

**TOGETHER
ACTIVE**

Staffordshire & Stoke-on-Trent

FUNDRAISING AND PARTNERSHIPS LEAD RECRUITMENT PACK

March 2026



TOGETHER ACTIVE

Staffordshire & Stoke-on-Trent

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TOGETHER ACTIVE

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Dear You (Whoever you are)

You might be working in fundraising. Or partnerships. Or policy. Or somewhere else entirely.

You might already be thinking about income and funding. Or you might be someone who has never called it that, but has spent time building relationships, bringing people together, and making things happen in complex systems.

However you've got here, this role could be for you.

Together Active works across Staffordshire and Stoke-on-Trent to make it easier for people to be active in ways that work for them. That means working alongside communities, partners and organisations to understand what helps people move more, and what gets in the way. We don't run activities ourselves. Instead, we work across systems – connecting people, building shared understanding, and helping others to take action.

As this work grows, the way we are funded really matters.

This isn't about raising more money for the sake of it. It's about making sure the way we're funded supports how we work. That we're not reliant on a single funder. That we can say what needs to be said. That we can stay focused on systems change. This role is an opportunity to help shape that. You'll spend time building relationships with funders and partners who understand this kind of work or are open to understanding it.

There isn't one right background for this role.

You might have experience with trusts and foundations. Or public sector funding. Or corporate partnerships. Or you might have worked in a role where funding wasn't your job title, but was part of how things got done. What matters more is that you're comfortable working in complexity, that you think carefully about relationships and power, and that you can balance opportunity with judgement.

If you're interested in helping shape how an organisation like Together Active sustains itself in a way that protects its purpose and makes space for honest, challenging work, we'd like to hear from you.

Best wishes



Carly Jones
Chief Executive



Who we are

We're Together Active, a charity working across Staffordshire and Stoke-on-Trent to make it easier for people to be active in ways that fit their lives.

We focus on the systems that shape who gets included, and who doesn't. That means looking beyond individual behaviours to understand how policy, funding, culture, and place shape people's choices, freedoms, and access to movement. We support local organisations, influencing decision-makers, and helping the system work better for the people it serves.

We began nearly 20 years ago as a County Sport Partnership, hosted within local government. In 2020, we became an independent charity so we could make tackling inequality our core purpose. Today, we're part of a national network of Active Partnerships, but our work is grounded in the needs and realities of our region.

Our focus is where exclusion is most deeply felt: in Stoke-on-Trent and the parts of Staffordshire where poverty, poor health, and marginalisation have shaped daily life for too long. We don't deliver programmes. We don't duplicate what's already working. Instead, we build the conditions for long-term change, by connecting people, making sense of complexity, and helping good work take root.

We believe that being active, being connected to your body, your community, and your choices, shouldn't depend on your postcode, income, health status, or identity.

That belief runs through everything we do.

Our aims



Work with partners to improve the prevention pathway for mental health



Test new ways of working with socially excluded groups to increase opportunities for them to be active



Prove that physical activity has a critical role to play in community development

Our Vision

Design out inactivity across Staffordshire and Stoke-on-Trent

We work to make movement possible for everyone, especially where it's been made most difficult.

We focus on the people most likely to be excluded: those living on low or no income, with poor health, discrimination, or long-term structural disadvantage. Our strategy for 2024-2030 centres on Stoke-on-Trent and the parts of Staffordshire where inequality is most entrenched.

We use a principle called **universal proportionalism**: everyone should have support, but some people need more.

This is long term work. It's about shifting how systems behave, not delivering quick fixes. That means listening closely to lived experience, using data with care, and building partnerships that last. It also means being honest about where things aren't working, and brave enough to change them.

Our priority groups

- **Low or No Income, intersecting with:**
- **Race and/or cultural heritage**
- **Physical Disability**
- **Gender**
- **Experiences of mental health distress or a mental health condition**

“
Our aim is to use physical activity as a vehicle to keep people included
”

Carly Jones, CEO

How we value you

We're committed to building a team that better reflects the communities we work with. That means making equity part of everything we do, including how we recruit, support, and develop our people.

