



## Trustees

### Recruitment Information for Applicants



## **Welcome!**

In four short years Veganuary has grown from a conversation in a living room in Yorkshire to an impactful, international campaign that has helped over 250,000 people try vegan.

Veganuary has struck a chord with the public consciousness, and every January the media, social media influencers and food retailers embrace our campaign as an uplifting, fun and effective way to make a positive change for animals, for the environment, and for their health.

Veganuary today is a registered charity with a turnover of £800,000, a staff team of ten and a growing number of campaigns supporting people around the world to try vegan and to stay vegan. Our book *How To Go Vegan* became an overnight Amazon best-seller, and we have exciting plans to maintain our rapid growth in impact, reputation, income and headcount.

For the first four years of Veganuary's existence, Matthew Glover and I – the founders of Veganuary – worked all hours to get the campaign to the sustainable platform it's in today, as well as committing a lot of our savings. This takes its toll, and now that the charity is in such a bright position and sustainable without our hard work and financial support, we have decided it's time to move on and seek other adventures.

Veganuary is therefore seeking to appoint a small group of enthusiastic and talented trustees with new perspectives, new skills and new energies, to govern and guide Veganuary as it moves into the next chapter of its journey. This chapter will see us develop from an exceptionally impactful grass-roots campaign to a mature, professional, resilient and well-equipped non-profit organisation. Along the way the trustees will be supported by an experienced and committed staff team under the leadership of our CEO Simon Winch.

Veganism is in the spotlight at the moment, and Veganuary are proud to be playing a significant part in that. In the coming years we will be working hard to ensure it remains in the spotlight, to ensure we are as inclusive as we possibly can be, and are as effective as possible.

Thank you so much for your initial interest. The remainder of this document contains more detailed information about what we're looking for in a trustee, and the procedure for applying.

We do hope you'll consider applying to become a trustee of Veganuary - helping steward and govern the charity as it continues making history and changing the world – for the benefit of animals, the environment, and human health.

In kindness,

**Jane Land**  
Chair of the Trustees

## **About Veganuary**

Veganuary is a UK-based charity that since 2014 has helped over 250,000 people in 193 countries try vegan. Along the way we've spared hundreds of thousands of animal lives, helped tackle untold environmental harm, and helped people transform their health and, in some cases, their lives.

Our vision is a world where veganism is a mainstream lifestyle choice, with positive action at all levels of society and government to promote the benefits of a vegan lifestyle and support veganism.

Veganuary's strategic aims are:

- to inspire and support people across the globe to adopt a vegan lifestyle for the month of January and throughout the year,
- to provide support and resources to those individuals thinking of trialling or living a vegan lifestyle, to inspire and support those that have adopted a vegan lifestyle for a month to make that lifestyle permanent,
- to promote to the public the merits of adopting a vegan lifestyle, and
- through promotion of a vegan lifestyle / diet
  - i. to reduce the number of animals farmed or fished / hunted
  - ii. to reduce global environmental damage contributed to by the farming of animals, and
  - iii. to improve public health and wellbeing.

Veganuary has grown rapidly – from one member of staff in August 2016 to ten in October 2018. All staff work remotely, and currently all but one are based in the UK. This growth has been made possible by the generous support of Veganuary participants, philanthropists, corporate sponsors and charitable trusts. With this support, we've been able to:

- attract inspirational vegan ambassadors to help promote the campaign
- secure unprecedented levels of media coverage in January 2017 and then January 2018
- publish our best-selling book *How To Go Vegan*
- develop relationships with organisations and influencers in the UK, US and elsewhere, helping Veganuary reach new audiences
- launch our first non-pledge campaign, working with The Humane League UK to support restaurants to improve their vegan options
- support food manufacturers and retailers to improve their plant-based options – directly leading to high street innovation
- overhaul and improve our pledger email support series
- implement our first customer relationship management system (CRM)
- run high-visibility public transport advertising for our January 2017 and January 2018 campaigns – in the UK, USA and Australia
- initiate a research project to better understand our impact, and

- develop some great resources to help inspire and support people to try vegan.

The 2018 pledge campaign was the biggest yet, continuing our trend of doubling in reach each year. 168,500 people signed up from around the world, with most coming from the UK (50%) and US (35%).

Of those Veganuary participants in 2018 that responded to our survey:

- 62% intend to stay vegan
- 82% said going vegan was easier than they expected
- 43% took part because of animal welfare / rights
- 67% said their overall health improved, and
- 99% would recommend Veganuary to others.

With campaign and pledger support infrastructure in place, we're in a great position to deliver further economies of scale and increase our impact. Having achieved so much on a relative shoe-string, we're actively seeking additional revenue streams to help us do even more.

