

# YANA

RURAL MENTAL HEALTH SUPPORT

## TRUSTEE RECRUITMENT PACK



Prepared by: The Charity Director & Chair of Trustees

## Introduction

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Letter from Chair

Thank you for your interest in YANA and our recruitment of new trustees to the board.

YANA has been in a time of transition as we have recently grown in two ways. Firstly we extended our support into Cambridgeshire and Essex, now covering four counties, identifying as an East Anglian charity. Secondly, growing our team of staff from one to seven. The key focus being to ensure a sustainable model for the future of the charity.

This makes it an exciting time to join the organisation, having spent a period of time ensuring the charity has strong foundations from which to grow from.

Being a trustee is a great privilege and there is so much to gain personally and professionally from serving charities in this way. I hope that you will find this pack useful in your consideration of the role with YANA.

I am available for an informal conversation should you have any further questions and can be contacted by email at [trustees@yanahelp.org](mailto:trustees@yanahelp.org).

Yours faithfully,

*Tom Streetter*

# About YANA

**430**

Mental Health First Aiders  
trained since 2019

**216%**

More requests for help on  
the helpline since 2020

**£20,000**

Invested in counselling  
support in 2024

## Our four chains of support



**1 Providing** confidential support & funded counselling

**2 Building** understanding of mental health

**3 Investing** in mental health training

**4 Distributing** a national suicide prevention campaign

YANA exists because of the disproportionately high levels of suicide and accidents in the agricultural sector, which often stems from the pressures, uncertainties, lack of control, and isolation that can be experienced on a daily basis.

In 2008, YANA was ahead of its time offering a confidential helpline and providing funded counselling. At that time no other organisations were providing this support and addressing the mental health issues in agriculture in this way.

Since then, the addition of mental health training has been introduced and training with YANA has become sought after.

In early 2024, YANA launched its manned helpline hours, meaning every Monday to Friday, between 10am and 1pm, callers can speak to someone directly. When busy or unmanned, callers are invited to leave a message and receive a callback.

In late 2024 a Helpline Manager and Operations Manager were welcome additions to a new and growing team.

YANA's ethos is to do few things well, and whilst services have developed, the core of our support remains simple. Prevention through education and awareness raising and accessible support for those already struggling to cope.

Find YANA on social media:

Twitter @yanafarming

Instagram @yanahelp1

Facebook @yanahelp

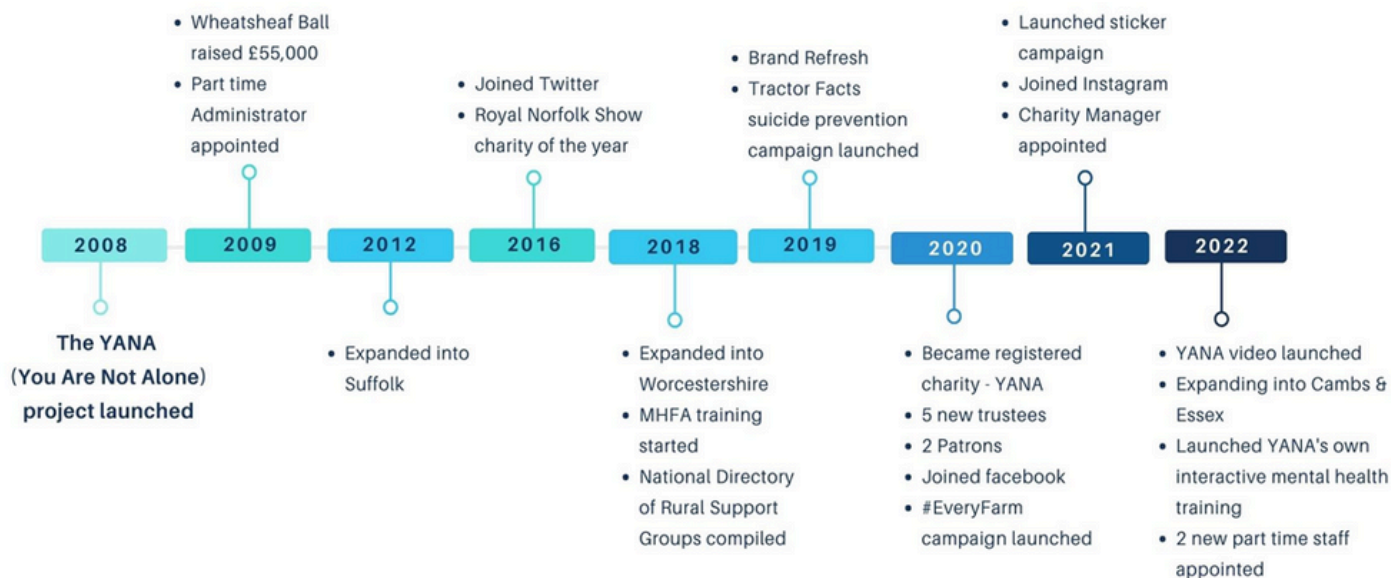
## Working in Partnership

We choose to work with organisations to:

- better reach the people we are here to support,
- raise awareness of mental health, and
- support staff where appropriate.