We know we have more to do. Our current team doesn't yet reflect the diversity we want to see, and we're actively working to change that. If you identify as disabled, neurodivergent, LGBTQIA+, from a global majority background, or have experienced exclusion in other ways, we especially encourage you to apply.

Every application is assessed on merit. Where candidates are equally qualified, we may use positive action in line with the Equality Act to support candidates from underrepresented backgrounds, particularly in relation to race and disability.

We offer

- 27.5 days of annual leave (plus bank holidays), rising with service
- Three additional leave days over Christmas
- Up to 8% employer pension contribution
- Enrolment with a health plan subscription
- Volunteer day
- Cycle to work scheme
- Access to counselling services
- Death in service benefits
- Professional development opportunities
- An annual CPD allowance
- A library of online learning tools
- Flexible working where you're trusted to manage your time
- And a working environment where curiosity, challenge, and care are welcomed

We care about the work, but we care about the people doing it too. We know how demanding system work can be. It requires patience, creativity, and emotional labour. That's why we're serious about building a culture that's rooted in our values of **compassion, creativity, inclusivity, and collaboration**.

Our team work flexibly, with a mix of home, office, and in-person time across Staffordshire. We focus on outcomes, not hours at a desk. We'll agree what works best for you and the role together. We're based in Stafford, but our work takes us all over the county, and candidates will need to be able to work flexibly to support that.



We value people
for **who they
are**, not just
what they do

The Role

Role Profile:	Fundraising and Partnerships Lead
Reporting to:	Chief Executive
Salary:	£33k-40K
Hours:	Full time 35 per week (part time considered)
Location:	Hybrid

Role Summary

Together Active exists to design out inactivity across Staffordshire and Stoke-on-Trent by shifting the systems that shape people's ability to live active, healthy lives. We do this by convening partners, strengthening capacity, amplifying lived experience and using evidence to influence change. We do not deliver activities directly.

As our work becomes more ambitious and sometimes more challenging to established systems, it is essential that our funding model supports rather than constrains our role.

This role exists to shape and steward a diverse, values-aligned income portfolio that:

- reduces reliance on any single funder
- strengthens organisational independence
- supports our ability to act as a confident critical friend in the system
- aligns funding with our systems-change role rather than delivery models

This is not a transactional fundraising role. It is about securing the right income from the right places for the right reasons, so Together Active can remain principled, independent and effective.

Role Outcomes

1) A More Balanced and Resilient Funding Portfolio

Together Active has a diversified income mix that reduces reliance on any single funder and increases organisational resilience. Funding sources complement each other and provide stability across the life of the strategy, with a growing proportion of multi-year and infrastructure funding. Income diversification strengthens the organisation's sustainability rather than creating short term funding pressures.

2) Greater Independence and Permission to Challenge

Together Active can play a confident critical friend role within the system. Funding relationships do not constrain our voice or limit our ability to surface uncomfortable truths about inequality, participation or system barriers. No single funder has disproportionate influence over our priorities, tone or ambition.



3) Strong Alignment Between Funding and Our Systems Role

The majority of income secured supports Together Active's core role as a systems convenor and capacity builder, including:

- convening and coordination
- system learning and insight
- influence and system change

4) Increased Legitimacy Across Systems

Together Active is recognised across statutory, voluntary and philanthropic sectors as a credible and trusted system actor. Funding partnerships strengthen our reputation and widen the coalition supporting the role of physical activity within prevention, health, community development and inequalities agendas. New funding relationships reinforce rather than confuse our organisational identity.

5) Clear Organisational Discipline Around Income

Funding decisions are principled and strategic rather than purely opportunity led and Together Active has shared internal clarity about:

- what constitutes "good income"
- what income is conditional or requires careful consideration
- which funding opportunities we will not pursue
- Trustees and leadership have confidence that funding choices align with organisational values and long term direction.

What does this mean day to day?

