



fertilitynetworkuk

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The Forum in Greenwich  
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[www.fertilitynetworkuk.org](http://www.fertilitynetworkuk.org)

# APPLICATION PACK

## Fundraising Expert



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Dear Applicant

### Fundraising Expert Application

Thank you for your interest in Fertility Network UK. We're an independent charity working hard to help the 3.5 million people in the UK affected by the devastation and pain of fertility issues. We're at a time of board change and seeking a fundraising expert to join the Board. We are delighted that you're considering joining us.

It's an exciting time for the charity and your opportunity to influence its strategic direction and join a passionate and dynamic board. You can help create the future and make the journey of dealing with fertility challenges easier not only today but for future generations.

In this pack you will find:

- Some information on what the charity does and where you can find out more;
- Some information on what it means to be a trustee;
- The advert for the fundraising expert and role profile.

**The application process:** On or before 19 August 2019, please send us (each maximum 2 sides of A4):

1. your CV; and
2. a supporting statement outlining how you meet the requirements of the fundraising specification (using examples where possible) and your motivation for applying.

We're interested to learn about the qualities and/or experience you would bring, how you could help fill our skills and diversity gaps (if applicable) and your vision for the charity going forward.

Submit these titled 'Fundraising Application' marked for the attention of the Acting Chair of the Board at [office@fertilitynetworkuk.org](mailto:office@fertilitynetworkuk.org). Interviews will ideally held during September 2019 (dates to be agreed).

We'd be very happy to have an informal discussion with you about the role. Drop us a line via [office@fertilitynetworkuk.org](mailto:office@fertilitynetworkuk.org) and we'll arrange a time with you.

Thank you so much for your interest in Fertility Network UK. I look forward to hearing from you soon.

With best wishes,

**Acting Chair of the Board**



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### What does Fertility Network UK do?

Fertility Network UK provides free and impartial support, advice, information and understanding for anyone affected by fertility issues. We are the nation's leading patient-focused fertility charity and are here on a practical and emotional level to offer support services, information and access to a community of people affected by fertility problems.

- We provide help to people considering their future fertility; those trying to become parents; those facing the challenges of childlessness; those successful after fertility problems and those who need help to access NHS-funded fertility treatment.
- We are the patient voice in the campaign for equitable access to NHS fertility treatment in the UK – based on medical need and not postcode. We co-chair campaign group Fertility Fairness, and ensure that the issues which matter to patients are heard by politicians, policy-makers and health commissioners.
- Our education project (presently in Scotland) raises awareness of the importance of fertility education in protecting and maintaining future fertility and highlights some practical steps young people can take to help protect their future fertility.

We work with the media to raise public awareness of all aspects of fertility issues, to highlight the need for equitable access to NHS fertility services and to promote the need for fertility education in order to protect and maintain future fertility.

You can find out more information about the charity by looking at:

- Our website: <https://fertilitynetworkuk.org/>
- Our Annual Report and Accounts which are available to download at [Companies House](#)
- Or you can follow us on social media – we are on Facebook, Twitter and Instagram as well as LinkedIn.



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## What are trustees?

Applicants should be aware of the relevant Charity Commission Guidance, in particular, [CC3 The Essential Trustee](#).

Our trustees are the people that have overall oversight of the charity. They are not involved in running the charity on a day-to-day basis as we have a team of staff and volunteers that do this. However, our board of trustees collectively make decisions about the approach the charity will take and its future direction. They make sure that we have the policies and procedures needed to show we're complying with our legal obligations. They provide support, ideas and constructive challenge to our staff team to test thinking and help the charity to achieve the best it can for our services uses and demonstrate the difference that we make.

The Charity Commission describes the role of trustees as follows:

*"Trustees have overall control of a charity and are responsible for making sure it's doing what it was set up to do. They may be known by other titles, such as: directors; board members; governors; committee members. Whatever they are called, trustees are the people who lead the charity and decide how it is run."*

You can read a summary of the duties that trustees have [here](#).

We currently have [4 trustees](#) but are looking to expand not only in skill set but in diversity. We really want our board of trustees to represent our community. We'd love to hear from all ages and backgrounds.

## Meetings and time commitment

- We hold trustee meetings once a quarter in London, usually on a Saturday from 10am to 1pm.
- The agenda and papers are usually emailed to trustees the week before to give you time to read them.
- Once a year we spend a whole day together to think about our future plans and to provide training to trustees as a group. This is usually on a Saturday at an agreed location.
- Trustees stay in touch regularly by conference call. As the Board expands, we'll review this arrangement – e.g. creating a fundraising committee which you or the Board Chair may chair.
- You'll be asked to contribute your thoughts and advice on topics between meetings, usually via email or telephone, and occasionally to engage in ad-hoc tasks and groups.
- You'll be invited to events sometimes. Whilst optional, we encourage trustees to attend as many as they can.
- Being a trustee is a voluntary role but the charity will pay for out-of-pocket expenses e.g. for travel to trustee meetings in line with our agreed policy.



