



OLMy's  
Future

LOVE & LIGHT

CEO

Recruitment  
Pack





# Contents

**1** A welcome from our  
Founder

**2** Job Description

**3** Person Spec

**4** The Application Process

**5** Our Priorities





# 1 A welcome from our Founder

When my beloved son Oliver, Olly to all his friends, died at just 22, the life I knew vanished in a heartbeat. Out of that loss came the almighty pledge that my son's life would continue to matter. That his voice would not be lost. And that, if possible, other families might be spared the heartbreak we have lived through.

Everything we have done since then, through the work of Olly's Future, has that commitment and Oliver's 'love and light' at its heart. Olly's Future is his 'future' after all. Over the past five years, we have grown exponentially. We have trained more than 10,000 people in suicide prevention. We are working with medical schools, universities and NHS partners across the country. We are part of national conversations about how we better support young people and prevent them ending their lives.

For Olly's Future to continue to go from strength to strength, we are now looking for someone who can take over the baton from me as CEO. For many years, I have carried the charity as both Founder and Chief Executive. That has been a privilege, but it is not sustainable for the long term.

We now need someone who can take on the role of Chief Executive and lead the organisation forward, someone who can hold the responsibility of running the charity, while understanding the heart of why it exists. This is not about replacing what has been built. It is about protecting it, strengthening it, and helping it grow safely.

We are not looking for someone to come in and change everything, but for someone who can build on strong foundations with confidence and care. We are looking for someone who can listen carefully, lead thoughtfully, and build on strong foundations. Someone who understands that this work sits in a space that is both professional and deeply human.

Someone who can hold responsibility, make decisions, and create stability, while never losing sight of why we do this work - to save lives from suicide. We are looking for someone who can hold and lead our new three year strategy with respect to the work laid down before it.



You will not be doing this alone. I will continue in my role as Founder, carrying Oliver with me into every room, helping to share our story, building relationships and keeping our purpose clear. Our fantastic Board, team, trainers and partners are all part of this journey. But the responsibility for leading the organisation day to day will sit with you. This is an important moment for Olly's Future.

We are not trying to become bigger for the sake of it. We are trying to become stronger, so that more young people are met with understanding, compassion and the right support at the right time. If this role feels like something you can step into with care, courage and integrity, we would love to hear from you.

## Ann Feloy

Oliver's mum first and foremost  
Founder and CEO - Olly's Future





# 2 Job Description

## Chief Executive Officer Olly's Future

**Reports to: Board of Trustees**

**Location: Hybrid / Remote (with regular presence in Sussex and London)**

**Hours: 0.5 WTE (2.5 days per week)**

**Remuneration: £42,000 (Pro Rata - actual £21,000)**

**Contract: Permanent (subject to funding)**

### About Olly's Future

Olly's Future is a suicide prevention charity founded from lived experience, working to stop young people losing their lives to suicide.

We deliver evidence-based, compassionate training that equips people with the skills, language and confidence to recognise risk, have meaningful conversations and intervene earlier. Our work spans healthcare, education, workplaces and communities, with a growing national reach.

Suicide prevention is a priority within the UK Government's Suicide Prevention Strategy (2023–2028), with a clear focus on early intervention, workforce confidence and cross-sector collaboration. Olly's Future is well positioned within this landscape, with an established training offer, strong partnerships and a clear opportunity to deepen and extend its impact.

### Job Purpose

The Chief Executive Officer is responsible for the overall leadership, management and performance of Olly's Future.

The CEO will ensure the charity is well governed, financially sustainable and delivering high-quality, impactful work. They will lead the implementation of the organisation's strategy, develop and maintain key partnerships, and ensure that the charity continues to grow in a way that is consistent with its values and purpose.

The CEO is accountable to the Board of Trustees and has ultimate responsibility for ensuring compliance with all legal and regulatory requirements. The role works in close partnership with the Founder, who provides public voice, advocacy and strategic influence.

This is a part-time role (2.5 days per week). The scope of the role is focused on strategic leadership, organisational sustainability and partnership development, supported by a wider team and Board.



# 2 Key Responsibilities

## Strategic Leadership and Delivery

- The CEO will lead the delivery of the organisation's strategy, translating agreed priorities into clear, realistic and achievable plans.
- They will ensure that the charity's work remains focused, relevant and responsive to emerging need, including developments in national suicide prevention policy and practice.
- They will identify opportunities for growth, collaboration and innovation, while ensuring that organisational capacity and risk are carefully managed.

