

Registered Charity Number 1151247

# Fundraising Trustee

The Way Youth Zone  
Wolverhampton

Candidate Information Pack  
January 2025

**THEWAY**  
An OnSide Youth Zone

# Who we are

The Way isn't just a Youth Zone; it's a catalyst for change. We empower every young person in Wolverhampton to unlock their potential and blaze a trail for their future.

Imagine: Thousands of young faces, from all walks of life, coming together in a vibrant space with top-notch facilities, passionate youth workers, and life-changing opportunities.

That's The Way Youth Zone.

Here's what sets us apart:

- **Unparalleled Impact:** Over 34,000 visits last year, with an average of 800 young people getting involved at The Way every week.
- **Affordable Access:** Just 50p per visit and a £5 annual membership opens doors to endless possibilities.
- **Holistic Support:** From open-access activities to targeted initiatives like our UFC Youth Mentoring Project, we cater to every need.
- **Proven Success:** We're a trusted model in youth service provision, backed by the Local Authority, local businesses, and the community.
- **Unwavering Commitment:** We believe in the power of nurturing potential, fostering positive choices, and inspiring aspirations.

This is where you come in.

Join our Board of Trustees and become a champion for Wolverhampton's youth. Your passion and expertise will shape a future where every young person discovers their spark and achieves their dreams.

## Our Vision is..

**“to be the go to place for young people in Wolverhampton”**



# How we made a difference in 2024

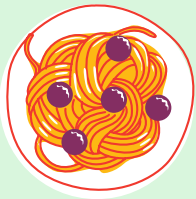
# 19,350

Young people supported by The Way Youth Zone since it opened its doors in 2016



# 15%

Young people with additional needs



# 34,000

Free hot meals to young people

"In school, art felt so formal, like you had to follow strict rules. Here, I can do things my way, and that's what makes it special"

*Kira, senior member*

# 400

Sessions held

# 37,811

Attendances

# 1,840

New members



"The Way has helped me find my voice, believe in myself, and grow as a person. The staff here have made such a big difference."

*Isiss, junior member*

"Life has changed for us as the Youth Zone has become part of our routine. We love the variety of activities and meeting new SEND families who are in a similar situation to us. It's like a support network."

*Mum of Agnes, 9*

# 6,685

Engagements in Arts and Crafts

# 25,816

Engagements in Sports

# 4,722

Engagements in Life Skills and Personal Development

# 5%

of our members are Looked After Children

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# What are we looking for?

**The Way Youth Zone, a leading youth charity in Wolverhampton, is at a pivotal moment. We've crafted a groundbreaking new strategy for 2024-28 and beyond, and we need your passion and expertise to make it a reality. This isn't just about governance; it's about shaping the future of Wolverhampton's young people.**

We're looking to expand our Trustee Board with people who have skills to help us deliver our new strategy. Our Trustee Board has reflected on its current skills set and would like to add to this with individuals experienced in fundraising, legal, facilities/property management, youth work/educational experience, and good governance particularly of corporates and/or their Boards.

Become a Trustee and join a dedicated team shaping a brighter tomorrow.

You'll play a vital role in ensuring The Way:

- Empowers every young person in Wolverhampton to reach their full potential.
- Complies with all legal and regulatory requirements while pursuing its charitable mission.
- Manages resources wisely, maximising impact and fostering financial stability.
- Delivers a transformative strategy that addresses the evolving needs of Wolverhampton's young people.
- Provides strong strategic direction to the Chief Executive and team.
- Pursues its charitable objectives, as defined in the OnSide DNA and the OnSide Network Agreement.

This is more than a responsibility; it's an opportunity to make a tangible difference. As a Trustee, you'll:

- Contribute actively to Board discussions, offering your unique perspective.
- Champion local causes and ensure The Way addresses the city's specific youth challenges.
- Utilise your skills and experience to guide sound decision-making.
- Collaborate hand-in-hand with a passionate team for maximum impact.
- Witness the positive change you're helping to create in young lives.
- Safeguard the reputation and values of The Way.
- Ensure that there is a suitable framework of internal controls and risk management in place that are regularly reviewed and update.

Do you have a deep commitment to Wolverhampton's young people? Do you crave the satisfaction of making a real difference?

We encourage you to learn more about this exciting opportunity. Previous board/trustee experience is not necessary and we welcome applications from all ages and backgrounds.

Together, let's pave the way for a thriving Wolverhampton youth community.



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# The Role of a Fundraising Trustee

We're looking for an individual who is or has recently held a Director of Fundraising/Director of Fundraising & Communications role(s) within a large or medium sized charity. As a Trustee with Fundraising governance oversight, you will provide strategic level support to our Head of Fundraising & Comms and their team, and to the CEO and fellow Board members. Our fundraising activity is focused on major gifts, corporate fundraising and trust & grant fundraising, so experience in these areas is key.

## Person Specification

- Experience in developing and implementing charitable fundraising strategies focused on growth, particularly in the areas of major donor and corporate giving.
- Experience of driving innovation in fundraising.
- Detailed understanding of fundraising performance metrics.
- Knowledge of Charity Commission and Institute of Fundraising regulations and guidelines pertaining to fundraising, and relevant data protection legislation.
- Ability to represent fundraising profession and best practice at Board level, and to offer Trustees insight to inform fundraising-related Board decisions.

## Time Commitment

- 6 Board meetings a year c2 hours each (and preparation), including one Away Day. All meetings are held at the Youth Zone.
- Offer support and perspective on specific areas and issues by joining a Board committee or task & finish group, as required.
- Represent The Way Youth Zone within the community, once or twice per year.
- At least once per year get to know our young people by joining them on an evening session or during Holiday Club.
- All Trustees serve one three year term, which is renewable for a total period of two terms.

## How The Way will support you:

- We provide training to all our board members on safeguarding and governance alongside a comprehensive induction.
- Each member also receives a Trustee handbook which includes all our policies, values and guidance.
- Opportunity for one-to-one meetings to support skill development, if required, with fellow Trustees, members of the Executive Team, OnSide experts, or Trustees from other Youth Zones.
- Chance to join in sessions with the young people, to better understand our values, mission and work.



# How to apply:



## **Step 1: Complete this Expression of Interest Form**

Scan the QR code to our Expression of Interest Form. Completing it should take only a few minutes.



## **Step 2: An Informal Chat**

Based on your form responses, a member of our Board will be in touch to schedule a brief conversation. This informal chat allows us to learn more about each other and see if there's a good fit.

## **Step 3: Formal Application (if invited)**

Following the conversation, if both parties feel there's potential, we'll invite you to submit a formal application. This typically includes:

- Curriculum Vitae (CV): A comprehensive document outlining your professional experience and educational background.
- Cover Letter: A personalized letter highlighting your motivations for joining our Board and how your skills align with our needs.

