



A sanctuary in Cornwall for over 100 donkeys and horses, all of whom have been rescued from abuse, neglect and abandonment.

Charity Manager - Information Pack

2024



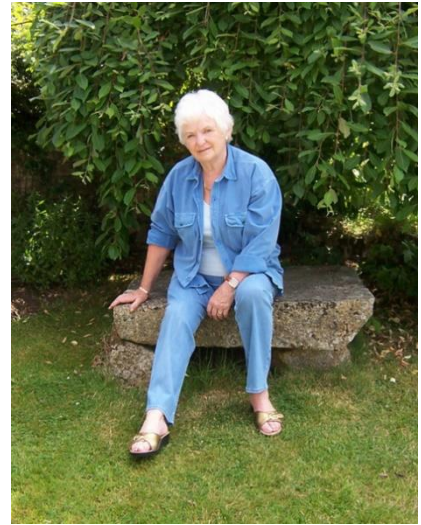
www.flickafoundation.org.uk

Reg. Charity No. 1153858



Our Story

Founded by Mary Berryman in 1995, the Flicka Foundation has rescued over a 1000 horses, ponies, sheep, pigs, cows, cats, dogs, rabbit and donkeys. Many of them suffering from unthinkable cruelty, abuse, neglect or abandonment and requiring both medical and emotional care and attention. We gained charitable status in 2007 to help with our fundraising efforts. We need over £400,000 a year to cover feed and care for our residents as well as staff and premises costs.



Whilst our priority is the care of our animals, the Centre is open to the public four days a week and is free to visit. We do have a team room and a gift shop, and this is also an opportunity to encourage donkey adoption which accounts for approximately a third of our income.

We work hard to facilitate disabled people, wheelchair users and people with mental health conditions, as well as people who are disadvantaged, terminally ill or recuperating from illness to have interaction with donkeys for therapeutic purposes. We also offer and facilitate educational tours and talks for students, community groups on and off-site.

Today, we care for over 100 donkey and ponies at our sanctuary, some who have been rescued from certain death on the continent. It is sad that we are still needed but these beautiful animals depend on us so much and deserve to live out their days loved and cared for.

We are based at Penty Noweth Farm near Penryn, close to Falmouth and Truro. Trustees, Judy Giles and Laurie Stephenson live on site and manage the sanctuary with a small and wonderful staff and volunteer team.



Our Future

Finances – our priority is to secure our finances in order to protect the Flicka's future. Like so many charities, the impact of the pandemic and now the cost-of-living crisis has had a direct effect on our income. Whilst adoptions have stayed steady, other donations have declined as has our legacy income. Whilst we have a robust reserves policy in place, it is important that we manage our finances carefully and ensure we reverse this decline in fundraised income.

Projects – The Lonely and Primrose Hospital. As part of our mission to give rescued donkeys a safe, happy and healthy home for life, we have exciting plans to build an equine hospital facility at our sanctuary. Many of the donkeys we rescue come into us in extremely poor condition. They often require emergency veterinary treatment and extensive ongoing care for countless medical issues.

If a donkey becomes unwell, we are currently forced to carry out urgent veterinary procedures in one of our barns or transport them to an equine facility in north Cornwall for tests or treatment. Although we have been managing with this set up, the situation is far from ideal - donkeys are incredibly sensitive animals and the additional stress of transport is always a big concern. We are currently running a capital appeal to build our own hospital at Flicka and have £120k in funds designated for this purpose. (Our target is £500,000).



Succession Planning - Judy and Laurie, the Directors who run the charity, are starting to plan for stepping back. It is, therefore, vital that a successor is recruited who shares the same values, vision and passion that have been integral to the success and growth of the charity so far. The donkeys' welfare is at the heart of everything we do, and we need to recruit someone with the right skills, experience, attributes and potential to secure the future of the charity and the donkeys we care for.

Role Description

Job Title: Charity Manager

Reporting to: The Board of Trustees

Working with: Development Manager

Responsible for: Donkey Manager, Welfare Manager, Office Manager, Tea Room Manager.

Key Responsibilities

- To be responsible for managing people and establishing policies across the main elements of the Charity i.e., farm, hospitality, and retail business.
- To be a thoughtful leader and a confident decision-maker, supporting the team to develop to their full potential, while ensuring income is on the rise and, as a result, enabling the Charity to grow and thrive.

What will this involve?

We need you to oversee the work of the Welfare Centre and visitor services. This will include working with others to ensure the effective recruitment, induction, training and development of all staff and volunteers.

We need you to be responsible for HR matters and policy on day-to-day issues – e.g., contracts, staff handbook, training, holidays discipline, etc.

The Trustee will want to work with you to develop future strategy and set goals for growth.



You will be working with the Development Manager to seek out opportunities for expansion and growth by developing new business relationships and income-generating activities. This will also involve representing the Charity at external events and opportunities.

Naturally, we will need you ensure that at all times The Flicka Foundation Sanctuary staff, clients and its Board of Trustees comply with all laws related to its activities and operations – so it will be important to know what these are.

You will want to evaluate, review and improve operations and financial performance on an ongoing and regular basis.

You will have the opportunity to lead on and be involved in specific projects, so will need to understand project timelines to ensure tasks are accomplished on time.

Responsibilities of all The Flicka Foundation Donkey Sanctuary Employees

- To work within the Charity's guidelines with regard to conduct, recognising its policies with regard to equality, and showing respect and co-operation towards fellow colleagues.
- Under Health & Safety legislation, all staff must work in the safest possible way in order to ensure their Health & Safety and that of all others who may be affected by their actions.
- Demonstrate a commitment to continuing personal development.
- To co-operate with management colleagues and volunteers to promote good communications through sharing appropriate information and building positive working relationships.

And of, course, we need you to be prepared for the unexpected and be happy to help with any other tasks that might arise.

Person Specification

We need you to:-

- Have the ability to motivate and lead people with previous experience in a senior management role.
- Have a working knowledge of HR processes.
- Be financially astute and able to work with our finance manager to prepare reports for our Trustees. You will have previous experience of meeting financial targets and managing budgets.
- Have previous experience of managing projects.



- Be organised and personally effective.
- Have a proactive attitude, drive and enthusiasm to carry out projects to conclusion.
- Have the ability to influence others using your excellent communication skills.
- Be able to work under pressure and meet deadlines.
- Be self-motivated and focussed.
- Be creative, imaginative and have an entrepreneurial attitude towards fundraising and income generation.
- Be sensitive to the needs of our volunteers and donors.
- Willing to support open days and other fundraising events.
- Be able to present a positive professional image of The Flicka Foundation Donkey Sanctuary at all times.
- Have a full driving licence.
- Have a sense of humour and plenty of enthusiasm.

It would be great if you had:-

- Previous experience of working for a charity
- An understanding of charity governance
- Or even run your own business

And of course, you will have:-

- A passion for animal welfare and the work we do
- The desire to lead our team toward ensuring the future of Flicka.

What we are offering

Salary: c£27,000 (rising to £29,000 after satisfactory completion of probation plus a lovely two-bedroom cottage on site (all bills and utilities will have to be met by you).

Alternatively, if the cottage was not required a higher salary can be negotiated.

Contract: Permanent post (after satisfactory completion of a six-month probationary period)

Working hours: 40 hours a week

Holiday Entitlement: Holidays of 28 days per year (inc public holidays)

Location: Based at our Centre near Penryn with travel as required.



Recruitment Process

We are working with our recruitment partner, Jackie Dawkins at Shine Charity Recruitment (jackie@shinecharityrecruitment.co.uk) 01884 841751. Please send your CV and covering letter to her.

