



*Creating a world where no one faces
pregnancy or pregnancy loss alone*

Trustee recruitment pack

Applicant information and process



Welcome from Chair of Trustees

I am delighted that you are interested in joining Life as a Trustee. I hope you find our recruitment pack informative and comprehensive.

It is an exciting time for the charity, having just emerged from a transformational change programme. Last year we served 45,000 people who were facing pregnancy or pregnancy loss. This is only the beginning: we are looking to significantly increase our impact over the next few years.

As part of this ambition, we are recruiting new Trustees to help lead Life through this period of growth. We are especially keen to recruit new Trustees with experience in finance, fundraising, HR and training, income generation, IT and systems, service users, and marketing.

If you are passionate about creating a world where no one faces pregnancy or pregnancy loss alone, this role is for you.

If you would like to apply, please submit your CV (including names and contact details of two referees) and a covering letter of no more than two pages explaining why you are interested in this role and the contribution you think you could make to Life as a Trustee.

Please submit these either (1) by post marked 'Confidential' for the attention of Kerry Smart, Chief Executive Officer, Life, Unit 4, Tancred Close, Leamington Spa, Warwickshire, CV31 3RZ or (2) by email to kerrysmart@lifecharity.org.uk

If you would like further information about becoming a Charity Trustee, this can be found on the Charity Commission website at www.gov.uk/government/publications/the-essential-trustee-what-you-need-to-know-cc3. Further information about Life can be found on our website at www.lifecharity.org.uk.

Yours sincerely,



Jonathan Wright
Chair of Trustees, Life



Trustee recruitment information

About us

Life is a national pregnancy support charity founded in 1970 with the aim of reducing the UK abortion rate.

Our Vision

We are creating a world where no one faces pregnancy or pregnancy loss alone.

Our Mission

Through our services, we help people - whoever they are - to meet pregnancy or pregnancy loss with courage and dignity so they can flourish.

Our services include:

- Free emotional help, counselling, and skilled listening via phone, text, email, or in person.*
- Housing and community support around the country for mums and their babies.*
- Free pregnancy tests and baby supplies.*
- Crafting content that educates the public about pregnancy, pregnancy loss, and our work.*

Our Values

All our work is underpinned by the following universal human values:

- Humanity - All people are special and equal.*
- Solidarity - We're with you and for you.*
- Community - We're better together.*
- Charity - Doing good for one another.*
- Common good - Building a better world.*

Our impact

- In 2022, we helped 45,000 people who were facing pregnancy or pregnancy loss.
- Every month, Life gives emotional and practical help to 500-1,000 people affected by pregnancy or pregnancy loss.
- More than 12,000 mums and babies have been housed by Life. At any one time, we're housing approximately 200 mums and babies in our network of 19 Life Houses.
- More than 1.25 million people have heard a presentation by Life about our work.
- Every month, 1,000+ people ask Life for a free pregnancy test.
- Tens of thousands of volunteers, supporters, and donors have joined together to create a world where no one faces pregnancy or pregnancy loss alone.

Our accreditations

We are proud recipients of NCVO's Trusted Charity Mark Level 1 in recognition of our



excellence as one of the UK's largest pregnancy support charities. Also, Life is an NCFE/ CACHE Centre of Excellence delivering counselling training, an Associate Member of the British Association for Counselling and Psychotherapy (BACP), a member of the Helplines Partnership, and a member of the Baby Loss Awareness Alliance, among others.

Our strategic objectives

1. Governance: To deliver outstanding governance, sustainability, transparency, and compliance.
2. Services: To provide quality and innovation in service delivery.
3. Marketing: To deliver effective and efficient internal and external marketing and communications.
4. Development: To maximise donations from all constituencies of support.
5. Finance: To ensure financial accountability, transparency, and sustainability.
6. Retail: To operate and expand Life Retail into a profitable income generator for Life.

The successful candidate

The successful individual will be excited by our Vision, Mission, Values, and strategic objectives. They will be experienced leaders at a senior level, who have worked effectively to bring about modernisation or culture change to an organisation or sector. They will be highly motivated to use their energy and experience to drive the growth of Life through fostering of good relationships both within and outside the organisation. Most vital is experience of working within the charity sector and understanding the challenges of operating a charity. The successful candidate will have the credibility and strong interpersonal skills necessary to help lead Life through this challenging and exciting time.

Term of office

The post-holder will serve for an initial three-year period with the potential to renew for a further three years.

