

## Freelancer brief: In-Memory giving

### Background

We are a small, independent charity, devoted to enhancing Bournemouth, Christchurch and Poole's parks and green spaces for everyone to enjoy. We deliver community projects and fundraise for a range of parks improvements. We want to create inspirational parks that improve people's health and wellbeing, reconnect people with nature and bring diverse communities together. Parks and green spaces are key to city life, by enhancing them for people and wildlife we can help sustain these beautiful places into the future.

In partnership with BCP Council, we're one of seven urban areas in the UK awarded Future Parks funding from the National Lottery Heritage Fund, National Trust and MHCLG. The initiative seeks to develop innovative solutions for the funding, development and management of parks and green spaces. The Future Parks project is exploring long-term strategies for improving and maintaining green spaces.

### Freelancer brief/overview of work:

We are seeking a freelancer/consultant to support the creation of an In-Memory strand to our charity's fundraising activity. The role will necessitate close working with Bournemouth, Christchurch & Poole (BCP) Council who currently offer a large range of memorial products and services to residents.

The freelancer will conduct a thorough review of all remembrance work to date, assess ideas and options for future growth, and will create a report with proposed scenarios for developing this fundraising stream.

You will work independently, with support from our Fundraising Manager, and will keep stakeholders apprised of the project's progress.

This brief is suited to someone with a background in fundraising strategy, ideally within the charities sector and in memory giving.

### Freelancer output

1. Review current in memorial activity across BCP's parks and open spaces
2. Scope out market potential, considering new remembrance and celebration opportunities
3. Create an options appraisal report with various strategies suggested; this will include an implementation plan with operational recommendations for each scenario.

### Budget

We are welcoming fee proposals from freelancers between £5,000 - £10,000 (inc. VAT).

### Timescales:

- October 2021: Freelancer appointed and briefed
- December 2021: First draft of report required
- January 2022: Final version of report required

#### The Parks Foundation

**Address:** The Cricket Pavilion, Winton Recreation Ground, Bournemouth, BH9 1BX

**Email:** [info@parksfoundation.org.uk](mailto:info@parksfoundation.org.uk) **Tel:** 01202 123540

**Web:** [parksfoundation.org.uk](http://parksfoundation.org.uk)

**Registered charity number:** 1159939

## **Application**

We require a maximum 3-page proposal of how you would meet the requirements of the brief including:

- What skills and experience you have
- Examples of previous similar work
- Breakdown of costs

By midnight on Wednesday 13<sup>th</sup> October 2021 to [info@parksfoundation.org.uk](mailto:info@parksfoundation.org.uk).

If you have any questions, or would like to discuss the brief further please contact: Cathi Farrer, Foundation Manager, on 01202 123540 or [cathi@parksfoundarion.org.uk](mailto:cathi@parksfoundarion.org.uk)

This role could be available on a payroll basis depending on the candidate's preferences. A job description and person specification are available on request from [cathi@parksfoundation.org.uk](mailto:cathi@parksfoundation.org.uk)

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