



Trustee Recruitment Information

The MedicAlert Foundation

The
life-saving
difference



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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 read 'Ian Fleming'.

IAN FLEMING,
CHAIR OF THE TRUSTEE BOARD

Welcome from the CEO



Thank you for taking an interest in joining MedicAlert's Board of Trustees.

I joined MedicAlert at the start of 2025 and have hugely valued the support and positive challenge that I have received from the Board in my first 18 months – both with MedicAlert and as a charity CEO.

We are committed to drawing on expertise and advice from first responders and emergency medicine specialists so that our service and the support we offer are grounded upon expert input and challenge. We have built invaluable partnerships with bodies such as the Royal College of Paramedics over the past 18 months to support this – but having this insight at Board level has been crucial in supporting strategic discussions and service development decisions.

We are actively seeking Trustees who have first responder or emergency medicine experience or expertise to ensure we have continuity of this insight on our Board. As we develop our new strategy and create our first Theory of Change, we have explored where we fit within the changing health and social care landscape. We are confident and excited about delivering a world where no medical condition or allergy limits a person's confidence, dignity, independence, or safety.

I do hope you consider joining the MedicAlert team to help us navigate the challenges and seize the opportunities that lie ahead.

ROB BURLEY,
CHIEF EXECUTIVE OFFICER

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.

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.

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.

We currently employ 16 staff, some on hybrid contracts and 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

Our *Vision*

Better support for people living with chronic health concerns and allergies

Our *Mission*

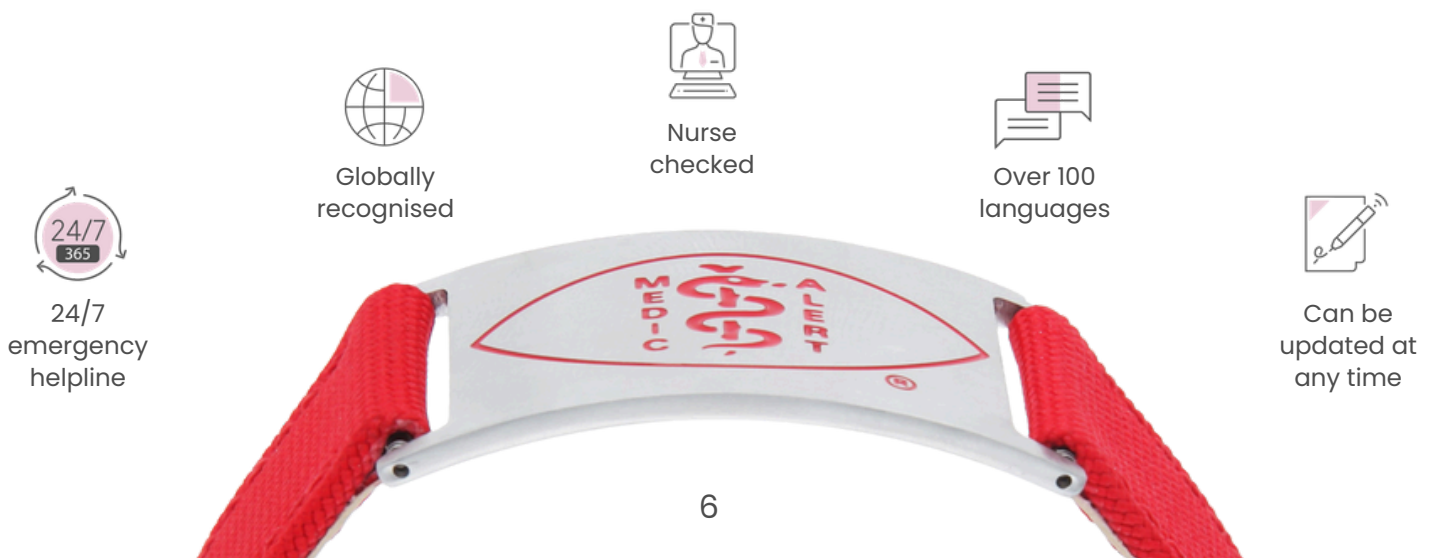
To give people with health concerns peace of mind by providing personal medical information in an emergency

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.



Member *Impact*

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

“It gives me that independence to do the activities I enjoy, without the anxiety that my condition would be missed in the heat of a medical emergency. It felt like I’d been given the gift of confidence.” - Clare

“It has become a part of my day-to-day life. I don’t remember a time when I didn’t have one on my wrist, it has been my companion through my childhood, school life and into adulthood.” - Julianne

“Then, one day, I started to enjoy that sense of security all the time. I signed up to MedicAlert’s Early Start Programme and clipped a small bracelet to Imogen’s wrist, and suddenly the world felt a little less scary.” - Kerry





About The Role

Overview

Now is an exciting time to become a Trustee at MedicAlert.

As a member of our Board, you'll play a key role in shaping the future of our organisation. You'll contribute fresh ideas, help drive service improvements, and support innovation as we enter the next stage of our development.

This is a valuable opportunity to:

- Apply your professional expertise in a meaningful way.
- Positively impact the lives of vulnerable individuals and their families.
- Gain experience in charity governance within a unique, growing, and dynamic nationwide charity.

Make a difference where it matters most – join us on our journey.

