



May 2021

Dear Candidate,

### **It's time the UK got to grips with guts.**

I am delighted you are interested in the role of Trustee at Guts UK charity. I hope you will find all relevant information you need enclosed in this pack. We have tried to give a good picture of where we are as an organisation and the kind of person we are looking for as we build our team.

I joined as CEO in April 2016. The charity was called Core and whilst it had a superb track record in funding medical research in gastroenterology, it wasn't well known outside of medical circles. We rebranded our mission as Guts UK in June 2018 to face the public so we can be more visible and accessible for those who need us. In the final year as Core, we had just over 30,000 visitors to our website. Today, we average 100,000 visitors *per month* to our website, over a million a year.

**Guts UK exists to support people affected by digestive conditions. We have put them at the very heart of everything we do. This role is an exciting step to further enable and ensure the voice of our Guts UK community is heard loud and clear.**

We are looking for a Trustee who is as fascinated by guts as we are, someone who can embrace the size of our ambition and share our vision. Can you help us raise our profile, presence and income so that we can transform the levels of research into this hugely important and overlooked area of health? Do you suffer from a gut condition or know someone who does? Are you interested in understanding our guts better? Are you interested in making a difference to those who suffer by helping Guts UK to meet our goals?

You will join a small, professional and passionate team that punches way above its weight. You will be energised by the opportunity and challenge to grow Guts UK so that everyone affected by conditions of the gut, liver and pancreas can find us.

We look forward to hearing from you.



CEO, Guts UK Charity

Charity Registration Number: 1137029



# Digital Trustee Job Pack: Guts UK Charity

## Background

**People are in pain. People are suffering. People are dying. All because of a lack of knowledge about our guts.**

Guts UK is the only UK charity funding research into the digestive system from top to tail, the gut, liver and pancreas. Since 1971, we have funded almost 300 projects and invested £16 million into medical research that leads to better diagnoses and treatments for the millions of people who, like us, don't have the luxury of taking our guts for granted.

Guts UK's vision is of a world where digestive disorders are better understood, better treated and everyone who lives with one gets the support they need.

## Our proposition

Our research shows that 58% of people are embarrassed to talk about their digestive condition or symptoms. 51% of people delay seeking advice for their symptoms for over 6 months.

Our mission at Guts UK is to provide expert, evidenced based information, raise public awareness and fund life-changing and life-saving research.

## Research into our guts is woefully underfunded and has been for decades.

We should rival levels of investment into heart and cancer research but alas, we are way short of this. How come the guts got left behind? There are too many unanswered questions and too many conditions that lack effective treatments. We need to be a £10 million charity to make the kind of impact needed by society and, whilst this is an ambitious goal, we are already on the right track.

## Our Plans

Guts UK is embarking upon an ambitious journey of transformation and growth. Transitioning from an inward-looking research-based organisation to a public facing repository of knowledge, a network of experts and a proactive community, Guts UK aims to become the central charity and research organisation promoting and educating the public about the importance of a healthy gut.

## Board of Trustees:

The current board of trustees, numbers 12, and is composed of 8 medical and 4 lay members. Alongside the Chair and Treasurer roles, we currently have a Legal Trustee, a Digital Trustee and a Business Development Trustee.

Whilst the current trustees are dedicated experts in their field, and our Digital Trustee is nearing the end of their term of office. We are actively looking to replace our Digital Trustee and the successful candidate it is proposed they will shadow for

Charity Registration Number: 1137029



6 months as a hand over period. We are looking for somebody with experience of developing a small charity to a medium sized charity.

The Board is now looking to appoint trustees with backgrounds in the following areas:

- Digital (to shadow and then replace the current Digital trustee)
- Income Generation and Fundraising (new role)

## Subcommittees:

Trustees will contribute to the appropriate subcommittee meetings. The **Audit, Risk and Compliance (ARC) Subcommittee** led by the Treasurer, along with the Chair and the Legal trustee.

The **Research Strategy Committee** led by the Research Trustee, Chair, Research Manager and CEO.

The **Fundraising, Communications and Information (FUNCI) Subcommittee** is led by the Business Development trustee, along with the Digital trustee and it is anticipated that the new trustee Income Generation and Fundraising will be part of this team.

