



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.



Julie Haringer

CEO, Guts UK Charity

Charity Registration Number: 1137029



Income Generation 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 exists to change that.

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

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

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

2021 is our 50th year and 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, the board requires more balance in terms of fundraising and income generation skills. 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

Subcommittees: 3 active

As part of Guts UK's governance structure, trustees will contribute to the appropriate subcommittee meetings. The **Audit, Risk and Compliance (ARC) Subcommittee** led by the Treasurer, along with the Chair, Deputy-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, and it is hoped that the new Income Generation and Fundraising trustee 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 £
Income and expenditure					
Income					
Donations and legacies	1 235,669	18,778	—	254,447	340,357
Other trading activities	2 54,364	—	—	54,364	42,948
Investment income	3 111,615	92,140	—	203,755	194,989
Charitable activities	4				
· Grants for research	—	408,966	—	408,966	461,853
Total income	401,648	519,884	—	921,532	1,040,147
Expenditure					
Cost of raising funds	5 157,224	13,155	—	170,379	187,171
Expenditure on charitable activities	6				
· Grants for research	434,129	478,523	—	912,652	955,273
· Public education and Science of Digestion	136,681	—	—	136,681	139,476
Total expenditure	728,034	491,678	—	1,219,712	1,281,920
Net expenditure before transfers	9 (326,386)	28,206	—	(298,180)	(241,773)
Transfers between funds	19 (31,194)	31,194	—	—	—
Net (expenditure) / income after transfers	(357,580)	59,400	—	(298,180)	(241,773)
Net gains / (losses) on investments	14				
· Realised	42,071	—	31,433	73,504	(29,301)
· Unrealised	283,019	—	265,699	548,718	(482,447)
Net (expenditure) / income and net movement in funds for the year	(32,490)	59,400	297,132	324,042	(753,521)
Reconciliation of funds:					
Funds balances brought forward	3,015,421	66,637	2,558,166	5,640,224	6,393,745
Fund balances carried forward	2,982,931	126,037	2,855,298	5,964,266	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.

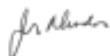
Charity Registration Number: 1137029



	Notes	2019 £	2019 £	2018 £	2018 £
Fixed assets					
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>
Current assets					
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>	
Liabilities:					
Creditors: amounts falling due within one year	16	(1,145,034)		(564,931)	
Net current assets			<u>257,351</u>		<u>561,825</u>
Total assets less current liabilities			<u>6,577,939</u>		<u>6,250,847</u>
Liabilities:					
Creditors: amounts falling due after one year	17		(613,673)		(610,623)
Total net assets			<u>5,964,266</u>		<u>5,640,224</u>
The funds of the charity					
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

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Income Generation Trustee

Role Summary

We are looking for a Trustee with income generation and/or fundraising expertise. An in-depth understanding of fundraising strategic options and operations is essential for this role and an appreciation of digestive health is important. The ideal candidate will be someone who can assist us in achieving our aim to develop a comprehensive and ambitious income generation strategy for the organisation. We are looking for someone who can help define and develop a creative fundraising and marketing strategy.

Main tasks

- In partnership with other trustees and staff team, to develop a comprehensive income generation strategy to build on our name, brand and profile.
- To identify and create relationships between Guts UK and other organisations.
- To support fundraising communications to increase supporters and income.
- Acting as an ambassador for the organisation.

Person Specification:

Guts UK is seeking someone who can shape the way in which the organisation engages the public as well as other partner and professional organisations. Because our organisational remit covers the full spectrum of digestive diseases and conditions, there will undoubtedly be a broad range of medical, academic, charitable and public bodies that the organisation will need to engage, each requiring a tailored approach. In addition, the development of our website will be fundamental to the organisation's ambitious plans meaning the Income Generation Trustee will be working closely with our Digital Trustee and staff.

The candidate is expected to have the following experience and attributes:

- Experience of income generation and or fundraising at a senior level.

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- Working in a diverse team, being able to bring fellow board members along with innovative plans.
- You can be creative and ambitious regarding the organisation's prospects, identifying key areas for promotion and growth.
- Ability to develop, test and launch new services and/or campaigns to successfully deliver growth.
- Proven effectiveness in facilitating organisational change with regard to branding and public engagement.
- Rigorous analytical thinking and problem-solving skills with proven experience of designing efficient processes and strategies that result in impact to beneficiaries.
- Champion a positive approach to change and opportunity with a willingness to break-down taboos surrounding the importance of digestive health care.
- Project management expertise in the delivery of complex projects/activities to achieve long terms strategic objectives and strong, positive publicity.

Impact of the role

Your expertise and engagement will play an essential role in strengthening the board of trustees. Our strategic objective is to expose and address the stigma surrounding digestive health whilst educating and informing the public on the importance of the issue. We aim to transform Guts UK into more outward facing organisation backed and supported by a strong community of health care professionals and beneficiaries. This is in a context of reduced NHS support due to budget constraints and, as such, the Income Generation Trustee will also be a key contributor to Guts UK's fundraising strategy. 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

A huge part of our challenge in 2021 will be finding the best ways to promote our new brand and develop a more outward-facing approach. Much of our success will rest on a strong marketing strategy and this is an opportunity to take our public image and mission to the next level. In addition, you will work with a committed board of trustees and an enthusiastic CEO, all of whom are committed to driving change in this little understood and severely underfunded area of health care.

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.

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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. Should you want an informal chat with our Business Development Trustee or CEO this can be arranged by calling 0207 486 0341.

