

*I wish to have an  
accessible trike*

**Aaryan, 12**  
genetic condition

SUMMER 2021

# Trustee *Recruitment*

Make-A-Wish®  
UNITED KINGDOM



## INTRODUCTION FROM THE CHAIR

If you're reading this, I'm hoping it's because you are considering applying for a trustee position at Make-A-Wish UK.



Thank you for your interest in joining the Board of Make-A-Wish and helping us to make a reality of our ambition to reach every eligible child.

This is an exciting time for us as we have refreshed our strategy and set our sights on ensuring that more children get the opportunity of the life changing experience of a wish. We are a relatively small organisation which already manages to impact the lives of so many children through the commitment of our volunteers in communities around the country. We know that we could reach so many more if we can really scale up our network of volunteers and provide from the centre the support which they need to deliver the magic of wishes locally. To do this we are developing a new operating model which is community led. That's why we are now looking for a trustee with experience of delivering through volunteer networks, somebody who understands how to engage, motivate and support volunteers. We are also committed to a proactive approach to strengthening the diversity of the organisation and the wider community of volunteers and partners whom we work alongside. So, we also want our new trustee to have the experience and networks to help us better engage with the communities where we know there are children eligible for a wish who are not getting the opportunity to access one.

Everybody who gets involved with Make-A-Wish is quickly drawn into the magic of wishes; every trustee is passionate about the work that we do. We all love to see the smiles on the faces of children and to hear the fantastic feedback from their families.

Our board of trustees brings a great range of skills and expertise, I hope that this pack will inspire you to want to join us to add further strength to our board and to experience the magic of wishes!

LIN HINNIGAN

CHAIR OF TRUSTEES, MAKE-A-WISH



## WHAT WE DO

# Together we create joy, happiness and magical memories through life-changing wishes for children with critical illnesses.

Whether it's starring in their own films, walking with dinosaurs, going on an amazing holiday, meeting a celebrity hero, or having a bedroom makeover; our wishes are varied, personal and life-changing. We go above and beyond to grant amazing wishes to very amazing children; their wish made a reality at a time when they need it most. Because a child's life shouldn't be about illness, hospitals and diagnosis - it should be about wonder, joy and hope.


We've seen the effects a wish can have on a seriously ill child: from creating incredible memories, building confidence and bringing happiness, to providing respite from the daily struggles that come with a critical illness. We know what wishes can give, and this is the driving force behind why we continue to do what we do.

A recent Channel 5 documentary gives a glimpse into our wonderful world and the impact of wishes. It can be found [here](#).

### **Our vision is to create a wish for every eligible child.**

A report from York University, commissioned in 2020, highlighted that the number of children living with critical illness had more than doubled over the previous 15 years. Our ultimate vision to create a wish for every eligible child therefore requires us not only to be ambitious about fund raising but also to develop into a community led organisation that can harness the skills and passion of local communities to help children in their area. The same study also identified significant disparities in the prevalence of critical illness in children according to ethnicity and economic circumstances. This finding underlined the need for us to provide equal access to a wish for every child through embedding Equality, Diversity and Inclusion (EDI) principles across all that we do.

We are refreshing our strategy to reflect these aspirations and have high ambitions for massively extending our reach and impact over the next five to ten years.





## OUR CHALLENGE

Last year, nearly 65,000 children were living with a critical condition.

With this diagnosis, the simple pleasures of childhood and family life are replaced by worry, disruptive, gruelling treatment, financial worries and isolation.

Every critically ill child deserves to be granted a wish – our aim is to reach every child. Every one of them has a wish that is unique to them. We want to grant it for them.

## OUR WISHES

Everything about the Make-A-Wish experience is about the child and the impact a wish will have on their life. We're unique in putting the child at the heart of their own experience. But we know that involving a child's family in the unique way that we do, delivers a big impact.

Our leading reputation – built on a global partnership of wishgranting best practice – is vital to our ability to reach children, engage others and build relationships.

## OUR COMMUNITY

Wishes take time and money, passion and commitment. Our networks and communities – health and social care professionals, volunteers, partners, fundraisers, supporters, wish families – are key to making wishes become a reality.

We're led by the child and their experience, seeking to understand what's unique about them, so we can craft an experience that will excite and engage.

## OUR IMPACT

Our research is building our understanding of the impact of a wish, so we can continually help children to get the most out of their experience.

