

COPPAFEEL! CANDIDATE PACK
TRUSTEE ROLE
SEPTEMBER 2020





INTRODUCTION

Thank you so much for your interest in the role of Trustee at CoppaFeel! We really hope that you will find this pack informative, and that it will help you to decide whether you are the right person for this opportunity.

CoppaFeel! is a very special, some might say 'cool' organisation, and one that has proven to change behaviour and ultimately save lives. The charity was set up in 2009 by its founder Kris Hallenga and since then has grown into a boob education machine. It is our mission to stamp out the late detection of breast cancer and we will do that by educating young people up and down the country through ambassador schemes such as The Boobettes, infiltrating uni campuses, working with GPs and healthcare professionals, supporting Teachers deliver cancer education in schools and growing a strong online platform.

We provide a free and very simple message: Check your boobs regularly, as it may save your life one day.

Our success relies on the many people who volunteer, fundraise, donate, campaign and support the work that we do. It is their generosity and passion which enables us to encourage, educate and empower young people across the UK, changing behaviour and saving lives.

Despite the current and ongoing challenge from Covid - 19 our financial position remains strong and we are a dynamic and innovative organisation in the process of adapting to current times whilst never dropping our focus on growth in the future.

You could be an essential part of getting us there sooner, so thank you for your interest.

Nat

CEO

natalie@coppafeel.org



#COPPAFEEL
LOVES
YOU

ABOUT COPPAFEEL

CoppaFeel! exists to educate and remind every young person in the UK that checking their boobs isn't only fun, it could save their life. We are the first breast cancer charity in the UK to create awareness amongst young people, with the aim of instilling a new healthy habit that could one day save their life.

We are a registered charity in England and Wales (no. 1132366) which was set up in 2009 with the following objectives as stated in the Memorandum and Articles of Association:

- To promote understanding of breast cancer through education and awareness
- To cooperate with other organisations to achieve common goals in synergy with our aims
- To organise events and activities to generate income for charitable aims

What is our purpose?

To help everyone stand the best possible chance of surviving breast cancer by educating young people on the importance of getting to know their boobs. We shouldn't have to exist and we do everything that we can to ensure that one day won't need to exist.

What is our Vision?

To live in a world where all breast cancers are diagnosed at the earliest stage possible when treatments are more successful and survival rates are higher

What are our key messages?

We have three key messages; you need to know and learn. They are CoppaFeel's bread and butter and every representative should be able to communicate these to others:

1. To check your boobs

It's that simple. You won't know what's normal for you until you check your boobs regularly and make it a habit of a lifetime.

2. Know the signs and symptoms of breast cancer

Be aware of the signs and symptoms of breast cancer, there is no right or wrong way to check your boobs, just check all the way up to your collar bone and your armpit and get coppin' a feel regularly.

3. If you think something's wrong, get it checked out

If someone does show on-going signs of breast cancer, don't put off going to a doctor, and get it checked out. If the doctor is dismissive and doesn't put your mind at ease, demand further tests.



THE NEED

Despite Breast Cancer being the most common cancer in women in the UK and more survivable if found early; we know that many young women are still not...



- aware it could affect them
- encouraged to self-check
- educated on signs and symptoms
- empowered to visit their GP about concerns

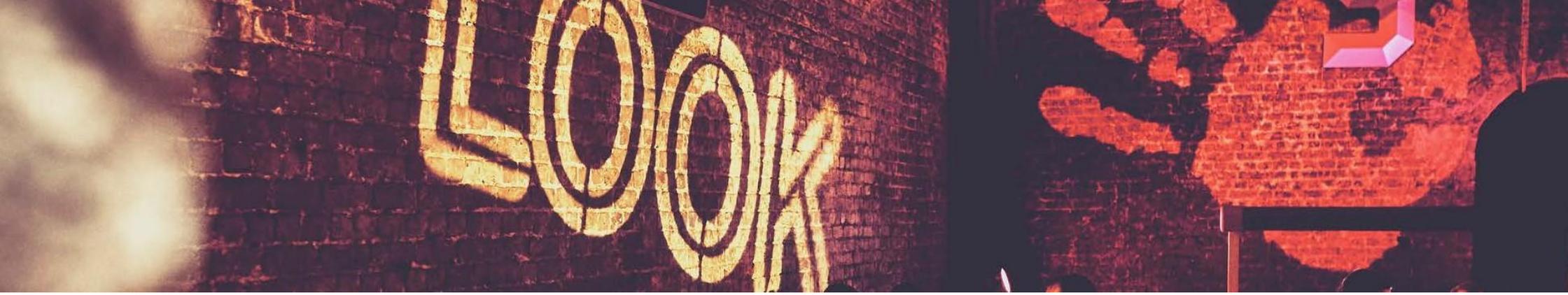


The data tells us...

