



trustee  
recruitment  
pack



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Help shape how a high-potential intervention tackles one of the leading causes of child mortality globally.

The innocent foundation is entering a critical phase as we move from strategy into scaled execution, with a clear focus on preventing child malnutrition through accelerating access to small-quantity lipid-based nutrient supplements (SQ-LNS). We are now seeking three trustees to join our Board and help guide the next stage of our impact.

# introduction

The innocent foundation is a legally independent corporate foundation funded solely by its corporate donor, innocent drinks. Since 2004, the innocent foundation has been helping the world's hungry. We do this by finding and funding visionary people and organisations which are tackling the problems we care about in simple, smart and sometimes breakthrough ways.

Since day one, innocent drinks' founders pledged to give 10% of the company's profits to good causes. From when the innocent foundation was founded in 2004 to today, we've spent £10m in 46 countries, helping more than 2 million people.

In 2024, we launched a brand new strategy making us a single-issue charity, focusing exclusively on helping to prevent malnutrition in infants and young kids.

The way we prevent malnutrition is by investing in small quantity lipid-based nutrient supplements, or SQ-LNS. To help us achieve our goal, we launched the Accelerating SQ-LNS Fund. The Fund provides grants to support sustainable solutions to accelerate the access, availability, and uptake of SQ-LNS.



# why SQ-LNS?

We know there's been great progress in the past few decades to help improve nutrition for infants and young children, but undernutrition is still a leading cause of death. 45% of deaths in children under 5 are linked to nutrition-related factors. Stunting, where kids are too short for their age and not able to develop properly to reach their potential, and wasting, where they are too thin for their height and at risk of death, are still far too common. Globally 149 million children under 5 are stunted and 45 million are wasted.

While the problem is large, so is the opportunity. Over the last decade, there have been so many exciting innovations, new research, and developments in maternal and child health that can help improve under-5 nutrition. Lots of the recent funding has gone to treating malnutrition, but a lot more needs to be done to help prevent it in the first place. Small quantity lipid-based nutrient supplements, or SQ-LNS, could be a real gamechanger in prevention. Recent evidence shows that SQ-LNS can [reduce mortality in kids](#), as well as [reducing stunting, wasting and anaemia](#).

Even though SQ-LNS has exciting potential for preventing malnutrition, there are a lot of challenges that stand in the way of us getting it in the hands of all the kids who need it. These include the early-stage integration of SQ-LNS into public sector nutrition and health programming, limitations on local production capacity for SQ-LNS, a need for cost-effective distribution methods, and limited awareness and demand for SQ-LNS among carers and healthcare workers.

To address these challenges and increase the uptake of this life-saving commodity, we at the innocent foundation were excited to launch our Accelerating SQ-LNS Fund. We believe that through strategic and catalytic investments, the fund can have the following impact:





# our governance

The innocent foundation is a registered Private Limited Company by guarantee registered in England and Wales (05054312) and a registered charity with the Charity Commission of England and Wales (1104289). The innocent foundation is governed by its Articles of Association and subject to the Charity Commission regulations.

The innocent foundation is governed by a Board of Trustees who each volunteer their time to support the foundation and help us deliver our vision of a world where no child experiences malnutrition. The Board includes representatives of the innocent drinks business as well as innocent drinks' original founders and independent expert trustees who bring a variety of skills from the voluntary and commercial sector. Trustees have a sole duty to the charitable objects of the innocent foundation.

Two current trustees will step down in June 2026 after several years supporting the foundation, and the Board is seeking to appoint three new trustees to support the next phase of the foundation's work.

The innocent foundation board is currently formed of six trustees who meet quarterly:

- Chair: Jon Wright (innocent drinks co-founder/JamJar)
- Adam Balon (innocent drinks co-founder/JamJar)
- Richard Reed (innocent drinks co-founder/JamJar)
- Nick Canney (innocent drinks CEO)
- Sarah-Jane Norman (innocent drinks People Director (Stepping down June 2026))
- Camilla Knox-Peebles (Stepping down June 2026)

The board is supported by an internal Risk and Finance sub-committee and an external, global Technical Advisory Committee which includes senior members of the SQ-LNS Taskforce.

# our team



The innocent foundation is run by the Foundation Director, Amy Recknell.

The foundation comprises four staff members alongside voluntary finance support from the innocent drinks business.

# context of trustee recruitment

We are seeking three new trustees to join the board of the innocent foundation and support the organisation to deliver its goal of preventing malnutrition through accelerating SQ-LNS. The ideal candidates will be committed leaders bringing deep expertise and leadership experience to the charity, and who will also be active ambassadors and representatives of the foundation.

This is a critical moment for the foundation as we move from strategy design into scaled execution through our funding decisions. Trustees will play an active role in stewarding our growth and impact, including shaping how the foundation's funding and partnerships contribute to wider system-level change in child nutrition prevention.

The role of the trustee is to:

- Ensure effective governance of the innocent foundation in compliance with charity law, company law and the UK Charity Commission's regulatory guidelines.
- Use their knowledge, skills and experience to ensure that the innocent foundation pursues its charitable objectives and deploys its resources effectively.
- Contribute to providing firm strategic direction to the charity, setting overall policy, defining goals, setting targets and evaluating the performance against agreed targets.
- Safeguard the good name and values of the foundation.
- Ensure the effective and efficient financial stability of the foundation.
- Act as an ambassador to raise the profile of the foundation within the global health and nutrition sector.
- Use any specific skills, knowledge or experience they have to help the Board of Trustees reach sound decisions.
- Attend a minimum of four Board meetings a year. Board meetings are a mixture of in-person (at our London, UK office) and remote via teams.
- Contribute to shaping the foundation's strategic positioning and influence within the global nutrition ecosystem.