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## Fundraising Role Profile

### Overview

You will be a member of our board of trustees; responsible for the strategic direction of the organisation, ensuring sound governance and staying true to the charitable objectives.

As the board's fundraising expert, you will help shape the charity's fundraising strategy and guide the charity in its fundraising activities, including providing leadership on how to operationalise these. You will ideally have a successful track record in all aspects of fundraising and partnerships. Knowledge across the mix of fundraising would be very useful. We currently have a range of funding from corporates, and individual donors and some grant makers and we are looking to diversify our fundraising with huge scope for quick wins and for the incoming trustee to transform the charity's income. Our goal is to achieve a diversified approach to fundraising, generating voluntary income from individual donors, fundraisers, companies, trusts and foundations and from statutory bodies.

You will guide the charity to pursue its fundraising activities in line with its governance document, charity law, and other relevant legislation/regulations, and work with the Treasurer and wider team and ensure appropriate measures are taken to fund the charity.

When	Meetings of the Board of Trustees take place every quarter, on a Saturday, usually for three hours (10:00am – 1.00pm)  Annual Meeting – one full day, usually a Saturday.  Ad hoc – usually by conference call; very occasionally may be in person at agreed location.
Where	Board Meetings - London Annual Meeting – at an agreed UK location.
Remuneration	This is an unpaid voluntary position. Out of pocket expenses will be reimbursed in line with our agreed policy
Accountable to	Chair of Fertility Network UK
Time commitment	Time commitment will include preparation for and attendance at board meetings, ongoing



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	<p>advice/governance as required, and may also involve attendance/support within sub-committees. E.g. chairing or participating on a Fundraising Committee. We are a small charity and Board expertise is called upon as appropriate to support the Charity. You'll be invited to events sometimes. Whilst optional, we encourage trustees to attend as many as they can.</p> <p>Approx. 2/3 days per month in addition to attending the quarterly board meetings and the Annual Meeting.</p>
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### Description of the role

Working closely with the Chief Executive, the post-holder will report to the Board of Trustees at regular intervals on the charity's fundraising strategy and activities.

### Personal Specification

- A fundraising qualification or significant relevant experience
- An understanding of regulations and compliance for the charity sector, in particular in relation to fundraising. For example, in relation to data protection and marketing.
- Creativity, leadership and an ability to seek out and identify new opportunities.
- An ability to network, persuade and influence effectively to help raise funds for the charity and its projects.
- A breadth of fundraising expertise is highly desirable as we are looking to diversify the sources of our fundraising. Ideally the candidate would have experience in generating voluntary income from individual donors, fundraisers, companies, trusts and foundations and from statutory bodies.
- An ability to work cross-functionally with others, for example digital, media, PR.
- Financial awareness and skills to ensure financial management and probity of the fundraising plans and to measure performance against targets set.
- Previous board or equivalent corporate or managerial level experience in a private, public or voluntary sector organisation is desirable but not essential
- Willing to take initiative and keep well informed on national and local fertility issues



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- Good communicator and be capable of playing an active role at regular meeting and contribute to discussion, informing policy and decisions
- Able to communicate with a range of stakeholders, including members of the public
- Strategic awareness and ability to exercise independent judgement, common sense and diplomacy
- Ability to distinguish between the agenda of Fertility Network UK and their own personal views
- Politically astute, with the ability to grasp relevant issues and understand relationships between interested parties
- Capacity and desire to give time to the role with agreed commitment
- Adherence to the Nolan Principles of Public Life (attached)
- Commitment to equality and diversity and data protection

#### **Board governance**

- To ensure that the organisation complies with charity law, company law and any other relevant legislation and pursues its objects as defined in its articles of association
- To ensure the organisation applies its resources exclusively in pursuance of its objects
- To take a strategic overview of the work and activities of Fertility Network UK, giving firm direction to the organisation, setting overall policy, defining goals and setting targets and evaluating performance against agreed targets
- To safeguard the good name and values of the organisation
- To ensure the effective and efficient administration of the organisation
- Utilise any specific skills, knowledge or experience you have to help the board of trustees reach sound decisions. This may involve:
  - Scrutinising board papers
  - Leading discussions
  - Focusing on key issues
  - Providing guidance on new initiatives
  - Other issues in which a trustee has special expertise
- To sit on recruitment, appraisal and disciplinary panels as required
- To represent the views of Fertility Network UK members fairly and without bias
- To work within the ethos and values of Fertility Network UK





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## **Nolan Principles of Public Life**

### **Selflessness**

Holders of public office should act solely in terms of the public interest.

### **Integrity**

Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.

### **Objectivity**

Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

### **Accountability**

Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.

### **Openness**

Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.

### **Honesty**

Holders of public office should be truthful.

### **Leadership**

Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.