comprising project partners, lived experience representation, statutory partners, key referral agencies etc.

Suicide in Cumbria

- Around **55 people** die by suicide in Cumbria each year, over three times the number who die on our rural roads. Cumbria suicide rates are consistently higher than the England average, with our coastal communities in particular hovering around **50% above the England average**, some of the highest in the North of England.
- Based on Adult Psychiatric Morbidity Survey Data approximately **1 in 5 people will have thoughts of suicide** during their lifetime, and a further **1 in 15 will make some form of suicide attempt**. Of the current Cumbrian adult population this equates to approximately 80,000 having thoughts of suicide, and 26,000 making a form of suicide attempt during their lifetime. **1 in 17 adults, or approximately 23,500 Cumbrian residents, will have thoughts of suicide each year.**
- Suicide remains the biggest killer our young people, of men under the age of 50, and women under the age of 35. Over **75% of suicides in Cumbria are men**, mirroring the England average.
- It is estimated that every death detrimentally impacts around **30 people** (family, friends, colleagues, neighbours, care workers, emergency services and so on) – equating to around 1,650 people per year in Cumbria.
- Every suicide is estimated to cost society around **£1.6 million** (costs associated to the death, inquests, lost taxes, lost working hours and health and wellbeing costs associated to those bereaved and so on).
- Only around **25 % of people** in Cumbria are in contact with mental health support when they take their own life, mirroring the England average. A combination of stigma attached to disclosing thoughts of suicide, and lack of understanding about the signs and causes of suicide risk, mean we need to shift the focus of suicide prevention away from our specialist services and make them everyone's concerns. Suicide is everyone's business.

Deaths by Suicide in Cumbria 2009-18

No. of suicides	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009
Cumbria	51	44	70	46	52	55	58	49	47	52
Allerdale	10	7	16	5	8	6	8	11	10	17
Barrow-in-Furness	11	9	8	9	9	6	7	7	2	5
Carlisle	9	13	16	12	11	14	7	12	14	13
Copeland	6	7	11	9	5	9	16	12	5	4
Eden	2	3	6	4	4	7	4	1	8	2
South Lakeland	13	5	13	7	15	13	16	6	8	11

	2016-18		2015-17		2014-16	
	Total Deaths	Deaths per 100,000	Total Deaths	Deaths per 100,000	Total Deaths	Deaths per 100,000
England	14,047	9.6	13,846	9.6	14,277	9.9
Cumbria	165	12.4	160	12.1	168	12.9
Allerdale	33	12.7	28	11.0	29	11.5
Barrow-in-Furness	28	15.4	26	14.5	26	14.9
Carlisle	38	13.7	41	14.7	39	13.8
Copeland	24	12.9	27	14.9	25	14.2
Eden	11	6.8	13	8.1	14	8.9
South Lakeland	31	10.5	25	7.8	35	12.1

 every-life-matters.org.uk

 [everylifecumbria](https://www.instagram.com/everylifecumbria)

 [@Every_Life_Cumb](https://twitter.com/Every_Life_Cumb)

 [EveryLifeCumbria](https://www.facebook.com/EveryLifeCumbria)

 07908537541

 info@every-life-matters.org.uk
