



Association of Breastfeeding Mothers

Trustee Recruitment Pack

November 2021

ASSOCIATION OF BREASTFEEDING MOTHERS TRUSTEE RECRUITMENT

Are you passionate about breastfeeding and human lactation?

Are you able to see the 'big picture' in complex situations?

Do you also have an eye for detail?

Do you like working as a team, as well as by yourself?

Would you like to use some of your time to help the ABM's ongoing development and success?

If you have answered yes to these questions, perhaps you would like to apply to become a trustee of the ABM.

The ABM is a small charity with wide reach and increasing engagement. Our main focus is supporting families via calls on the National Breastfeeding Helpline, in partnership with The Breastfeeding Network (as well as via Webchat, Social Media messages and emails, 365 days of the year). During the 12 months from the start of the Covid-19 pandemic, we took a total of 13,950 helpline calls totaling over 4500 hours of talk-time, 63% of these were taken by the ABM, along with 2271 social media messages and 1641 Webchat messages.

We train breastfeeding supporters, counsellors and their families with up-to-date and evidence-based information. We also provide training to healthcare professionals and those in related paid roles. Some of our volunteers also run in-person groups and classes. We currently have over 500 qualified Peer Supporters, 130 Breastfeeding Counsellors, and hundreds more in training.

We run an annual conference, most recently reaching 500 participants online, and publish a magazine 3 times a year. Our membership has grown 64% in 3 years.

The ABM is now a Charitable Incorporated Organisation, (Charity Number 1193445) having changed charitable status from unincorporated Charity in 2021. The trustees of any charity are responsible for the overall running of the charity. For example, trustees must:

- Act in the charity's best interests.
- Ensure that the charity acts in accordance with its charitable objects.
- Ensure that the charity complies with all relevant legislation and financial requirements.

Charity trustees may be 'non portfolio' i.e. not have a specific role, or they may take on specific responsibilities, as required by the Charity. Key duties of ABM trustees include:

- Planning the strategic direction of the ABM, and steering ABM activities.
- Monitoring the safeguarding and wellbeing of our volunteer team.
- Overseeing budgets and financial management, ensuring financial compliance.
- Ensuring that the ABM strives to be an inclusive organisation.
- Dealing with member complaints and concerns.
- Advocating for breastfeeding mothers/parents and families in the UK.
- Regularly reviewing our branding and 'public face', and representing the ABM to external organisations.
- Meeting (at least) quarterly either in person or online.

The ABM is particularly keen to hear from people from underrepresented groups and people with skills or knowledge including law, finance, HR and inclusivity.

It is expected that ABM trustees will be pro-active and involved on an ongoing basis. We are a busy organisation with over 90 volunteer roles, but only one paid part-time member of staff, so ongoing trustee engagement is essential. ABM trustees remain in their positions for a maximum of three years before they can be re-elected/re-appointed. Of course, within that time, they are welcome to resign at any point.

For more information about the role and requirements of charity trustee, please see this guidance from the Charity Commission: <https://bit.ly/3DFQt8M>

The ABM's constitution is here: <https://abm.me.uk/wp-content/uploads/ABM-CIO-constitution-final.pdf>, our full Charity Commission listing is here: <https://bit.ly/3DvTZ5E>

To register your interest, please send a CV and a covering letter telling why you are interested in the role of trustee, and how your skills and experience fit our needs, to admin@abm.me.uk.

The closing date for applications is 5/12/21, and interviews will be held online during the week commencing 13/12/21.