## YANA THROUGH THE YEARS

A brief history of YANA's journey so far...



# Vision, Mission and Values

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## Vision

YANA envisions an agricultural sector where there is confidence to recognise and speak out when one is struggling or suicidal, knowing that a listening ear and support to help will be there.

## Mission

YANA exists to reduce loss of life through suicide and improve quality of life for those in agriculture and rural businesses in East Anglia, by providing a trusted source of help, whilst educating and empowering people with tools to recognise and respond to emotional distress. We believe that no-one should have to face their struggles and despair alone.

## Values

### INTEGRITY

we do what we say  
we are going to do,  
and in the best way  
possible for all  
concerned

### TRUST

we respect  
everyone's right  
to confidentiality  
and anonymity  
with  
no judgement

### COMMITMENT

we always act in the  
best interests of  
agricultural and  
rural business  
communities

### PEOPLE MATTER

we believe all people  
are of equal value  
and we show  
respect and care to  
everyone we have  
contact with

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## YANA STAFF



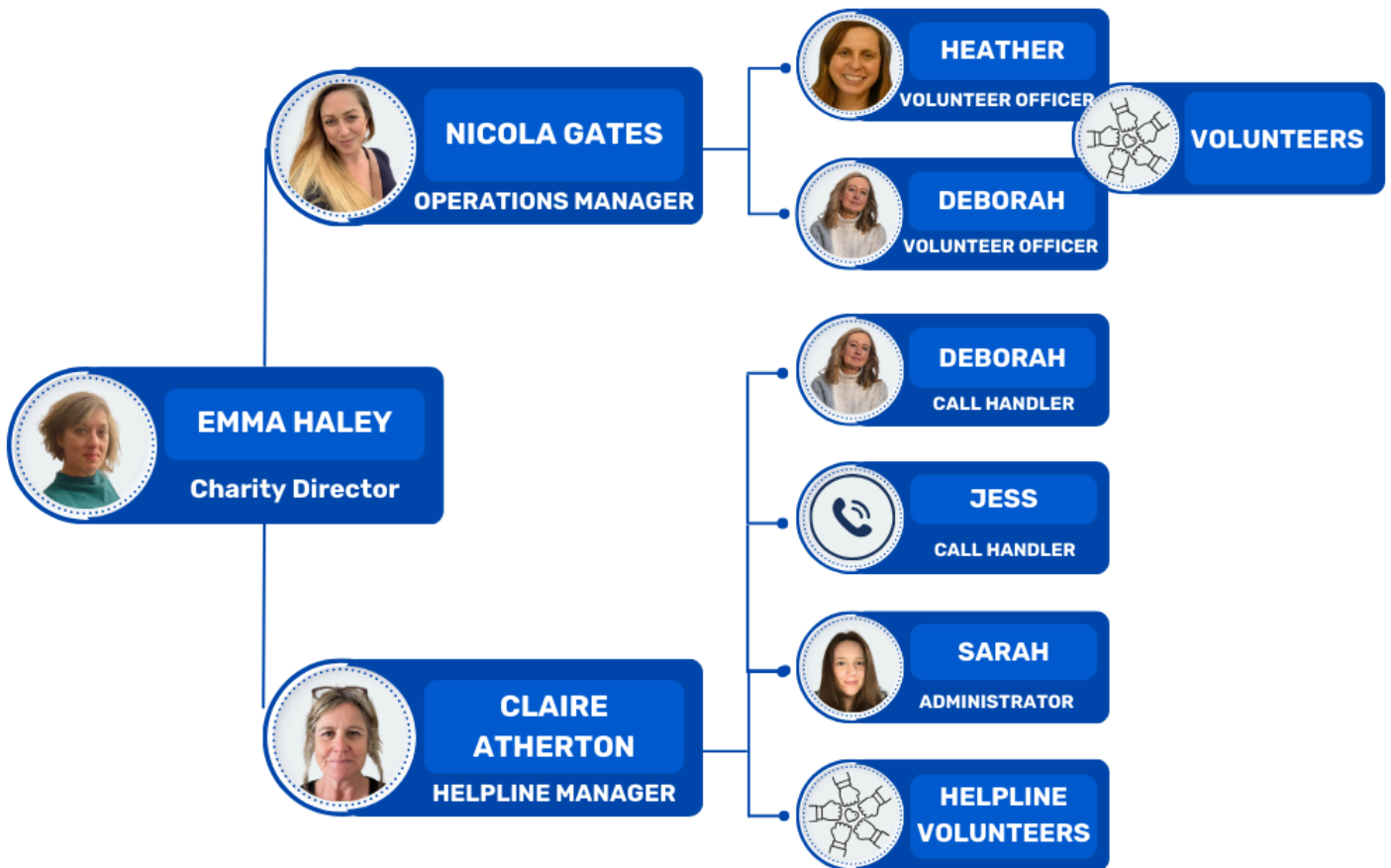
"YANA's staff and volunteers are the heartbeat of the charity - without their hard-work, dedication, & passion, the hope and the restoration of life simply wouldn't be possible."