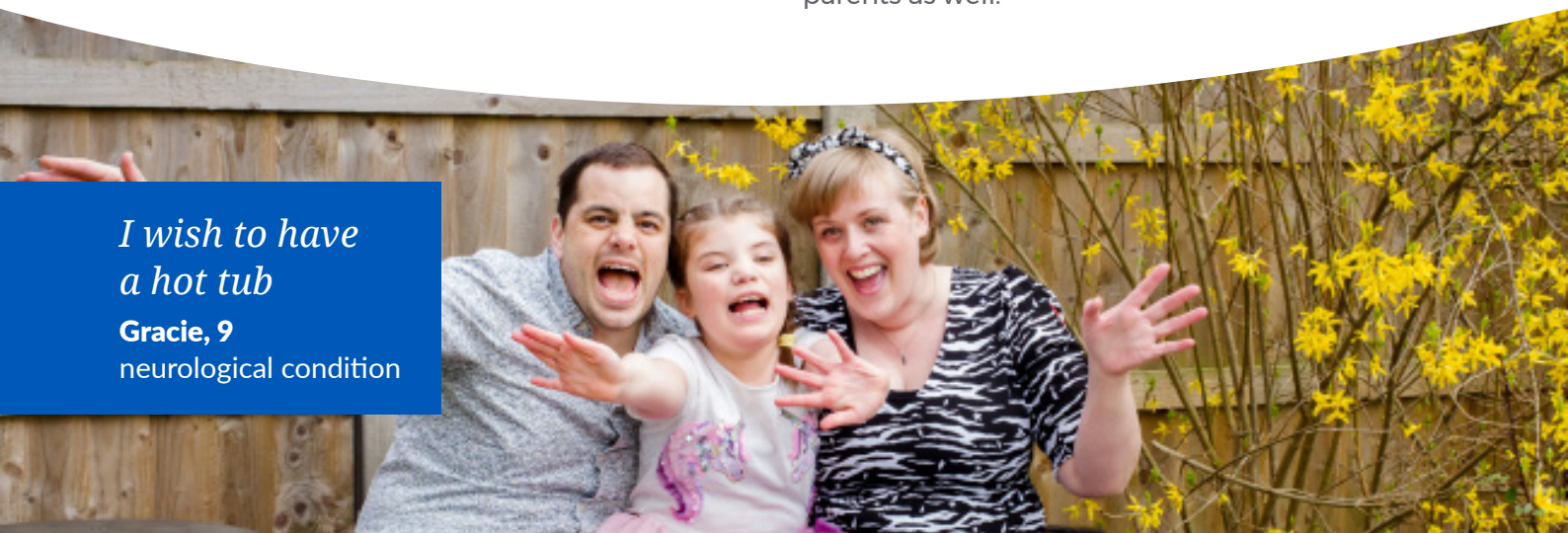
We've learnt that when a wish is granted, it inspires a child to look beyond their condition and regain some of their childhood. A wish broadens horizons and is something to look forward to. More than that, a wish provides respite and distraction, helps family bonding and wellbeing, inclusion and social engagement.

A wish is more than a moment in a child's life – it fills the days, months and years afterwards. Alongside joy, hope and happy memories sits a new confidence, resilience and self-worth. A wish improves the lives of siblings and parents as well.



*I wish to have  
a hot tub*

**Gracie, 9**  
neurological condition







## OUR STRATEGY

# We have four strategic goals in place to help us deliver our mission:

- **Our wishes create joyful memories that have an enduring impact.**  
The wish journey creates a lifetime of memories that improve wellbeing.
- **Our community will create an accessible wish experience for every child.** Every child has equal access to a wish. Our communities create wish experiences for children and their families.
- **We will increase our capability to deliver our goals.** Our people are equipped, representative and empowered. Our processes and systems enable what we do and keep our stakeholders safe.
- **We will grow our income and awareness.** Our income and networks are built in a sustainable way. The brand will be relevant to all as more people understand the difference wishes make.

We are lucky to have an incredible network of dedicated volunteers and community groups across the UK, enabling children to receive their wishes. Over the course of the next few years, it is our hope to empower this network further, and ultimately become an organisation which is primarily community led, supported by our senior staff. This will enable us to reach and build trusting relationships with more families and children across different communities. We are committed to providing equal access to every child. We are excited for you to be a part of this journey with us.





## OUR VALUES



We believe in the dreams of every child and young person. We inspire hope and courage to search for rainbows and reach for the stars.



We are one community united in our ambition to bring lasting impact for every child and young person, and their families.



We are dedicated, creative, kind, caring, trusting, and trusted. We bring joy and excitement to children and young people through the whole wish journey. Everyone together.

Over the course of 2020 we refreshed both our strategy and values. We see our values of **Be Magical, Be Inclusive, Be Inspiring** as a key factor in the successful evolution and execution of our strategy. If we are to become the kind of organisation and wider community we need to be, with decisions being taken as close to the child as possible, volunteers feeling empowered to make decisions and power being distributed away from a central focus, the way we lead and the manner in which we embed these values in our leadership is critical (and, I think, very exciting!). This is not a top down 'do what your told' way of doing things. It's about creating a distinctive culture that runs through everything we do and developing and inspiring people to make it possible for us to achieve our strategic goals.





