



LIVE MUSIC AT THE HEART OF HEALTHCARE

www.wishingwellmusic.org.uk

Wishing Well Music For Health Fundraising Consultancy

Terms of Reference

Summary

The consultant will develop and begin the implementation of an income diversification plan for Wishing Well. The plan will be based on careful research to help the consultant identify the best new income streams for our charity taking into account:

- our area of work
- our partnerships
- our local and regional geography
- our size/capacity and strategy
- the current economic landscape locally and regionally.

The plan will include a timeframe, actions, targets and clear markers through which we can trial, continue or abandon specific streams. WW already has a strong track record of raising funds from trusts and foundations and now needs to diversify into new streams which may include payroll giving, community fundraising, corporate sponsorship and individual giving.

Our deadline for applications is Thursday 24th April 2025

Background

At Wishing Well we turn clinical places into cultural spaces in order to support the wellbeing of the whole hospital community: patients, families and healthcare staff. Hospitalisation can be a time of isolation, boredom, distress and a decline in general wellbeing. We tackle this by bringing live music right to patients' bedsides; creating interactions that enable people to feel valued, motivated and uplifted. A decline in health can be a time of great loss - of independence, mobility and choice - so we use music-making experiences to shine a light on what people *can* do, create and remember.

The Wishing Well programme was created in 2013, became a non-profit Community Interest Company in 2019 and a registered charity in February 2022. We are a small charity making a big impact across Sussex and Surrey, creating long-lasting partnerships with a wide range of healthcare settings including acute hospitals, psychiatric wards and neonatal units. Partnership working and participant voice informs every aspect of our work. We evaluate our programmes

using an outcomes approach, using feedback from participants and families and the observations of our partners in healthcare settings and the musicians themselves. We also work towards our long term aim of embedding live music in the culture of healthcare by delivering training programmes for medical students, healthcare professionals and hospital volunteers.

This document sets out the purpose and responsibilities of the consultant in researching and creating an income diversification plan for the charity as well as expected outputs or deliverables, timeframes, skills and qualifications, payment schedule and points of contact.

Purpose and responsibilities

The overall purpose of the consultancy is:

- to provide WW with clear insight into possible new income streams, beyond trusts and foundations, that are realistic and practical given the broader fundraising challenges locally and nationally and the size/capacity of our organisation. This will include providing anticipated returns on investment from different streams and their associated risk level.

Deliverables

- to research and identify a selection of potential income streams, with suggestions of how they could be tested
- to create a short/mid term action plan with time frame/targets for various streams to be presented to the CEO for review
- to begin the implementation of this plan - the extent of this is to be agreed between ww and the consultant.
- to create a final report/handover to the CEO with progress to date and recommendations for onward action.

Skills and qualifications

The consultant is required to have proven competency in income diversification planning, including a broad range of experience to include major donor/corporate/community fundraising etc, preferably through having held a 'Head of Fundraising' role in a charity.

Knowledge of the local/regional/national voluntary sector. Knowledge and experience of the Creative Health sector is preferred but not essential.

Scalable knowledge e.g. able to translate knowledge of working with national charities to grassroots organisations.

Ideally the consultant will have local (Sussex) fundraising knowledge or will be able to evidence how they can rapidly gather that knowledge.

Time Frame

May - October 2025.

Number of days to be agreed.

Payment schedule

25% will be paid after signing the agreement

25% midway through the agreement

50% paid on submission of final report.

How to apply

Please send an expression of interest to Jo White (CEO) by **Thursday 24th April**.

Email: jo@wishingwellmusic.org.uk

Please include the following:

- your C.V. including track record and relevant experience
- an outline of your work plan to achieve the deliverables set out in this ToR, including number of days required and your fee per day.