The role is flexible and will shift depending on what's emerging across the system. You'll have clear outcomes, but freedom in how you get there. Some of the work might look like:

- Building and stewarding relationships with trusts, foundations, statutory bodies and strategic partners whose priorities align with prevention, inequality and system change.
- Identifying funding opportunities that support backbone functions such as coordination, learning, insight and capacity building
- Working closely with colleagues across the organisation to translate Together Active's work into credible and compelling funding propositions
- Developing narratives that explain complex systems work clearly without simplifying or distorting it
- Advising the CEO and trustees on funding opportunities, risks, dependencies and power dynamics
- Contributing funding intelligence to organisational strategy discussions
- Supporting the organisation to articulate and price the value of coordination, convening and learning functions
- Maintaining awareness of the wider funding, policy and partnership landscape

Who we're looking for

People build relevant experience in many different ways. You may have developed your skills through fundraising, partnerships, public sector work, consultancy, campaigning, community organising, commercial roles, or other routes.

We are less interested in the path you have taken and more interested in how you think, how you work and how you approach complex problems. When applying, you should feel free to demonstrate your experience in whatever way best reflects your pathway.

The capabilities that will matter most in this role

- building meaningful relationships with funders, partners or collaborators and maintaining those relationships over time
- translating complex work into clear and credible propositions that others can understand and support
- navigating systems that involve multiple stakeholders, competing priorities and power dynamics
- thinking strategically about income, including the opportunities and constraints different funding relationships create
- working collaboratively across teams and disciplines to shape ideas and opportunities
- exercising sound judgement about when to pursue an opportunity and when to step back
- being comfortable working with ambiguity, iteration and learning rather than fixed delivery models

It may also help if you bring experience or insight in these areas

- experience building or stewarding corporate or cross-sector partnerships, particularly where relationships go beyond sponsorship and involve shared learning, influence or collaboration
 - experience working within infrastructure, intermediary or non-delivery organisations, where the focus is enabling others rather than delivering services directly
 - experience of systems change, prevention, inequality or place-based work
 - experience shaping or contributing to collaborative bids or partnership funding opportunities
 - experience translating insight, research or learning into propositions or funding narratives
 - understanding of how funding relationships can influence organisational behaviour, independence and voice
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As part of our commitment to inclusion, we know that written applications can be a barrier for some, but we really value getting the right person for every role. So, we offer a short informal conversation with our CEO Carly to all candidates as part of our shortlisting. This helps us understand you better, surface skills and experiences that might not show in an application, and give you a chance to ask any questions you have.

If you're unsure whether this is for you, apply anyway. If the work speaks to you, we want to hear from you.

How to Apply

1. **First**, please follow this link to complete our [Equity, Diversity and Inclusion form](#). Whilst this isn't compulsory, we are incredibly passionate and committed to inclusivity and accessibility for all and the information you supply will help us to support our charity partners (in this case, Together Active) to work towards greater equity and inclusion in their teams.
2. **Secondly**, send a copy of your CV and a **1-2 page cover letter addressed to the CEO, Carly Jones** that clearly articulates your 'why'
 - Why are you interested in the opportunity, at this moment in time?
 - How do your skills and experience make you a brilliant candidate? (Thinking especially about your experience as it relates to the role).

Important note on your application: In this context, the cover letter is meant to test and showcase your communication style. We want to see your ability to write succinctly and persuasively, in the same way you might need to 'on the job' with a potential funder or supporter. It should be engaging to read and will likely include some fundraising or impact figures to back up your key points

3. **Finally**, confirm the following details:
 - Post code
 - Salary expectation (advertised £33,000 – £40,000 per annum)
 - Confirmation you are happy with the advertised working pattern (2 days onsite in Stafford, ideally Tuesday and Thursday)
 - Notice period
 - Preferred pronouns (optional)
 - Any adjustments we could make to the process to enable to you feel at your most confident

Applications should be submitted directly to **Amelia Lee at Charity People:**
amelia@charitypeople.co.uk

Deadline: 9am Thursday 16th April

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Contact Us :



hello@togetheractive.org



www.togetheractive.org

Address :



Together Active
Stafford Business Village
Staffordshire Technology Park
Dyson Way
Stafford
ST18 0TW