- Breast cancer is the most common cancer in the UK.
- Around 5,000 women under 45 are diagnosed with breast cancer each year.
- In females aged 25-49 in the UK, breast cancer is the most common cancer, accounting for more than 4 in 10 (44%) of all cases in 2014-2016.
- 12,000 people die from breast cancer each year.
- If diagnosed in the early stages, 1 & 5 year survival rates are a lot higher.
- The Government has committed to ensure 75% of all cancers are diagnosed in the early stages by 2028.

Yet...

- 70% of young women don't check their boobs monthly.
- Only 54% of young women feel confident to start checking.
- Only 52% of young women recognise a nipple rash could be a sign of breast cancer.
- 5% of breast cancers are still diagnosed at stage 4, with only 40% of breast cancers diagnosed at stage 1.



OUR BENEFICIARIES

Our beneficiaries are at the heart of all we do. We exist to help ensure **every** young person stands the best possible chance of living a happy and healthy life.



In order to ensure we are changing behaviours of young people with all of our activities, we are focusing our efforts on 18-24 year olds, because our research tells us...

51% of 18-24's feel confident to start checking their boobs, which is higher than 25-29's (49%) providing an opportunity to convert them to motivated checkers.

We were set up to establish healthy behaviours from a young age, where we know awareness, education and confidence around boob checking is lower.

- Younger women aged **18-24 check their breasts less** (75% ever check vs 80% for 25-29's and 84% for 30-35's).

- **18-24's are less confident in knowing what is normal** for them (53%) compared with 25-29's (56%) and 30-35's (62%).

- The younger age group of **18-24's that are aware of CoppaFeel! are less likely than other age groups to have taken action** if they noticed signs or symptoms.

We want to work to our strengths – our roots lie with the younger age group, with our founder being 23 when the charity was born and original programmes, such as UBT aimed at 18-24's remaining our most impactful.



OUR VALUES

Our values reflect what we are, how we do things and how we want to be. They shape everything that we do at CoppaFeel! to ensure that we remain relevant.



Creativity

We are not like other charities. We are not afraid to challenge existing ways of doing things and we think in unconventional ways and experiment - all for good reason. Making mistakes is the privilege of the active.



Impact

We believe in committed, hard work which delivers results. We are problem solvers who have proven time and time again that you can get good results from small means.



Positivity

We want to be a force for positive change and create lasting impact on the world. We talk about a serious message in a light hearted, proactive and empowering way.



Community

Collectively, with our supporters, CoppaFeel! Has a voice far greater than our size. We will always remember that together we are greater than the sum of our parts.



ROLE SPECIFICATION

The Board of Trustees is responsible for providing oversight, governance and leadership to the charity in the pursuit of its strategy to achieve its charitable objectives including:

- Setting and evaluating CoppaFeel!'s strategy and objectives
- Developing CoppaFeel!'s aims, objectives and goals
- Fulfilling the Board's collective responsibility for governance at CoppaFeel! in line with CoppaFeel!'s governing document, legal requirements and regulatory guidelines.
- Monitoring and inspiring the performance of CoppaFeel!'s CEO and SMT.

Trustee's are expected to collaborate and work in partnership with other Trustee's, CoppaFeel!'s SMT and key stakeholders to achieve CoppaFeel!'s objectives.

Trustees should also have the ability to devote sufficient time, preparation and effort to discharge the responsibilities of a CoppaFeel! Trustee and a commitment to diversity and inclusion.

Key duties of a CoppaFeel! Trustee

- To set and approve CoppaFeel!'s overall strategy and key policies.
- To ensure that CoppaFeel! and its representatives function within the legal and regulatory framework of the sector and in line with CoppaFeel!'s governing document, continually striving for best practice in governance.
- To uphold the fiduciary duty invested in the role of Trustee, undertaking all duties in a way that upholds best practice in governance, including avoiding personal conflicts of interest.
- To determine the overall direction and development of CoppaFeel! through good governance, financial management and clear strategic planning.
- To direct and monitor CoppaFeel!'s performance and ensure that the charity is solvent, well run and meeting our strategic objectives.



