



special days for seriously ill young adults



Trustee Recruitment Pack



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Thank you for your interest in the role of trustee at Willow Foundation.

This pack provides you with useful information about our charity, the role and the application process.

Please take the time to read this pack and visit our website to find out more about what we do.

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willowfoundation.org.uk 

INTRODUCTION

Richard King, Chair, Willow Foundation



Willow is special. We help make precious memories in the toughest times.

Our team works hard to provide fun-packed Special Days or quiet breaks, a chance to meet heroes and legends, or the opportunity to fulfil a lifelong dream. In the toughest times, Willow creates tailored experiences that give people a boost and bring families closer together. We are the only UK charity that supports seriously ill 16 to 40-year-olds, creating magical moments which become shared memories that last a lifetime.

Since Willow was founded in 1999, we have provided more than 20,000 Special Days, Special Breaks and Special Treats, but we see this as only the first part of Willow's journey and a base for further growth. We currently provide around 1,000 treats, days or breaks each year which means that we only reach a small percentage of those who would benefit from our services. We would love to be able to do more.

We have all learned a lot from the experience of the last few years – chiefly that we should continue to think outside the box in terms of how we can support our beneficiaries. We are determined to continue innovating and developing our service so that we can deliver many more magical moments and precious memories in the years ahead.

To achieve this and in line with our succession plan for trustees, we seek to appoint new board members to work with the board and to work collaboratively with our Chief Executive and Leadership Team. We currently have 10 board Members with a variety of backgrounds and experience including finance, investments, fundraising, PR and communications, management consultancy, events and legal.

We are particularly looking to strengthen our board by appointing candidates with significant senior and/or board level experience in the areas of fundraising, which may include experience of data insight and interrogation to inform fundraising strategy and activities; or experience working in a charity, which may include governance and regulation experience.

Of utmost importance, is that you want to join us in supporting seriously ill 16-40 year olds to create lasting memories.

Thank you for your interest in supporting Willow – we look forward to hearing from you.

About Willow



Our vision

Young adults with life threatening illness, and those close to them, are able to take full advantage of what life has to offer



Our mission

To provide for young adults with life threatening illness and those close to them the motivation to take full advantage of life through memorable Special Days, Special Breaks and Special Treats



Our values

- We are **caring**
- We are all about special **relationships**
- We **cherish** people and time; they are our most precious resources
- We have the **courage** to imagine otherwise

Willow's Special Treats, Days and Breaks are so much more than just a day or experience and their importance and impact cannot be overestimated.

Indeed, 70% of our beneficiaries told us that their Special Day was a positive contribution to their quality of life, 74% shared that their Special Day made them feel less isolated from their loved ones and normal life and 95% agreed that their Special Day provided the opportunity to capture and share precious memories.

Willow has provided more than 20,000 Special Days, Breaks or Treats for young adults living with life-threatening conditions such as cancer, motor neurone disease, cystic fibrosis and Huntington's disease.





Our story

Willow was founded in 1999 by former Arsenal goalkeeper and TV presenter, Bob Wilson and his wife, Megs, as a lasting memorial to their daughter, Anna, who died of cancer aged 31.

Anna battled her cancer for five years. It was during these years that she, her family and friends experienced some of their most memorable moments together.

What Anna called her 'Special Days' became a focus for quality of time and quality of life, providing a welcome distraction from the challenging realities of living with a life-threatening illness and restoring some normality back into all their lives.

“ When we think of Anna, we think of her smiling.

She taught us that quality of life and quality of time is paramount.

Anna's philosophy is the rock on which Willow was founded ”



Trustee role profile

This is a pro bono appointment which brings rewards. If you would like to make a difference in our world, this is a great opportunity to bring your skills, knowledge and experience to help us deliver on our mission.

Travel expenses directly incurred in our roles as trustees on official business can be reimbursed. Board and committee meetings are held in person or remotely with in person meetings normally held in London.

Trustees are appointed for an initial three-year term with the opportunity to extend for a further two three-year periods.

The time commitment is to attend four board meetings a year plus relevant committee meetings.

There are always opportunities to become more involved with specific projects, and trustees are strongly encouraged to attend at least one Willow fundraising event each year.

The responsibilities of a trustee

The trustees, acting together, govern the charity, safeguarding its assets and applying them as efficiently and effectively as possible to further the charity's objects as set out in its governing document.