YANA's work is delivered by a team of seven employees and over 50 volunteers who give their time across a variety of roles within the charity.



# ORGANISATION STRUCTURE



All who enjoy working within YANA are committed to our vision of 'improving mental health and reducing loss of life through suicide'.

They are:

- Professional in their approach
- Knowledgeable, passionate about, and committed to, improving mental health
- Flexible and adaptable, able to work across multiple work streams
- Collaborative: happy to work with others and on their own
- Willing to try new things and take the lead without being asked
- Proactive in seeking new opportunities for YANA, themselves, and the people YANA serves

## What we give our staff

At YANA we are committed to our team members' wellbeing. We aim to provide a supportive, flexible and rewarding environment, encouraging people to develop in their areas of interest to nurture a strong team culture.

YANA values diversity, promotes equality and challenges discrimination. We encourage and welcome applications from people of all backgrounds.

## Our current board of trustees

### YANA TRUSTEES



**Henry Kilvert**  
Helpline Lead



**Tom Streeter**  
Chair of Trustees  
HR Lead



**Virginia Edgecombe**  
Deputy Chair  
Governance & Risk Lead



**Henry Lamb**  
Safeguarding Lead  
Training Lead



**Mike Horton**  
Income Generation Lead



**Steven Rudd**  
Finance Lead

## How the board operates

The Board meets four times a year. Meetings take place in person and are currently held in an accessible location. Meetings usually take place in the daytime.

There is an annual half day strategy session which is usually combined with a board meeting around September.

It is expected that trustees come to meetings prepared and having read papers, which are circulated one week prior to the meeting.

There may be occasional other events trustees are invited to be part of as an advocate for the charity.

Trustees are encouraged to claim reasonable expenses, such as mileage, which is paid at 0.45p per mile.

You can find more information on the Charities Register here [Charity overview, YANA - 1190443, Register of Charities - The Charity Commission.](#)

An operational plan sits alongside the strategic plan and is reported against at board meetings.

# The Role

**Role:** Trustee

**Reporting to:** Chair of Trustees

**Hours:** A trustee might expect to spend around 4-6 hours per month on YANA business

**Salary:** Voluntary with reasonable expenses paid

**Board Meetings:** Four times per year, plus additional meetings, events as required

**Type:** 3 year term, with the option to renew for a further term (no more than 3 terms can be served)

**Location:** Meetings can take place across East Anglia, with the registered office being in Norwich.

**DBS:** The post may be subject to a DBS check

**Closing Date:** 12noon 14th March 2025

Trustees play a vital role in ensuring YANA achieves its core purpose.

Board members have a collective responsibility. This means that trustees always act as a group and not as individuals.

The board of trustees are responsible for the governance and strategic direction of YANA. Ensuring efficient and effective services are delivered in line with its vision, mission and values, regulations and budgets. They work closely with the Charity Director to support the key priorities being achieved, however are not hands on with operational matters on a day to day basis.

Each trustee has a lead area of YANA's services. In taking on a lead role of a service area, you become the go to for the Charity Director on any issues or developments. Enabling you to support staff and liaise with the board accordingly.

Just as importantly, they support and challenge the team to enable YANA to grow and thrive, and through this, achieve our mission of 'Improving Mental Health in Agriculture and Rural Businesses in East Anglia'.