## Governance, Compliance and Risk

- The CEO holds responsibility for ensuring that the charity operates in full compliance with Charity Commission requirements and all relevant legislation.
- They will maintain robust governance arrangements, including effective policies, procedures and internal controls.
- They will support the Board of Trustees through high-quality reporting, timely information and clear insight, enabling effective oversight and decision-making.
- They will ensure that organisational risks, including safeguarding, reputational and financial risks, are identified, monitored and appropriately managed.
- The CEO holds overall responsibility for safeguarding leadership across the organisation. This includes ensuring that appropriate policies, procedures, training and reporting mechanisms are in place, and that safeguarding is embedded across all areas of delivery.

## Financial Leadership and Sustainability

- The CEO will lead the financial management of the charity, including budgeting, forecasting and long-term financial planning.
- They will ensure that resources are used effectively and that the organisation remains financially stable and sustainable.
- They will work closely with the Treasurer and Board to ensure appropriate financial oversight, transparency and accountability.

We use digital tools and emerging technologies, including AI, to support how we work and extend our capacity. This is done in a way that is ethical, proportionate and grounded in human judgement, particularly given the sensitive nature of suicide prevention

***“Olly's Future was born out of the deepest love a mother can have, and the deepest pain a parent can endure.”***



# 3 Person Spec

## Essential Demonstrable Experience

- Significant senior leadership experience within a charity, public sector or values-led organisation
- Demonstrable experience of working with a Board of Trustees and operating within a governance framework
- Strong experience of financial management, including budgeting and financial planning
- Proven experience of securing income, particularly through grants and foundations
- Experience of leading teams and managing organisational delivery

## Desirable Experience

- Experience within mental health, suicide prevention or a related field
- Experience of working with healthcare, education or community sectors





# 3 Person Spec cont...

## Skills and Knowledge

- Strong understanding of charity governance and regulatory requirements
- Ability to lead strategically while maintaining operational grip
- Strong financial and analytical capability
- Excellent communication and relationship-building skills
- Ability to develop and manage partnerships across sectors
- Understanding of safeguarding, risk and ethical practice in sensitive contexts

## Personal Qualities

- Values-led, with a strong sense of integrity and responsibility
- Emotionally intelligent, with the ability to work within a sensitive and complex field
- Calm, grounded and able to make sound decisions under pressure
- Able to balance ambition with realism
- Committed to the mission of suicide prevention and improving outcomes for young people

## Additional Information

The CEO will be expected to work flexibly in line with organisational need, including occasional travel and attendance at events.

The role requires a strong commitment to safeguarding, confidentiality and ethical practice, given the nature of the organisation's work.

## Closing note

**This is a significant leadership role within a growing organisation operating in a critical area of national importance. It offers the opportunity to shape a charity that is both values-led and impactful, and to contribute meaningfully to suicide prevention across the UK.**



# 4 The Application Process

## How to Apply

This is a senior leadership role, and we are looking for focused, high-quality applications that demonstrate both strategic capability and alignment with Olly's Future's purpose and values.

Please submit:

- A CV (maximum 3 pages) (PDF)
- A covering letter (maximum 1 page) outlining your interest in the role and how your experience meets the key criteria in the Job Description and Person Specification (PDF)
- Completion of the [Equal Opportunities Monitoring Form](#) (optional)

Applications will be assessed against a structured scoring matrix aligned to the role requirements. We encourage you to be clear and direct in demonstrating your relevant experience and impact.

Applications will be assessed using a structured scoring framework, with AI-supported screening to ensure consistency and manage volume, followed by trustee review. We encourage applications from candidates of all backgrounds, particularly those underrepresented in the charity and leadership sectors.

Diversity monitoring information will be collected separately and will not form part of the selection process.

## Key Dates

- **Stage 1 Interviews (online): 22 May**
- **Stage 2 Interviews (online): 27 May**
- **Final decision: by 30 May**



# 4 Application Process

## Useful documents

[www.ollysfuture.org.uk](http://www.ollysfuture.org.uk)

You'll find everything you need about our work and our impact on our website.

Below is a summary of our new strategy, you will find this helpful in understanding if this role is for you.

## Speak to us

For an informal conversation about the role, please contact:  
Theo Clay, Chair

[Theo@ollysfuture.org.uk](mailto:Theo@ollysfuture.org.uk)

[Facebook](#)

[LinkedIn](#)

Email: [info@ollysfuture.org.uk](mailto:info@ollysfuture.org.uk)





# 5 Our new strategy

## Strategy Overview

### Our new strategy builds on our work and sets a direction for the future

Olly's Future enters 2026–2028 as a nationally recognised suicide prevention charity, with strong partnerships and growing demand for its work. This strategy is not about becoming bigger, but stronger, putting in place the leadership, systems and financial resilience needed to sustain and protect its core programmes as it grows.

It reflects a period of organisational review and sets a clear direction for the next chapter: building stability, strengthening capacity, and ensuring the charity continues to deliver high-quality, compassionate support rooted in lived experience.

