



# Trustee Recruitment Information

The MedicAlert Foundation

The  
*life-saving*  
difference



# Table of Contents

## THE CHARITY

WELCOME FROM THE CHAIR	03
ABOUT US	04
KEY PRIORITIES	05
VISION & MISSION	05
GUIDING PRINCIPLES	05

## THE ROLE

ROLE DESCRIPTION	06
KEY RESPONSIBILITIES & DUTIES	07
EQUAL OPPORTUNITIES STATEMENT	08



*Empowering* lives,  
saving moments

# Welcome from the Chair



Thank you for your interest in becoming a Non-Executive Director and Trustee of the MedicAlert Foundation.

MedicAlert is an emergency medical information charity dedicated to saving and improving the lives of our members. We provide a comprehensive medical identity service that operates 24/7, every day of the year, from anywhere in the world.

As an independent charity, we operate under a licence from the MedicAlert Foundation in the United States. Since its origins in the USA in the early 1950s, MedicAlert has served communities in the UK for over 60 years - initially in partnership with Lions Clubs International and later as an independent organisation.

In recent years, we have successfully implemented transformational change and are now embarking on the next phase of our development. To help us achieve our ambitions, we are seeking to strengthen our Board by welcoming individuals with diverse skills, experiences and perspectives, as outlined in the accompanying Person Specification.

We are particularly interested in people who share our passion for improving lives and who are willing to actively contribute to MedicAlert's continued growth and development. We welcome applications from people of all backgrounds, identities and lived experiences and are committed to fostering an inclusive culture where everyone can thrive.

As a Trustee, you will have the opportunity to influence and shape our life-saving services while working alongside a dynamic and engaged team.

The MedicAlert Board is dedicated to promoting equality, diversity and inclusion, ensuring that all Trustees feel valued, respected and empowered.

Thank you for considering this important role - we look forward to your application.

A handwritten signature in black ink, appearing to be 'Alan P.', written in a cursive style.

CHAIR OF THE TRUSTEE  
BOARD



# About us

## Providing *peace of mind* since 1964

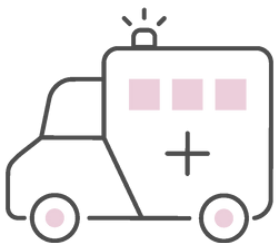
MedicAlert is the UK's first and only charity provider of medical IDs. We place our members at the heart of everything we do. We believe everyone deserves to feel safe and secure, regardless of their medical circumstances. With MedicAlert, you can feel confident knowing that we are always here to support you.

2024 marked the 60th anniversary of The MedicAlert Foundation. Over six decades, MedicAlert has been a trusted provider of emergency identification for individuals with medical conditions and allergies.

**What began as a father's mission to protect his child became a mission that is still changing the world, one life at a time.**

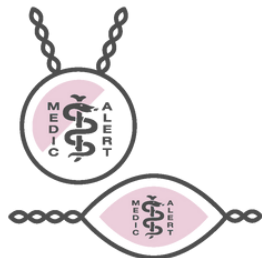
We currently employ 16 staff at our Liscombe Park site, near Leighton Buzzard in Buckinghamshire. This includes our member service agents, marketing team and finance team, as well as our production facility where our medical IDs are designed, made and engraved.

## *Prepared* for any situation



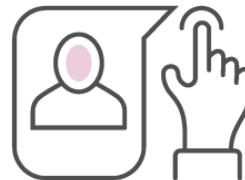
During an emergency...

your vital information is made available when it is needed most.



Your ID is key...

providing your crucial medical details and pointing to your full record.



Your full record...

can be accessed by first responders, 24/7, from anywhere in the world.



Accuracy saves lives...

you get the right treatment for your medical condition, without delay.

Find out more about us at [www.medicalert.org.uk](http://www.medicalert.org.uk)

## Our *Vision*

Better support for people living with chronic health concerns and allergies



## Our *Mission*

To give people with health concerns peace of mind by providing personal medical information in an emergency

## Our *Guiding Principles*

- Place members at the heart of all we do.
- Ensure relevance and viability for a sustainable service.
- Ensure planned growth to meet the need.
- Develop our charitable commitment to ensure availability to all.
- Partner with organisations who share our values and grow our membership.