ROLE SPECIFICATION

Person Specification

- A passion for empowering young people to be proactive about their health
- Experience leading / supporting organisations to be inclusive and representative
- An understanding of good governance and risk management.
- Understanding of budget and finance management
- An intuitive eye to spot opportunities and challenges for a growing charity
- Prepared to provide ad-hoc advice to the Chair, the Board and the Chief Executive on specific topics relevant to their skills and knowledge.
- A strategic thinker and ready to support and shape the strategic direction of the charity.
- Experience in a youth targeted organisation would be a real bonus

Time Commitment

- Trustees meet quarterly, most recently via Zoom (meetings are usually between 1 p.m and 5 p.m).
- Trustees are unremunerated, however reasonable travel expenses can be claimed.
- Being a CoppaFeel! Trustee is a hugely rewarding opportunity: you will be part of a group of people that is passionate about improving breast cancer outcomes and developing innovative ideas, activities and policy that will help us to achieve our goals.

Terms of office

Trustees shall serve for a term of four years starting from the date that they were first appointed.
Trustees shall be eligible for re-appointment for further terms provided that no Trustee may serve more than three terms (twelve years in total).



INCLUSION AT COPPAFEEL!

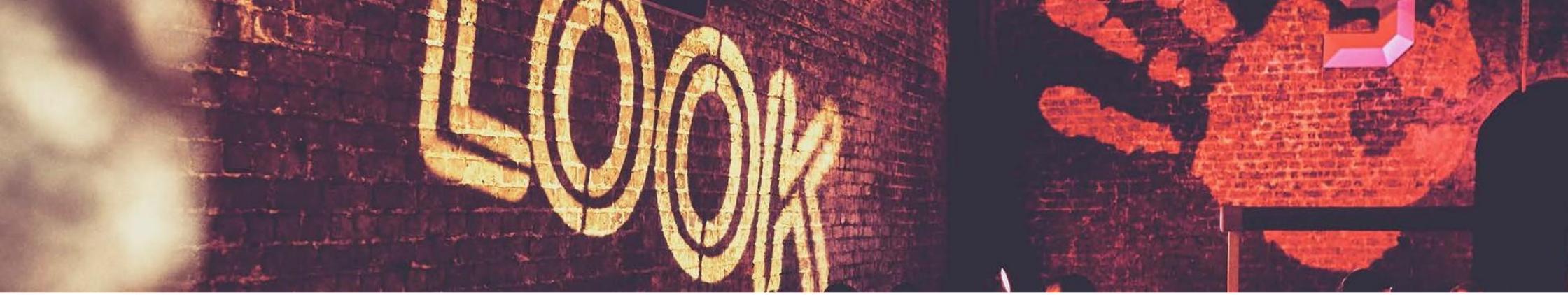
Breast cancer doesn't discriminate and neither should we.

Our message is for everyone, and to ensure that all breast cancers are diagnosed at the earliest stage possible we need an organisation that is more representative than the beneficiaries that we serve. We believe that everyone deserves the right to be equipped with the tools and knowledge to detect cancer early. Despite the risk of breast cancer being greater for certain groups, we believe our message is important and should be accessible for everyone – because getting to know your boobs, chest or pecs could save your life.

Our higher purpose is ultimately equality for all. We want all people to have access to our message regardless of age, gender, race, sexual orientation, religion, physical or mental ability, ethnicity and perspective.

That is why we are working towards a culture of inclusivity. Which encourages, supports and celebrates the diverse voice of our community. But we know that certain groups have been historically underrepresented and left out of the conversation, meaning they need and deserve our support now more than ever.

We are committed to creating an organisation which is more representative than the community that we serve which is why we are encouraging applications from candidates with experience in diversity, equality and inclusion or from sections of the community which are currently under represented on our Board or haven't felt represented in our work.



RECRUITMENT PROCESS

Please submit a copy of your CV and a covering letter via our website

Closing date Friday 23rd October at 4pm

Interviews between 2nd and 13th November 2020

Contact natalie@coppafeel.org with any questions

COPPAFEEL.ORG
NATALIE@COPPAFEEL.ORG

