

Trustee Candidate information pack (fundraising expertise)



**Help transform the lives of pets and the people
who love them.**

Blue Cross has been helping sick, injured and homeless pets since 1897. Today, we are seeking an experienced fundraising leader to join our Board of Trustees and help shape the future of one of the UK's best-loved animal welfare charities.





Welcome from our Chair and CEO

Thank you for your interest in becoming a Trustee of Blue Cross.

Blue Cross exists to help pets and the people who love them. Every month we support thousands of pets and their owners through veterinary care, rehoming, behaviour support, pet food banks, education, campaigning and pet bereavement services. Our vision is simple: every pet will enjoy a healthy life in a happy home.

As a charity, our ability to increase our reach and impact depends on building sustainable income, strong supporter relationships and long-term financial resilience. Fundraising therefore plays a critical role in enabling our mission.

The Board's future needs have been considered in light of Blue Cross' strategic priorities and organisational ambitions. We are therefore seeking a Trustee with significant fundraising expertise who can bring strategic insight, sector knowledge and constructive challenge to Board discussions. This is an exciting opportunity to help shape the future direction of Blue Cross, supporting the charity's long-term sustainability and our mission to improve the lives of pets and their people.

If you share our passion for animal welfare and are excited by the opportunity to contribute your experience at Board level, we would be delighted to hear from you.



A stylized, handwritten signature in black ink.

Beth Brook
Chair

A handwritten signature in black ink that reads "Chris Burghes".

Chris Burghes
Chief Executive



Who we are

Blue Cross has been changing the lives of sick, injured and homeless pets since 1897. We believe that pets and their people should be able to enjoy lifelong care and support, and we will not rest until that becomes reality.

Our vision

Every pet will enjoy a healthy life in a happy home.

Our values

Compassionate

We listen, we are non-judgemental, and we support pets and people through difficult times.

Courageous

We make brave decisions, embrace change and always act with integrity.

Inclusive

We value diversity, celebrate difference and empower people to be themselves.

Our work

Our work is broad and varied, reflecting the complex needs of pets and their owners. We provide:

Rehoming

Finding loving homes for cats, dogs, horses and small pets.

Veterinary care

Supporting sick and injured pets when families cannot afford treatment.

Behaviour support

Helping pets and people live healthy and happy lives together.

Education

Providing advice, guidance and learning opportunities for pet owners and communities.

Pet bereavement support

Supporting people after the loss of a beloved companion.



The opportunity

We are looking for an experienced fundraising professional to join our Board of Trustees. This is an opportunity to contribute strategic expertise at a pivotal time for the charity, helping to support sustainable income growth and ensuring Blue Cross is well positioned to deliver its ambitions for pets and people long into the future.

The trustee will work collaboratively with fellow Board members and the Executive Team, providing support, constructively challenge and oversight in line with the responsibilities of charity trustees.

The role

Purpose

As a Trustee, you will contribute to the effective governance and strategic direction of Blue Cross, ensuring that the charity delivers against its vision, purpose and values.

In addition, as a member of the Board with fundraising expertise, you will bring specialist knowledge and insight to support robust discussion and decision making relating to:

- Fundraising strategy
- Income growth and diversification
- Supporter engagement and stewardship
- Philanthropy and major giving
- Corporate partnerships
- Legacy and individual giving
- Fundraising governance and risk
- Investment in fundraising capability and innovation

Key responsibilities

As a Trustee you will:

Governance and strategy

- Contribute actively to the Board's strategic leadership of the charity.
- Ensure Blue Cross operates in accordance with its charitable objectives and legal obligations.
- Support effective governance and decision making.
- Help monitor organisational performance and delivery against strategic objectives.
- Ensure risks are appropriately identified and managed.
- Support the charity's long-term sustainability and financial resilience.

Finance and audit expertise

- Provide independent strategic advice and constructive challenge on fundraising matters.
- Contribute sector knowledge and awareness of emerging fundraising trends.
- Support consideration of new income opportunities and diversification approaches.
- Bring insight into supporter expectations and fundraising best practice.
- Help ensure fundraising activity aligns with the charity's values and reputation.
- Provide advice on fundraising risk, compliance and ethical practice.

Ambassadorial role

- Act as an advocate for Blue Cross and its mission.
- Support relationship building with key stakeholders.
- Where appropriate, use your networks, experience and influence to promote the charity's work.
- Champion the importance of philanthropy and supporter engagement across the organisation.