Governance and the Board

MedicAlert currently has nine Trustees, including the Chair, and one Trustee designate who is beginning their first term in September 2026. To ensure continuity of expertise essential to our work, we are seeking to appoint a Trustee with first-responder or emergency medicine experience or expertise to align with an upcoming term of office completion.

Our Board culture is positive and flexible, and we are deeply appreciative of the commitment and expertise of its volunteers. Looking ahead, our ambitions are bold. We are focused on broadening representation, sustaining active engagement, and raising the visibility of the organisation across the sector and beyond.

Role Description

Role Title: Trustee / Non-Executive Director

Location: Home-based with some meetings in the office

Office address: Liscombe Park, Suite 1, Liscombe South, Leighton Buzzard LU7 0JL

Salary: None, although reasonable expenses incurred in the course of your duties will be reimbursed.

As a Board member, you will lead MedicAlert Foundation UK to advance its mission, enhance and expand its services and ensure the charity's long-term sustainability, enabling us to support the greatest possible number of people in need.

Key responsibilities and duties:

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 fulfills its charitable purpose and complies with all legal and regulatory requirements.
- Ensure transparency and compliance with relevant laws, regulations and best practices.
- Ensure that the charity pays due and meaningful regard to safeguarding through supporting the oversight of the charity's duty of care to staff, volunteers and the people we support.
- Ensure the charity protects the privacy of all stakeholders, including compliance with data protection laws and GDPR.
- Safeguard the organisation's assets and reputation through effective risk management and oversight.
- Regularly review governance policies and procedures.

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.

Additional Duties of a Trustee

In addition to their statutory responsibilities, each Trustee is expected to contribute their specific skills, knowledge, or experience to support the Board in making informed and effective decisions. This may include:

- Scrutinising Board papers.
- Leading discussions.
- Focusing on key strategic issues.
- Providing guidance on new initiatives.
- Offering expertise on areas of special knowledge.

Trustees also play a vital role in ensuring that the organisation complies fully with both the letter and the spirit of Equity and Diversity legislation.

Furthermore, all Trustees are expected to uphold the **Nolan Principles of Public Life**, which are:

- Selflessness
- Integrity
- Objectivity
- Accountability
- Openness
- Honesty
- Leadership



Person Specification



We are actively seeking Trustees with first-responder or emergency medicine experience or expertise to ensure continuity of this insight on our Board.

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 with key audiences.
- Commitment to MedicAlert Foundation's mission, vision, and values.
- Commitment to equality, inclusion, diversity, and belonging.
- Genuine passion for delivering quality service to our members.

Our Commitment To Equality, Diversity, And Inclusion

At MedicAlert, we are committed to creating a diverse and inclusive environment where everyone feels valued, respected, and empowered. We believe that a wide range of backgrounds, perspectives, and experiences strengthens our organisation, enhances our effectiveness, and enables us to better serve the individuals and families who rely on our support.

We are actively working to ensure that intersecting identities are recognised, valued, and represented across both the Trustee Board and the wider organisation. This includes, but is not limited to, people of colour, young people, LGBTQ+, and those with lived experience of socio-economic inequality.

As we recruit for these Trustee roles, we are particularly keen to attract candidates who share our commitment to fostering an inclusive culture and who are passionate about advancing equity, diversity, and inclusion in all areas of our work.

MedicAlert is also committed to making reasonable adjustments to ensure a fair and accessible recruitment process. Applicants are encouraged to let us know of any adjustments needed to support their participation.

Together, we can build a more inclusive and equitable future

Support backed by *purpose*

More information



Terms Of Office

Trustees are appointed on a voluntary basis for a 3-year term, with the option to extend this for one further 3-year term. All new Trustees will receive:

- A full Board of Trustees induction, with specific training provided.
- Support in completing Information Governance (IG) training.
- Reimbursement of out-of-pocket expenses.
- Personal development opportunities, where possible, to enhance existing and develop new skills.
- Opportunities to connect with like-minded individuals who share a commitment to MedicAlert's mission.

Time Commitment

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

- 4 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 Board committee annually (approximately 2 hours plus reading time for each meeting).
- 1 trustee strategy meeting and dinner (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.

How to apply



Questions and applications should be submitted in the first instance to: rburley@medicalert.org.uk. **To apply, please submit your CV along with a Cover Letter stating the following:**

- Why are you interested in becoming a Trustee at The MedicAlert Foundation?
- Your relevant skills and experience (see both the Role and Person specification).
- Any information you wish to share with us regarding your background or identity that pertains to our aim of increasing the diversity of our Board.

At The MedicAlert Foundation, we are committed to meeting the aims set out in our Equality, Diversity and Inclusion (EDI) policies. This includes:

- Ensuring non-discrimination in line with the Equality Act 2010.
- Building an accurate understanding of the composition of our workforce and Trustee Board.
- Actively promoting equality and diversity throughout the organisation.

As part of this commitment, we invite you to complete an anonymous and voluntary EDI monitoring form. This form is not part of your application and will remain confidential. 🖱️ [Click here to complete the EDI Monitoring Form](#)

Please send applications and enquiries to: csmith@medicalert.org.uk. The closing date for applications is midnight on **Sunday 18th October 2026**. Interviews will take place online on **Friday 23 October 2026** (with the possibility of alternative arrangements being made, depending on circumstances and availability).

Accessibility requirements

If you are selected for an interview and have any accessibility requirements, please make this known in your application to ensure we can meet them.