## Finances

### Statement of financial activities Year ended 31 December 2019 (including the income and expenditure account)

	Unrestricted funds £	Restricted funds £	Endow- ment funds £	2019 Total funds £	2018 Total funds £
<b>Income and expenditure</b>					
<b>Income</b>					
Donations and legacies	1 235,669	18,778	—	<b>254,447</b>	340,357
Other trading activities	2 54,364	—	—	<b>54,364</b>	42,948
Investment income	3 111,615	92,140	—	<b>203,755</b>	194,989
Charitable activities	4				
· Grants for research	—	408,966	—	<b>408,966</b>	461,853
<b>Total income</b>	<b>401,648</b>	<b>519,884</b>	<b>—</b>	<b>921,532</b>	1,040,147
<b>Expenditure</b>					
Cost of raising funds	5 157,224	13,155	—	<b>170,379</b>	187,171
Expenditure on charitable activities	6				
· Grants for research	434,129	478,523	—	<b>912,652</b>	955,273
· Public education and Science of Digestion	136,681	—	—	<b>136,681</b>	139,476
<b>Total expenditure</b>	<b>728,034</b>	<b>491,678</b>	<b>—</b>	<b>1,219,712</b>	1,281,920
<b>Net expenditure before transfers</b>	<b>9 (326,386)</b>	<b>28,206</b>	<b>—</b>	<b>(298,180)</b>	(241,773)
Transfers between funds	19 (31,194)	31,194	—	—	—
<b>Net (expenditure) / income after transfers</b>	<b>(357,580)</b>	<b>59,400</b>	<b>—</b>	<b>(298,180)</b>	(241,773)
Net gains / (losses) on investments	14				
· Realised	42,071	—	31,433	<b>73,504</b>	(29,301)
· Unrealised	283,019	—	265,699	<b>548,718</b>	(482,447)
<b>Net (expenditure) / income and net movement in funds for the year</b>	<b>(32,490)</b>	<b>59,400</b>	<b>297,132</b>	<b>324,042</b>	(753,521)
<b>Reconciliation of funds:</b>					
Funds balances brought forward	3,015,421	66,637	2,558,166	<b>5,640,224</b>	6,393,745
<b>Fund balances carried forward</b>	<b>2,982,931</b>	<b>126,037</b>	<b>2,855,298</b>	<b>5,964,266</b>	5,640,224

### Statement of financial activities 2019

All of the charity activities derive from continuing operations during the above two financial periods.

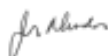
All recognised gains and losses are included in the above statement of financial activities.

	Notes	2019 £	2019 £	2018 £	2018 £
<b>Fixed assets</b>					
Tangible fixed assets	13		1,984		171
Investments	14		6,318,604		5,688,851
			<u>6,320,588</u>		<u>5,689,022</u>
<b>Current assets</b>					
Debtors: due within one year	15	532,275		204,921	
Short term cash deposits		690,003		624,319	
Cash at bank and in hand		180,107		297,516	
		<u>1,402,385</u>		<u>1,126,756</u>	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	16	(1,145,034)		(564,931)	
Net current assets			257,351		561,825
<b>Total assets less current liabilities</b>			<u>6,577,939</u>		<u>6,250,847</u>
<b>Liabilities:</b>					
Creditors: amounts falling due after one year	17		(613,673)		(610,623)
<b>Total net assets</b>			<u>5,964,266</u>		<u>5,640,224</u>
<b>The funds of the charity</b>					
Unrestricted income funds					
. General			1,286,865		1,509,394
. Designated funds	20		1,696,066		1,506,027
Restricted funds	19		126,037		66,637
Endowment fund	21		2,855,298		2,558,166
			<u>5,964,266</u>		<u>5,640,224</u>

Approved by the trustees

and signed on their behalf by:

Jonathan Rhodes




Trustee

Approved on: 26 June 2020

Guts UK Charity

Registered Company Number: 07274105 (England and Wales)

Guts UK Charity 26

## Balance Sheet as at 31 December 2019

Charity Registration Number: 1137029





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## Digital Trustee

### Role summary

As part of the transition to a more outward facing charity, Guts UK needs a digital strategy expert who can help the organisation take advantage of the many digital opportunities and challenges faced. A great digital strategy means more than just redesigning the website and utilising social media, it means making services and knowledge readily available to the public, creating a community and redefining the ways in which we reach out to and support our beneficiaries. The digital trustee will be integral to the growth of Guts UK and will work closely with other trustees to ensure that the organisation optimising its website, its online presence and other digital tools for outreach and income generation.