## Our *Key Priorities*

- **Produce and implement a long-term strategy**, turning insights into impactful actions while reversing membership decline and driving sustainable growth.
- **Ensure our charitable purpose remains the golden thread** running through all activities and interactions – driving brand awareness, articulating our public health impact, promoting our services and attracting new members, especially from vulnerable communities.
- **Upgrade digital platforms** with QR code integration, mobile optimisation and improved service accessibility.
- **Strengthen strategic partnerships** with health professionals, emergency services, local authorities and mission-aligned organisations to broaden our reach and impact.
- **Create new opportunities and funding streams** to support innovative initiatives and long-term success.



Globally recognised



Nurse checked



Over 100 languages



24/7 emergency helpline



Can be updated at any time





# Role Description

## **Strategic Leadership**

- Provide vision, direction and leadership to advance the charity's mission and uphold its values.
- Support and challenge the management team to achieve agreed goals and objectives.

## **Ethics**

- Uphold the highest levels of integrity, financial stewardship and governance.
- Model ethical decision-making and behaviour.

## **Strategic direction**

- Shape and influence the organisation's strategic direction to ensure alignment with its mission and long-term goals.

## **Accountability, Compliance and Oversight**

- Ensure the charity fulfils its charitable purpose and complies with all legal and regulatory requirements.
- Ensure transparency and compliance with relevant laws, regulations and best practices.
- Protect the privacy and rights of members, staff and stakeholders.
- Ensure the charity complies with data protection laws, including GDPR.
- Safeguard the organisation's assets and reputation through effective risk management.
- Regularly review governance policies and procedures.
- Trustees are expected to uphold and adhere to the Seven Principles of Public Life (the Nolan Principles): selflessness, integrity, objectivity, accountability, openness, honesty and leadership, ensuring they act in the best interests of the organisation and its beneficiaries at all times.

## **Service Quality**

- Define and promote standards of excellence in service delivery.
- Ensure the implementation of excellence standards across the organisation.

## **External profile**

- Actively promote the charity's mission, vision and values to raise its profile and build support.
- In conjunction with the CEO, foster external relationships to expand the charity's impact.



# Person Specification

## Skills and Experience

- Strategic vision and the ability to contribute to long-term planning.
- Experience at director or senior management level.
- Sound, independent judgement.
- Confidence and skill in constructively challenging current thinking.
- Strong teamworking skills, fostering collaboration and inclusivity.
- The ability to motivate and bring people together to achieve shared goals.
- Previous board experience (beneficial but not essential).

## Personal Attributes

- Commitment to the organisation.
- Dedication to equal opportunities and the promotion of diversity.
- Willingness to devote the necessary time and effort to the role.
- Willingness to leverage personal networks and experience to support MedicAlert's growth and development.
- Enthusiasm for creating opportunities to raise awareness of MedicAlert's services.
- Commitment to MedicAlert Foundation's mission, vision and values.
- Commitment to equality, inclusion, diversity and belonging.

## Time commitment

In addition to your general responsibilities, you will also be required to serve on committees created by the Board.

- 3 Board meetings annually (approximately 3-4 hours plus reading time for each meeting).
- You will be asked to sit on one or more Board committees - 3 or 4 meetings for each of the Board committees annually (approximately 2 hours plus reading time for each meeting).
- 2 trustee strategy meetings and dinners (full day plus meal and overnight stay).
- You may also be required to attend conferences or act in an ambassadorial role on behalf of MedicAlert.
- Training and development needs will be discussed at yearly appraisals and may require additional time beyond the previously agreed commitment.

The MedicAlert Board is committed to promoting equality, diversity and inclusion, ensuring that all staff and Trustees feel valued and respected. We welcome applications from everyone regardless of background.



# How to Apply

If you would like to apply, please send a copy of your CV along with a covering letter (max. 2 pages) to [recruitment@medicalert.org.uk](mailto:recruitment@medicalert.org.uk).

If you would like to find out more before applying, we can arrange an informal call with our CEO. Feel free to contact Colette Smith at [csmith@medicalert.org.uk](mailto:csmith@medicalert.org.uk) or call her on 01908 951044.

## Access Requirements

If you are selected for interview and have any access requirements, please make this known in your application to ensure we can meet them in person and/or online.

**Application deadline: 24th March.**

**First round interviews: w/c 28th April.**

Find out more about us at [www.medicalert.org.uk](http://www.medicalert.org.uk)

Support  
backed by  
*purpose*

Member  
*Impact*

Our members consistently share how MedicAlert improves their lives by providing access to life-saving medical information when it matters most.