# role requirements

The candidates will demonstrate

- An understanding of a charitable foundation operating in a corporate environment.
- Empathy with, and commitment to the foundation's vision and mission.
- An ability to speak one's mind, challenge constructively and engage confidently.
- Excellent communication and interpersonal skills, able to both support and challenge the foundation team and wider board colleagues.
- An ability to work well in a diverse group.
- Integrity, honesty and flexibility.
- A strong understanding and acceptance of the legal duties, liabilities and responsibilities of the trustees.

We are particularly interested in candidates who have experiences in the charity sector and/or with a corporate funder and can contribute expertise in one or more of the following areas:

**Profile #1 – will help to strengthen our technical credibility and influence:**

- *Global evidence, policy and technical leadership in global childhood nutrition, whether through a role in the charity sector, research institution, think tank or public body.*

**Profile #2 - will keep our strategy grounded in delivery realities and locally led systems:**

- *Programme design, systems strengthening, locally led delivery experience in global childhood health or development, whether through a role in the charity sector, research institution, think tank or public body.*

**Profile #3 - will help us to guide scale, market shaping, and last-mile feasibility:**

- *Last-mile, market shaping or delivery at scale experience in developing contexts.*



**Terms and length of appointment:**

Trustees serve an initial three-year term and are eligible for re-appointment for two additional terms.

**Salary:**

The role is unremunerated, but reasonable expenses will be reimbursed.

**Time commitment and terms of appointment:**

The total time commitment of a Trustee is currently likely to equate to 4 to 6 days to prepare and attend quarterly Board meetings, typically held in London or online between 1pm-5.30pm GMT.



In addition, trustees are invited to attend occasional visits to foundation funded projects depending on availability.

**Diversity**

We work hard to build a genuinely inclusive place to work, and we don't tolerate discrimination of any kind. We know we're a better team when we bring different perspectives together, helping us make smarter decisions, come up with better ideas and stay true to our values.

If you need any adjustments at any stage of the application process, just let us know and we'll do our best to help.

**How to Apply**

Please send your CV and a cover letter to [hello@innocentfoundation.org](mailto:hello@innocentfoundation.org)

Please title your email: innocent foundation Trustee Recruitment - [Your Name]

Deadline for applications: 1<sup>st</sup> July 2026

Candidates will receive confirmation of their application by email.

In-person interviews will be organised with the foundation director and trustees (tentatively weeks c/o 3<sup>rd</sup> August)

Candidates can expect the process to be completed by: end of August 2026

Please note that your information will only be shared with those closely involved in the recruitment process and for the sole purpose of reviewing your application. Your personal information will be managed in accordance with GDPR and our [Privacy Policy](#).

# about innocent drinks

Innocent drinks is a leading UK-based beverage company best known for its smoothies, juices and healthy drinks. Founded in 1999 by three friends with a mission to make it easier for people to do themselves some good, innocent has grown into one of Europe's most recognisable purpose led brands, selling millions of drinks each week across multiple markets.

Innocent places its purpose and values at the heart of its operations, with long-standing commitments to social, ethical, charitable and environmental goals. Since it began, innocent has committed to giving 10% of its profits to good causes with much of that donated to the innocent foundation.

Innocent has always prided itself on doing business the right way and in 2018 they joined a growing group of businesses from around the world who believe in doing business responsibly, by becoming a certified B-Corp. After making a commitment to not only achieve B-Corp status but to continually improve on their score, in 2021 they were recertified and became one of a few B Corps around the world who are both a \$1bn brand, with a score of over 100.

In 2013 innocent was bought outright by The Coca Cola Company after having worked with them since 2009. Although innocent drinks are owned by Coke, they continue to have an interesting way of working with them, in that they run the business in the same way that they have always have, independently. They continue to receive great support from Coke and are proud to be a part of their company but are also very proud of their distinct brand and business that was built from the ground up. And Coke are smart enough to know that innocent has a unique set of values and a clear purpose that are fundamental to their future success and so they leave them to get on with it.

To find out more about innocent drinks and its purpose:  
<https://www.innocentdrinks.co.uk/a-bit-about-us>



# our relationship to innocent drinks and The Coca Cola Company

At the innocent foundation, all strategic funding and grant-making decisions are made independently by the Board of Trustees. Trustees act solely in the interests of the charity, independent of our founding donor.

The innocent foundation was established by innocent drinks to address a clear and urgent global health challenge: to help the world's hungry. While we are proud of our origins, the foundation is a legally independent charity, with its own charitable objects, governance arrangements, and decision-making authority.

innocent drinks are the foundation's founding and only donor. This relationship provides stable financial support and access to a strong operational core, while preserving the foundation's independence in strategy, grant-making, and operations. All funding decisions made by our Board put our charitable purpose front and centre, and are made in line with our established funding strategy and governance framework.

The Coca-Cola Company is the majority shareholder of innocent drinks. However, Coke has no governance role, decision-making authority, or operational involvement in the innocent foundation. It does not set our strategy, influence our funding priorities, or participate in grant decisions. The foundation does not receive funding from The Coca-Cola Company.