Time commitment

Between 5 and 10 days per annum - with a mix of half and full days on Saturdays with some evenings. The Board of Trustees meets at least four times a year and sub-committees meet up to three times a year. We have moved more towards virtual meetings with in-person meetings happening when we have the opportunity. Online meetings will be on Teams or via Zoom. Most meetings in person will be either in London or Warwickshire.

In addition to Board and sub-committee meetings, other contacts – usually electronic, by telephone and/or Teams – will be necessary.

How to apply

To apply, please email your CV and covering letter to the Life CEO, Kerry Smart, at kerrysmart@lifecharity.org.uk.

Alternatively, send your CV and covering letter by post marked 'Confidential' for the attention of Kerry Smart, Chief Executive Officer, Life, Unit 4, Tancred Close, Leamington



Spa, Warwickshire, CV31 3RZ.

You can find out more information about Life by visiting our website: www.lifecharity.org.uk

Life is committed to equality, and we value the diversity of our volunteers and staff.

Timetable

Closing date for applications:	28 February 2023
Shortlisting:	March 2023
Long list interviews:	Late April 2023
Meet the Trustees:	May 2023
Meet the Senior Leadership Team:	May 2023
Attend trustee meeting as observers:	May 2023
Appoint:	June 2023
Induction:	Summer 2023



Trustee role description

Purpose of role

To further the aims of the organisation, in keeping within its charitable objectives.

Main tasks

1. To take part in formulating and regularly reviewing the organisation's strategic aims.
2. To ensure that the organisation pursues its objects as defined in its governing documents.
3. With other Trustees, help ensure that the organisation functions within the legal and financial requirements of a charitable organisation and strives to achieve best practice.

Main duties

- Consider the organisation's vision and principles, strategy and major policies at all times.
- Contribute specific skills, interests and contacts and support the organisation in all of its activities.
- Always follow the Code of Conduct, particularly when exercising the functions of the Trustees, or any of its committees, sub-committees, groups.
- Attend meetings of the Board of Trustees.
- Reflect the Trustees' policies and concerns on all its committees, sub-committees, and groups.
- Be an active member of the Board of Trustees in exercising its responsibilities and functions.
- Maintain good relations with senior managerial staff.
- Take part in training sessions provided for the benefit of the Trustees.
- Fulfil such other duties and assignments as may be required from time to time by the Board of Trustees.

The person

All our Trustees should have an understanding of strong commitment to, and active support of, the mission, strategy and values of the charity including:

- Work through outreach and care.
- An ability to provide effective independent, creative and strategic leadership of a complex organisation.
- A strong interest in campaigning, support services, education, and media relating to the sector.
- A commitment to Nolan's seven principles of public life – selflessness, integrity, objectivity, accountability, openness, honesty, and leadership.

General skills

- Breadth of experience in other organisations in the private, public and voluntary sector.
- An ability to challenge at a strategic level.
- An analytical mind, strong intellect and good judgement.
- An ability to form constructive relationships with a wide range of people.



- New business, commercial management and diversification leading to organisational growth.
- An understanding of the difference between governance and management.
- Risk management and internal control framework, including fraud and safeguarding risks.
- An understanding and acceptance of the responsibilities and accountabilities as set out in Life's governing document, including making individual contributions to Trustees' debates and taking joint responsibility for all Trustees' decisions.
- Good knowledge of Life's beneficiaries, stakeholders and users, and of their needs and aspirations or a willingness and capacity to acquire them.
- Financial awareness and ability to review accounts and business cases.
- An ability to work as part of a team, listening to colleagues' views, adapting opinions and supporting agreed decisions.
- Warm, reflective and diplomatic style, but with the ability to take tough decisions when required.
- An ability to commit sufficient time to undertake the role effectively.
- Self-awareness and openness to give and receive feedback on performance.
- Act as an ambassador for Life.

Specific experience

We are looking to appoint trustees with experience in the following areas:

- Finance: Charity finance, governance, and accountability.
- Fundraising: With the newly-expanded Development Team, maximising and diversifying Life's fundraising and supporter acquisition.
- HR and training: Improving our people through processes and internal training.
- Income generation: Generating revenue through all routes, including e-commerce and creative propositions.
- IT and systems: Oversight and development of Life's use of IT, software, and systems.
- Service users: Understanding and meeting the needs of our counselling, housing, practical support, and public education beneficiaries.
- Marketing: Assisting and guiding the implementation of Life's five-year marketing strategy.

lifecharity.org.uk