The board and Charity Director enjoy a good working relationship and trustees generally make themselves available to the Charity Director as and when is needed, creating a positive culture of openness and trust.

Trustees are able to access training dependent upon their needs and skill set. This would be discussed, if successful, at your induction and reviewed annually.

**Place in organisational structure:** The post holder will report to the Chair of Trustees.

## Terms of appointment

### Terms of office

- Trustees will serve a three-year term to be eligible for re-appointment at the end of each term for a maximum of two additional terms.

- This is a voluntary position, but reasonable expenses are reimbursed.

#### Time commitment

- Attending 4 Board meetings annually. Currently meetings are held in person.
- Attending a half day annual strategy meeting, with an option to attend training dependent upon the needs of the trustee.

#### Committee membership

Ad hoc and occasional support may be required through working groups and / or support to the team.

#### Duties include but are not limited to:

- Support and provide advice on YANA's purpose, vision, goals and activities.
- Approve operational strategies and policies and monitor and evaluate their implementation.
- Oversee YANA's financial plans and budgets and monitor and evaluate progress.
- Ensure the effective and efficient administration of the organisation.
- Ensure that key risks are being identified, monitored and controlled effectively.
- Review and approve YANA's financial statements.
- Provide support and challenge to YANA's Charity Director in the exercise of their delegated authority and affairs.
- Keep abreast of changes in YANA's operating environment.
- Contribute to regular reviews of YANA's own governance. Attend Board meetings, adequately prepared to contribute to discussions.
- Use independent judgement, acting legally and in good faith to promote and protect YANA's interests, to the exclusion of their own personal and/or any third-party interests.
- Contribute to the broader promotion of YANA's objects, aims and reputation by applying your skills, expertise, knowledge and contacts.

As a small charity, there will be times when the trustees will need to be actively involved beyond Board meetings. This may involve scrutinising board papers, leading discussions, focusing on key issues, providing advice and guidance on new initiatives, presenting externally, or other issues in which the trustee has special expertise.



# What we are looking for

Individuals willing to bring energy, enthusiasm and commitment to the role and the work of YANA, and who will broaden the diversity of thinking on our board.

You do not need previous governance experience – we are able to provide a full induction and training for the right person.

## Personal skills and qualities

- Willingness and ability to understand and accept their responsibilities and liabilities as trustees and to act in the best interests of the organisation.
- Ability to think creatively and strategically, exercise good, independent judgement and work effectively as a board member.
- Effective communication skills and willingness to participate actively in discussion.
- A strong personal commitment to equality, diversity and inclusion.
- Enthusiasm for our vision and mission.
- Willingness to lead according to our values of Integrity, Trust, Commitment and People Matter.
- Commitment to Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership.

Specific skills and experience in Legal, Mental Health, Agriculture, Charity Sector, Helplines are particularly sought.

# Trustee Core qualities

## National Occupational standards for trustees

These core qualities are the recommended standards for trustees. As a trustee, these 9 competences are the minimum standard expected and if appointed the expectation is that trustees understand and work towards these at all times.

1. A desire to commit to the purpose, objects and values of the organisation.

2. An ability to be constructive about other Trustees' opinions in discussions, and to staff members' contributions at meetings.

3. An ability to act reasonably and responsibly when undertaking duties and performing tasks.

4. To be able to maintain confidentiality on sensitive and confidential information.

5. An ability to be supportive of the values (and ethics) of the organisation.

6. To be able to demonstrate an understanding the importance and purpose of meetings, and be committed to preparing for them adequately and attending regularly.

7. An ability to analyse information and challenge when necessary.

8. To be able to make collective decisions and stand by them.

9. An ability to respect boundaries between executive and governance functions.

*"Coming together is a beginning, staying together is progress, and working together is success." – Henry Ford*

# The application process

To apply, please submit your CV and a cover letter (no more than 2 pages) demonstrating your interest in the role and how your skills and experience match our requirements.

Please apply by emailing your CV and cover letter to [admin@yanahelp.org](mailto:admin@yanahelp.org) by 12 noon on **Friday 14th March 2025**.

To arrange an informal conversation about the role, please contact Tom Streeter, Chair of Trustees, at [trustees@yanahelp.org](mailto:trustees@yanahelp.org)



by your side [yanahelp.org](https://yanahelp.org)

Registered office: Norfolk Showground, Dereham Road, Norwich, NR5 0TT | Charity No. 1190443

Find out more about YANA at [www.yanahelp.org](https://www.yanahelp.org)