

## ColaLife – Trustee and Board roles

### 1. Background

ColaLife is a registered charity in England and Wales. It was founded by Simon Berry and Jane Berry in 2008 as a Company Ltd by Guarantee and became a charity in 2011.

ColaLife is an innovative charity, which works as a catalyst for change, particularly for improved access to Oral Rehydration Salts (ORS) and Zinc (ORSZ) to prevent death and stunting due to diarrhoea in children under 5 years old in developing countries. Although ColaLife does not itself trade, it espouses ‘social entrepreneurship’ and Simon Berry has been accepted into the global network of social entrepreneurs, Ashoka. ColaLife currently has no employees; it works exclusively through local partners in-country, expert sub-contractors and volunteers.

### 2. Vision and Mission

ColaLife’s mission is to save lives in the developing world, especially children’s, and improve health outcomes, by improving the distribution of and access to ORSZ through building innovative public/private partnerships and cross-sector collaborations to stimulate both the private and public sector.

Its charitable aims objectives are:

- The advancement of the health of communities in Africa and any other locations which the Trustees think fit through the provision and distribution of medical supplies;
- The advancement of health education in Africa and any other locations which the Trustees think fit, with a view to improving the standard of living in those communities;
- The prevention of poverty, hardship and distress in communities in Africa and any other locations which the Trustees think fit, by advising and educating persons in those communities in the way they can take responsibility for their own health and adapt their lifestyle beneficially;
- The promotion of other purposes being purely charitable according to the law of England and Wales as the Trustees may from time to time determine;

These objectives have not changed since the charity’s registration. However, as our work develops we are moving towards dissemination of our key lessons learnt, sharing evidence, designs and data, and supporting others to implement. From mid 2018, we expect to move away from directly implementing projects ourselves.

### 3. Key principles

Our Trustees share our vision on innovation and change, and on ColaLife’s role and way of working: to stay small, highly innovative, non-risk averse, fast moving, challenging norms. We work where-ever possible through partners, existing mechanisms and organisations. Given that we work on a solvable issue (improving access to essential simple medicines, in particular ORSZ) Trustees consider progress and our need to exist annually. Key principles can be found here: <http://www.colalife.org/category/colalife-principles/>

#### 4. Time and travel commitments

The Board meets quarterly in the evening or more often if required. Meetings generally last 2-2.5 hours and are in London, but may be joined by telephone or Skype. Travel cost re-imburement may be requested if needed.

Preparation for meetings will depend on prior skills and knowledge. An estimated 2 hours per meeting would be typical.

#### 5. The overall role of the Board

##### (i) Upholding and promoting the ColaLife vision and its key principles

Trustees work to further our vision, adhering to our key principles.

##### ii) Governance and legalities

Ensuring that ColaLife conforms to the rules and guidelines set by the Charity Commission, including accounting, reporting and trading. As a Company Ltd by Guarantee, we also have obligations under the Companies Act 2006.

##### iii) Fundraising, strategy and policy

Trustees set targets and oversee strategy in the short medium term for raising funds:

- for work in-country
- to disseminate learning in target countries where impact is most likely
- to disseminate learning more generally (open source, online, at events)
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Trustees may help with fund-raising eg through events, sponsorship, contacts, skills or opportunities identified.

##### iv) Liaison and networking

Trustees are expected to have an interest in:

- Global health issues: current and emerging practice and opportunities; key players and funders; good practice in scientific trials and research; educational and awareness materials for global health
- Corporate experience: the operation of multi-nationals, how corporates 'think' and operate, how to approach them effectively, where difficulties might lie in changing how they work, how to speak their language. CSR and corporate ethics
- Sustainable design and environmental issues
- Funding and fund-raising contacts and networks
- Insights into specific countries and cultures

ColaLife has a history of 'crowd-sourcing' expertise and we occasionally draw on members of a 'Virtual Advisory Board' for expert input.

We encourage trustees work to extend the ColaLife network, leveraging their access to networks and contacts over a wide range of appropriate fields and in specific target countries.

JB/SB/JK 28/11/17