Specific responsibilities

- Ensure that the organisation complies with its governing document
- Ensure that all the charity's activities are within its objects and within the law and relevant regulations
- Safeguard the charity's ethos and the values of the organisation
- Work with the board, our Chief Executive and Leadership Team to develop strategic goals and objectives, to agree those goals and objectives, and to assess whether the leadership team's strategy to achieve the goals and objectives is reasonable in relation to the risks involved, the resources required and the benefits to be achieved
- Monitor the charity's progress towards the achievement of its strategic goals and objectives and monitor the impact of its activities on its beneficiaries
- Define the parameters on which the budget will be based, agree the budget and monitor financial performance
- Ensure that the leadership team has implemented an effective risk identification and management process
- Ensure that the leadership team has implemented effective internal control systems and management information systems
- As and when necessary appoint a Chief Executive, support him or her, agree their performance goals, monitor their performance against the specified goals, and agree their remuneration package
- Establish and, as necessary, review a clear framework of delegation to committees and the Chief Executive, monitor compliance with that framework and hold Committees and the Chief Executive accountable for the authority that has been delegated to them
- Be accountable to donors, funders and other stakeholders for the way in which they have discharged their responsibilities as trustees
- Represent the board's position when speaking publicly
- Assist with the identification and search for new trustees
- Review the board's own performance periodically and build an effective team spirit across trustees and management

Requirements:

In order to carry out your duties as a trustee you will be required to:

- Act in the best interests of the present and future beneficiaries setting aside any other interests you may have
- Attend four trustee board meetings a year and relevant committee meetings
- Attend one Willow fundraising event each year
- Devote the necessary time and effort to developing a good understanding of Willow and its activities, reviewing papers and undertaking other preparatory work

Trustees will be able to:

- Identify with, and be motivated by, the values and objectives of Willow
- Enthuse the wider world with what Willow is about
- Think innovatively, critically, independently and strategically, with the ability and a proven track record of translating strategy into operational plans
- Demonstrate a healthy understanding of risk, its benefits and be prepared to take risks, and have entrepreneurial instincts
- Contribute effectively within a talented board
- Command the respect of fellow trustees and management
- Have a willingness to speak their mind and be constructive
- Demonstrate a consultative, strategic and supportive style
- Demonstrate Nolan's seven principles of public life, namely: selflessness, integrity, objectivity, accountability, openness, honesty and leadership

Specific requirements:

Willow seeks to appoint two new board members. We are keen to hear from candidates who have skills or expertise in the following or similar areas:

- Worked as a senior fundraiser in a charity with a range of public fundraising methods, and are used to setting targets and reviewing the effectiveness of different streams of income. At Willow, you will help to scrutinise and enhance our fundraising strategy and may have experience of data insight and interrogation;
- Served on, or supported a range of charity boards and are familiar with charity regulation, including the Charity Commission, HMRC and the Fundraising Regulator. We anticipate that you will join Willow's governance committee and perhaps serve as a future Chair or Deputy Chair
- A Senior Leader (CEO, Executive Director, Fundraising Director) from the charity sector, with particular expertise in fundraising and the use of technology to engage supporters.



How to apply

If you would like to discuss your application informally, please contact Jonathan Aves via email jonathan.aves@willowfoundation.org.uk

To formally apply, please provide the following:

- A comprehensive CV, including details of your achievements in each role and including details of two referees
- A document providing your answers to the following questions:
 - o Tell us about why you responded to the opportunity, and what interests you about Willow?
 - o What differences do you see between the role of trustee and that of the CEO and leadership team?
 - o What particular contribution would you see yourself making to the board?
 - o What are the major strategic issues facing charities generally, or the charities you have been involved with?
- A list of any directorships or trusteeships that you currently hold

References will only be taken once your express permission has been granted. We would also be grateful if you could let us know if you will require any special provision as a result of any disability should you be called for interview.

Applications should be submitted to: jo.tredgett@willowfoundation.org.uk **or posted to:** Willow, Gate House, Fretherne Road, Welwyn Garden City, Hertfordshire, AL8 6NS

INTERVIEW PROCESS

Interviews will be conducted with our Chair of trustees, Richard King and Chief Executive, Jonathan Aves.