## THE ROLE



As a trustee of a Make-A-Wish you have certain legal duties. The Charity Commission publication 'The Essential Trustee' explains these and you are advised to read it. Trustees are expected always to demonstrate high standards of probity, to ensure that MAW operates responsibly and ethically and to act in such a way as to maintain the public's confidence and trust in charities.

As a member of the Board, every Trustee is expected to:

- Embrace the values and behaviours of the Make-A-Wish family, being child focussed at all times and seeking to create joy through all we do
- Devote sufficient time to MAW so that they carry out their responsibilities effectively. This includes using reasonable efforts to attend all Make-A-Wish Board meetings and other relevant meetings and, in any event, attend at least 75% of Board Meetings for the full duration of the meeting unless special circumstances apply
- Prepare for Board and other meetings thoroughly in order to contribute to informed discussion of the issues on the agenda
- Engage constructively in Board discussion, listening to and respecting the view of others, seeking to achieve consensus where possible and, regardless of personal views, accepting shared accountability for Board commitments and decisions
- Take responsibility for learning about how MaW works, including through taking part in wish visits, so that contributions are well informed by a good understanding of the business
- Act as an ambassador for MAW, promoting awareness of its work and of the benefits for children, encouraging potential supporters and looking for opportunities to bring their relevant networks to help the charity
- Support the organisation through participation in fundraising, events, volunteering and/or donations in line with their personal circumstances.
- Use their specific expertise to contribute to the work of at least one Committee or Advisory Group or other ad-hoc group

At the current time we are looking for someone who will not only carry out the responsibilities above but also take a lead role for the Board in development of our community engagement. You will chair a new committee which will oversee shaping and delivery of our plans to become a community led organisation and to ensure that volunteers get the support they need from the centre to deliver our ambitions. This committee will also lead on equality, diversity and inclusion to help us embed this in all we do and in particular to develop our dialogue with under-represented communities so that we can better serve their children and families.



*I wish to go to Thomas  
the Tank Engine Land*

**Michael, 5**  
sickle cell disease



## THE ROLE

### SKILLS, EXPERIENCE AND PERSONAL QUALITIES

We are looking for someone with experience of volunteering and of engaging and mobilising volunteers in the community. We are also looking for someone who has the experience and networks to help us reach the communities which we have been less successful in engaging, which includes areas of higher economic deprivation, some ethnic communities and some areas in the north of England. We are passionate about ensuring that there's a strong mix on our Board of Trustees with people from varying backgrounds, experiences and skills. We particularly want to try to become a more creative in serving our children and families through having a better balance in the voices on our Board and by recruiting people of colour.

The successful candidate will also demonstrate:

- A commitment to the values of Make-A-Wish
- A willingness to devote the necessary time and effort
- Strategic vision
- Good, independent judgement
- An ability to think creatively
- An ability to work effectively as a member of a team



*I wish to have  
an iPad Pro*

**Harvie, 7**  
neurological condition



## TERMS OF APPOINTMENT

Trustees are appointed to the Board for an initial term of three years, after which they will resign and, if they so desire, offer themselves for re-election for a further three year term. Re-election will require the unanimous support of other Trustees. Exceptionally the Articles provide for a maximum term for Trustees of 9 years but in practice, unless special circumstances exist, the Board considers that it is appropriate for Trustees to serve a maximum of six years consisting of two consecutive 3 year terms.

The post is not remunerated although expenses incurred in carrying out Board business are payable.

The Board has 4 formal meetings a year plus one strategy day and two development days. Sub-Committees meet a few weeks in advance of each formal Board meeting. Trustees are expected to attend all Board meetings and meetings of the sub-committee unless in exceptional circumstances.

## APPOINTMENT PROCESS

If you are interested in this excellent opportunity, please provide us with:

- A recent CV, including the details of two referees (we will not contact them without your permission).
- A Supporting Statement, addressing how you meet the criteria for the role, and outlining your motivations for applying.

For an informal discussion about the role, contact Melissa Baxter on 07789 985 229 / [melissa.baxter@russam.co.uk](mailto:melissa.baxter@russam.co.uk)

All applications should be uploaded [here](#).

Closing date for applications: Monday 15th November 2021

Preliminary interviews with Trustees Unlimited: Week commencing 22nd November

2021 Interviews with Make-A-Wish: Week commencing 6th December 2021



*I wish to be  
a YouTuber*

**Isla, 7**  
Wilms' tumour