Person specification

Essential experience

- Significant senior-level fundraising leadership experience within a large, complex charity, with a strong understanding of strategic fundraising, income diversification and sustainable income growth.
- Proven success in delivering fundraising growth and income generation.
- Experience developing and implementing fundraising strategies.
- Experience of working with senior leaders, boards or governance structures.
- Experience overseeing substantial fundraising budgets and performance.
- Strong stakeholder engagement and relationship management experience

Desirable experience

- Previous charity trustee or non-executive experience.
- Expertise in one or more of:
 - Individual giving
 - Philanthropy and major gifts
 - Legacies
 - Corporate partnerships
 - Community fundraising
 - Digital fundraising
- Knowledge of fundraising regulation and compliance.
- Experience of organisational transformation or growth

Knowledge and skills

We are seeking someone with:

- Strong strategic thinking and sound judgement.
- A good understanding of charity governance.
- Excellent communication and influencing skills.

- The ability to analyse complex information and contribute constructively to Board discussions.
- Commercial awareness combined with a strong commitment to charitable purpose.
- Understanding of income generation trends and future opportunities within the sector.
- Good understanding of the distinct responsibilities of trustees and executives, including how effective governance, oversight, support and challenge enable both to work together in achieving the charity's objects and long-term strategy.

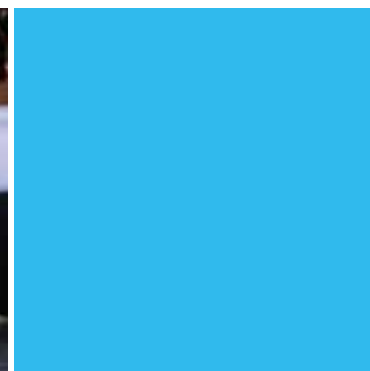
Personal qualities

You will demonstrate:

- A genuine commitment to the mission and values of Blue Cross.
- A commitment to equity, diversity and inclusion.
- High levels of integrity and personal credibility.
- Strong interpersonal skills and emotional intelligence.
- Collaboration and respect for differing viewpoints.
- Curiosity, independence of thought and sound judgement.
- A willingness to support and challenge constructively.

Diversity and inclusion

- Blue Cross is committed to creating a Board that reflects the communities we serve.
- We welcome applications from candidates from all backgrounds and particularly encourage
 - applications from groups currently underrepresented on charity boards.
- We value the different perspectives, experiences and ideas that diversity brings and are committed to creating an inclusive environment where everyone can contribute and thrive.



Terms and commitment

Term of office

Three years, with the possibility of reappointment for a further term, subject to Board approval.

Time commitment

Trustees should be able to commit approximately 1 to 2 days per month to the role. This includes:

- Attendance at quarterly Board meetings
- Participation in Board development sessions and strategic discussions
- Membership of two Board committees, each meeting four times per year for approximately 2.5 hours, plus preparation and reading time

- Preparation for Board and committee meetings, including reviewing papers and supporting materials
- Occasional attendance at events and stakeholder engagement activities
- Opportunities to contribute to short term task and finish groups in areas aligned to individual skills, expertise or interests

Remuneration

This is a voluntary role and is not remunerated.

Reasonable expenses will be reimbursed in accordance with Blue Cross policy.



How to apply:

To apply, please submit:

- An up-to-date CV
- A supporting statement outlining:
 - Your motivation for joining Blue Cross
 - How you meet the person specification
 - The finance and audit expertise you would bring to the Board

Closing date:

Tuesday 25 August 2026

First interviews:

Week commencing 14 September 2026

Second interviews:

Week commencing 21 September 2026

Join us

This is an opportunity to use your fundraising expertise to help shape the future of animal welfare across the UK.

Together we can help ensure that every pet enjoys a healthy life in a happy home.





If you would like further information about our work,
please call our supporter care team on:

0300 790 9903
info@bluecross.org.uk
bluecross.org.uk

Registered charity number: 224392 (England and Wales), SC040154 (Scotland).



Pets change lives
We change theirs

Trustee Candidate information pack (fundraising expertise)

Help strengthen the financial
sustainability, governance and
accountability of Blue Cross.

Blue Cross has been helping sick, injured and homeless pets since 1897. Today, we are seeking an experienced fundraising leader to join our Board of Trustees and help shape the future of one of the UK's best-loved animal welfare charities.



Pets change lives
We change theirs