### Digital Strategy

The new Trustee will lead on the creation of our digital strategy. We are keen to develop new ways of using our website and social media to engage multiple audiences to various ends, including income generation, business development, partnership working and the possibility of mobile and tablet based apps. Ultimately, Guts UK needs better ways to raise awareness of our brand, engage with the public and attract donors. The use of digital media and technologies will be fundamental to our success.



## **Duties:**

- Assessing and monitoring risks to the organisation and advising on appropriate mitigation measures (financial, business, reputational).
- Enabling and developing strategic relationships and communicating with partners and other stakeholders.
- Developing and creating outcomes and metrics for evaluating impact, and regularly measuring performance and effectiveness using those metrics.
- Directly supporting fundraising and other operational activities where required.
- Acting as an ambassador for the organisation.

## **Main Tasks:**

- Working closely with marketing and fundraising to develop an ambitious and comprehensive digital strategy for Guts UK.
- Providing leadership to the board and advising the operational team on the most effective and appropriate role of digital in the delivery of Guts UK's charitable objectives.
- Providing strategic and practical advice in relation to all digital aspects of Guts UK's work including services, marketing, fundraising, communications and other relevant areas.
- Keeping the Board and operational team updated on relevant emerging digital trends, opportunities and risks.
- Enabling the board as a whole to understand and engage in digital discussions an informed way.
- Helping to ensure that the staff team has the digital capabilities that they need to implement the strategy through mentoring and/or supporting in recruitment of appropriate external expertise.

## **Person Specification:**

- Knowledge and experience of working with IT and digital technologies relevant to the charity sector.
- Experience in website development and the use of web analytics.
- Experience of delivering incremental change to existing technologies and processes through the introduction of new and digital technologies to improve efficiency, effectiveness and impact.
- Excellent communication and presentation skills.
- A strong network of contacts from the IT and digital sectors (not for profit and / or private sector).
- A commitment to and understanding of Guts UK's purpose and mission
- Personal qualities of integrity, credibility and a passion for improving the effectiveness and availability of information regarding digestive health.



- A willingness to devote the necessary time and effort to perform the duties outlined above.

### **Impact of the role**

Your expertise and engagement will play an essential role in strengthening the board of trustees. In particular, you will help Guts UK to capitalise on the opportunities currently available and to use digital and new technologies in a way that will best support our beneficiaries. Your contribution will be fundamental to the growth of the organisation as well as its long-term sustainability and success.

### **What's in it for the volunteer**

Guts UK aims to position itself at the very forefront of digestive health and will be the only organisation in the UK which covers the full range of digestive health conditions and diseases. In addition, this is a fantastic opportunity to work with a dedicated team of committed professionals and to engage with a range of professional bodies, charities and partner organisations. With ambitious plans taking shape, this is a very exciting time to join Guts UK.

### **Notes:**

Guts UK reserves the right to alter the content of this role description after consultation to reflect changes to the role. The above list of responsibilities is not exhaustive and may change to meet the needs of the organisation.

Guts UK is proud to be an equal opportunity employer. We welcome applications from people with disabilities and from minority groups.

If you have a disability which means you are unable to meet some of the role requirements, specifically, because of your disability, please address this in your application. If you meet all the other criteria, you will be shortlisted, and we will explore jointly with you if there are ways in which the role can be changed to enable you to meet the requirements.

### **How to apply for this position**

Send an up-to-date CV and cover letter detailing how your experience and skills would match the role to email [trustees@gutscharity.org.uk](mailto:trustees@gutscharity.org.uk). Should you want an informal chat with our Business Development Trustee or CEO this can be arranged by calling 0207 486 0341.