## **Position description**

Veganuary's trustees are volunteers, receiving no payment for their time. Expenses are provided, however.

Trustee meetings are quarterly, in London. While it is preferred that trustees physically attend all meetings, they may also be attended virtually by video-conference – particularly in the case of any non UK-based trustees.

It is expected that each trustee shall attend quarterly meetings, read the papers pack for each ahead of time, and in addition contribute at least half a day a month to Veganuary. That may take the form of membership of working groups, providing advice to the executive team on areas of specialism, work on specific projects related to their area of expertise, trustee away days, training, or staff and trustee social meetings.

Trustees are more than governors: they are ambassadors. There is an expectation that trustees do what they can to fly the flag for Veganuary in the course of their other, non-Veganuary activities, where appropriate.

As the current Chair will be stepping down once new trustees are appointed, an early decision for new trustees will be to appoint a Chairperson from among the trustees.

## **Trustee responsibilities**

- To determine overall direction of the charity by ensuring that the charity has a clear vision, mission and strategic direction
- Being responsible, with the other trustees, for the performance of the charity and for its corporate behaviour
- Ensuring that the charity complies with all legal and regulatory requirements
- Being guardians of all the charity's assets, both tangible and intangible, taking all due care over their security, deployment and proper application
- To ensure that the charity's governance is of the highest possible standard
- To appoint and support the Chief Executive Officer and monitor their performance
- To use any specific knowledge or experience they have to help the board of trustees to reach sound decisions
- To contribute actively to the board of trustees, attending meetings and to participate fully in discussions and in the decision making processes
- To occasionally represent Veganuary at key meetings and events

## **Core competencies**

There are certain core competencies that we are looking for in prospective trustees:

1. A personal commitment to veganism and to Veganuary

2. An understanding of the work of Veganuary
3. Commitment to Veganuary's positive, non-judgemental, inclusive method of engagement with individuals trying vegan for the first time
4. Experience at trustee, director or senior management level managing / governing a £1m+ turnover organisation
5. Extensive experience and expertise in one or more particular skill areas we are seeking (see [Specific Attributes](#))
6. An understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship (though training will be provided)
7. Strategic vision
8. Good independent judgement and the willingness to speak his or her mind
9. An ability to work as part of a team and actively contribute to the work of Veganuary
10. The willingness and ability to devote the necessary time and effort
11. A personal style which is challenging and constructive while incorporating tact, diplomacy and respect for others
12. A commitment to impartiality, fairness and confidentiality
13. Creative thinking
14. Good communication and interpersonal skills
15. Extensive networks in the fields of vegan advocacy or plant-based food manufacture / retail. The willingness to use these networks to support Veganuary's work. This competency is desirable, not essential

### **Specific attributes**

In addition to the core competencies, each trustee is expected to demonstrate one or more of the following specific attributes. These reflect particular areas of priority in our board composition, to aid the efficient and impactful running of the charity.

**Governance expertise**, preferably in the UK charity sector

**Legal expertise**, preferably in animal welfare law, data protection or UK charity law

**Human resources expertise**, preferably in relation to UK employment law and best practice

**Media / PR expertise**, preferably in a campaigning context and with extensive contacts

**Experience working with fundraising teams to cultivate relationships** with high net worth individuals, and/or a network of influential contacts including philanthropists and funders, with a willingness to use your network to support Veganuary's fundraising activity

**Marketing expertise** at a senior level, preferably in a cause-led context

**Business management expertise** as a director or senior manager

**Financial management expertise** at a senior level, preferably in a UK charity context

**Fundraising expertise**, in a UK or US context

**Campaigning expertise**, preferably mobilising a large supporter base to effect change

**Vegan advocacy or vegan food manufacture / distribution experience** at a senior level, particularly in the UK or US

**IT expertise**, preferably at a senior level with responsibility for running a high traffic website (10m+ annual visits)

**Research expertise**, in an academic or consultancy context, preferably in relation to dietary change and plant-based diets

## **Application guidance notes**

To apply, please visit [CharityJob.co.uk](https://charityjob.co.uk). Please submit an up to date CV and a cover letter.

In the cover letter please make it clear how you match the first seven [Core Competencies](#), and demonstrate which [Specific Attribute\(s\)](#) you possess.

Shortlisted applicants will be invited to interview in London in early November. Overseas candidates will be interviewed by video-conference. As well as allowing Veganuary to better understand what candidates can bring to the charity, the interview is an opportunity for prospective trustees to understand more about Veganuary, allow further discussion of the role, and to raise any questions they may have about the role or our future plans.

The deadline for applications is 23:59 GMT on Sunday 28<sup>th</sup> October 2018.