



Trustee Recruitment  
November 2020

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# The Hygiene Bank

Founded by Lizzy Hall in August 2018 after watching the Ken Loach film 'I Daniel Blake'.

The Hygiene Bank has grown from a simple belief that all of us should be able to access what we need to keep clean.

It's not right that feeling clean should be a luxury or a privilege for anyone in our society, yet many are living in poverty and can't afford to keep clean.



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# The Hygiene Bank

A grassroots, people powered charity, grounded in community.

Our network of projects exist to ensure those locked in poverty, who are having to make stressful weekly choices between eating, paying rent, heating the home or being clean have access to the basics and don't go without.

The charity is a voice for change.

Each project is mapped with a network of local community partners, organisations and services for distribution so everything donated stays in the area and helps that local community.



# Our Principles



## Belief

Basic hygiene is not a privilege



## Vision

That one day everyone living in the UK & Ireland will have access to essential hygiene products



## Mission

Bring communities, businesses and thought leaders together to tackle hygiene poverty by giving access to products and being a voice for change.



## Values

Be resourceful  
Pursue simplicity  
Invest in community  
Champion kindness  
Promote inclusiveness

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# Evolving the charity

- The charity has seen a meteoric rise in demand, scale and awareness.
- We are moving from the frenetic and high octane phase of a start up to something more sustainable and manageable so we can build for the long term.
- In order to achieve that vision we are actively seeking experienced individuals to develop the charity.





# Evolving the charity

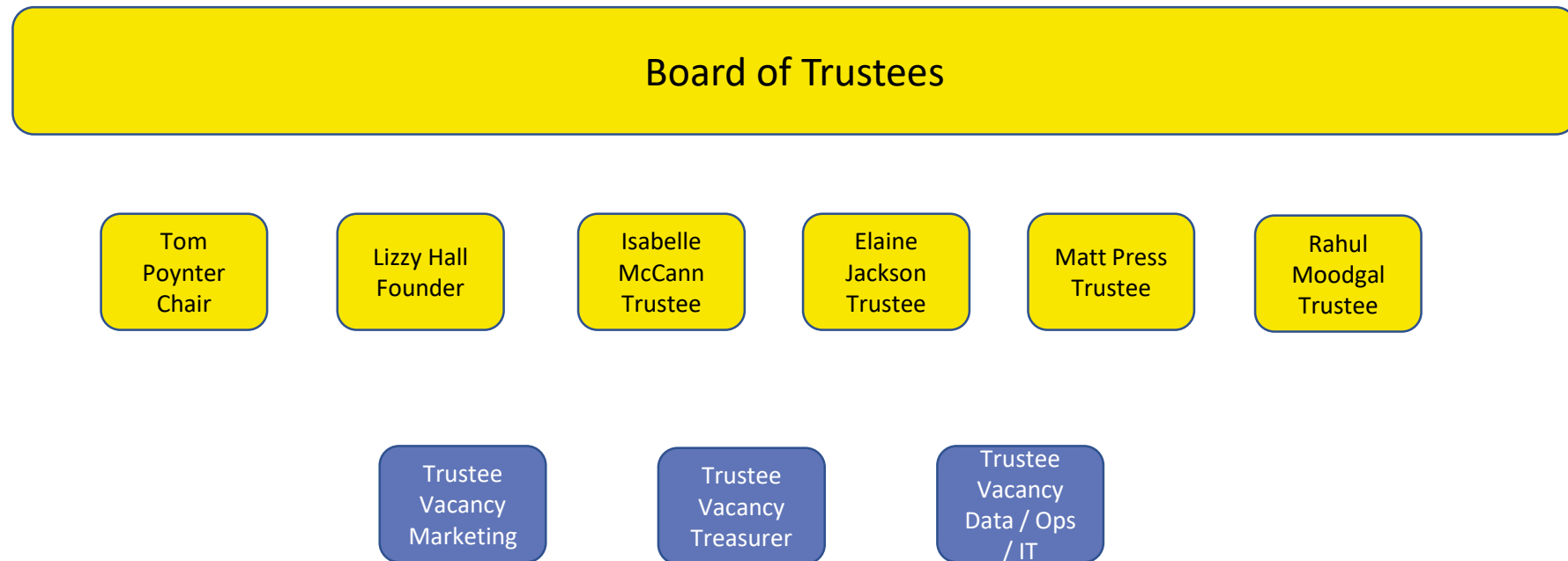
Board of Trustees

Sub committees

Operational team

Local volunteers / projects

# Evolving the charity



# Evolving the charity





# Evolving the charity





# Evolving the charity

Local volunteers / projects

450+ volunteers across 167 projects



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# Roles to be recruited

- 3 x trustees



# Trustee - Marketing

- Overall:
  - 10+ years in marketing
  - Experience of working in the charity sector
  - Ability to build teams around them to deliver work streams
  - Experience of building brand strategy and associated campaigns to create awareness as well as direct response fundraising campaigns
  - Previous Trustee or Board experience
- Specifically:
  - Lead and direct the brand strategy
  - Translate the brand strategy into associated communications
  - Lead the impact report
  - Connect pro bono agencies to help develop the marketing output
  - Lead all media enquiries and opportunities
  - Build relationships with brand ambassadors and influencers



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# Trustee – Treasurer

- Overall:
  - Qualified accountant
  - Experience of the charity sector
  - Strong communication and leadership skills
  - Analytical and evaluation skills, demonstrating good judgement
  - Previous Trustee or Board experience
- Specifically:
  - Lead on the strategic and financial plans for the charity
  - Maintain and develop a strong financial control structure for the charity
  - Lead the charity in the management and statutory reporting requirements
  - Ensure that there is a strong compliance culture within the charity



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# Trustee – IT / Systems / Data

- Overall:
  - 10+ years experience in IT / Technology sector
  - Experience in operational excellence and processes
  - Broad understanding of systems and software market place
  - Ability to develop mid term technology strategy and execute
  - Previous Trustee or Board experience
- Specifically:
  - Deep understand of database market place
  - Ability to review end to end flow of data resulting in technology stack recommendation
  - Experience of running tenders in order to procure best value solutions
  - Deep experience in GDPR



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# Are you interested?

If you are interested in any of the 3 trustee appointments, please register your interest and send a CV / bio to [admin@thehygienebank.com](mailto:admin@thehygienebank.com)





Thank you

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