The strategy is built around five priorities: **Training, Stability, Leadership, Community and Voice**. Together, they focus the organisation on what matters most, sustaining high-quality training, building a resilient organisation, supporting strong leadership, deepening community connection, and strengthening national influence.

These priorities ensure Olly's Future can grow with confidence while staying true to its purpose: preventing young lives from being lost to suicide through compassion, skill and human connection.

### Our aims:

- To develop and deliver suicide prevention initiatives, particularly for young people.
- To work with and support other organisations with the same aims.
- To promote well-being, in particular through the arts.
- To provide suicide prevention training and initiatives to medical students and health professionals that help them save more lives from suicide.



# 5 Our Priorities

## Priority 1: Training

### Why this matters to Olly's Future

This work is the beating heart of the charity: it reflects Ann's vision, honours Oliver's legacy, and reaches people who need support the most. Strengthening TAS10 and Dr SAMS means strengthening the soul of the organisation.

### What success looks like by 2028:

- 3,000–5,000 people per year trained in suicide prevention across healthcare, education and workplaces (Ann's comment: I think this amount per year is extremely ambitious and perhaps unrealistic, considering it has taken us five years to have trained 6,000 in TAS10 and 4,000 CareSpace. I would be delighted if this were the case, though. Your Options Analysis report, above, had much more reserved figures.
- TAS10 and Dr SAMS embedded in at least 10 medical schools and growing NHS partnerships
- A consistent pipeline of booked training replacing reactive delivery
- Trainer network strengthened with clear induction, support and quality assurance
- Earned income covering core programme costs and contributing to organisational stability





# 5 Our Priorities

## Priority 2: Sustainability

### Why this matters to Olly's Future

For many years, the charity has rested on the extraordinary dedication of just a few staff members, trustees, freelancers and volunteers. Building a more sustainable organisation means sharing that load more evenly, protecting our people, and ensuring that Olly's Future can continue to grow in strength and compassion long into the future. It is about honouring what has been built, and making sure it is supported by enough hands and enough stability to keep carrying Olly's light forward.

### What success looks like by 2028:

- A Business Development Manager in post generating sustainable earned income
- Core systems in place (CRM, supporter journey, digital processes)
- Income diversified across training, grants, donors and partnerships
- Reduced reliance on a small number of individuals
- Staff reporting improved clarity, workload balance and organisational confidence



**CHRIS  
BROWN**



**CRISTINA  
LA CARA**



**CHRISTINA  
WATSON**



**CRAIG  
BRYANT**



**IZZY  
RUSSELL**



**JAN  
PRITCHARD**



**JO  
WOODHAMS**



**MARK  
SLATTER**



**NICK  
BROWN**



**DAN  
SIMPSON**



**RACHEL  
VAN HOVEN**



**RUSTY  
LIVOCK**



**TRAVIS  
COOK**



# 5 Our Priorities

## Priority 3: Leadership

### Why this matters to Olly's Future

Strengthening governance is a way of honouring what has been built - ensuring that the charity can continue to flourish, protect its people, and remain true to Olly's memory. By sharing responsibility across a wider and more diverse Board, we safeguard the organisation's future and create space for the next chapter of leadership to emerge with confidence and care.

### What success looks like by 2028:

- New CEO appointed and settled
- Refreshed Board with skills across fundraising, digital, medical education and safeguarding
- Ann supported in a Founder role that protects her story while enabling shared leadership
- Clear governance processes embedded across the organisation





# 5 Our Priorities

## Priority 4: Community

### Why this matters to Olly's Future

Events and creative engagement are a natural expression of our charitable object around promoting wellbeing through the arts, and in the past have included books and film. They offer spaces for remembrance, community and hope - and they help young people and supporters connect with our mission in meaningful ways. Strengthening this work allows us to broaden our reach and raise vital funds. As the charity grows, there may be scope to expand this creative strand further, ensuring it always complements and enriches our core training and prevention work.

### What success looks like by 2028:

- Maintaining and building on the current annual programme of community and remembrance events
- Stronger donor and supporter engagement
- Creative and youth-led engagement enriching events and wellbeing work
- Community fundraising contributing dependable income





# 5 Our Priorities

## Priority 5: Voice

### Why this matters to Olly's Future

Strategic partnerships help ensure that Olly's light reaches further than we could ever achieve alone. They bring credibility, connection and opportunity, allowing us to share what we have learned, collaborate with excellence and help shape safer, more compassionate environments for young people everywhere.

### What success looks like by 2028:

- Active partnerships with Universities, NHS, MoD and national bodies
- Recognised contribution to policy and practice through APPG, BSI and sector forums
- Olly's Future confidently sharing learning nationally
- Clear framework for assessing partnership opportunities





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Follow our work and get involved  
[www.ollysfuture.org.uk](http://www.ollysfuture.org.uk)

