



New marketing role created to take Charities forward

The Insurance Charities is boosting its marketing and fundraising capabilities with the creation of a part-time Marketing Manager post.

The go ahead for this major development was given at the last board meeting and recruitment for the 21 hour a week position is underway. We are looking for an experienced marketing professional who can help us take forward many of the plans that the Marketing & Fundraising Committee has worked on over the last couple of years.

The chair of the committee, David Worsfold, explained the reasons for making this investment: "It has become clear to us on the Marketing & Fundraising Committee that we need help if we are to deliver the objectives we have set ourselves. Over the past couple of years we have refined the Charities' messages, re-vamped the materials that promote those messages and launched a new website but there is only so much a volunteer committee can achieve. We need permanent support and modern marketing skills to unlock the real potential there is for the Charities

to move to another level".

It is hoped to have the new marketing manager in place early in the New Year, in time to start planning for Insurance Charities Day, which will be in its new late June slot for the first time in 2008 – Friday 20 June is the key date for your diaries.



Marketing Manager
£39,450 per annum (inc LWA)
paid pro rata for 21 hours a week

The Insurance Charities requires an experienced, proactive marketing professional to develop, deliver and support a comprehensive marketing and fundraising programme. Knowledge of the insurance industry and a recognised marketing qualification would be an advantage. The ability to work independently as well as being a significant part of a small, well motivated team is essential. The position is initially part time for 21 hours a week and will largely be located at the charity's administrative office in the City of London. There will be opportunities for flexible working and the need, on occasion, to travel within the UK and Republic of Ireland.

If you are keen to use your flair and skills to benefit those less fortunate, please forward your CV and a covering letter to:
Marketing Manager Vacancy
The Insurance Charities
20 Aldermanbury
London EC2V 7HY
or e-mail it to: info@theinsurancecharities.org.uk
Closing date: 20 November

Registered charity number: 206860
www.theinsurancecharities.org.uk

• The job advert has been carried free in *Post Magazine* and has also been promoted through specialist recruitment agencies

Two new faces on the Charities' board

The Insurance Charities' board welcomed two new members at its annual general meeting.

The immediate past-president of the Chartered Insurance Institute, Ian Templeton was elected for three years. Ian is currently managing director of UIA Insurance.

Joining him on the board will be Peter Hutchinson, who is well known among the local institutes and the CII's special projects manager.

Anyone who is interested in knowing more about the work of the board and its committees should contact Annali-Joy Thornicroft.

Davidson takes over as President

Ken Davidson took over as president of the Insurance Charities in September and immediately pledged to help establish a much closer relationship with the industry's major corporate players.

He said that in a rapidly changing market with so many changes of ownership there is a constant need to remind top management that the Insurance Charities exists and is here to help their staff.

"Often, senior management are non-insurance people or come from outside of the United Kingdom so there is no reason why



• Davidson: impressed with the help people get

they should know about the Charities and the vital role it plays", he said.

As a former president of the Chartered Insurance Institute, Ken has always been a keen supporter of the Charities but, until the last year or so, hasn't had an opportunity to get directly involved.

"What has really impressed me over the last year is the huge range of help we give and the care and attention that is paid to the hundreds of requests for support that we get every year. We really do need to re-double our efforts to tell people we exist and make them aware of the many, many different types of problems we can help with".

Tony Alderman was elected as deputy president with David Bland re-elected as Treasurer.

Contacting The Insurance Charities

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Case Study: Joshua's Stone



Joshua's Mum had spent 18 years in the insurance industry. Joshua had been born with a rare genetic disorder affecting just 96 children in the western world.

After spending the first nine months of his life in hospital Joshua has amazed the medical profession with his progress. We initially helped the family with much needed adaptations to their modest home in order to accommodate Joshua's needs.

His mum was proud to tell us that her son attended the local primary school. He was, however, struggling to integrate with the rest of his class. His wheelchair, for example, would not fit under the small tables and he was therefore kept apart from the others. They had seen an electric wheelchair which moved up and down, enabling the child to get down to the same level as his peers as well as reach up to things on a higher level. Joshua's parents knew it would transform their son's life but simply could not afford the cost of £15 000. We have just made a significant contribution to enable the special chair to be delivered to Joshua. The following is an extract from his parents' letter to us:

"Joshua is absolutely thrilled with the chair, which has opened up a whole new world of independence. He is now exploring under the kitchen table, something which he missed out on through his 'toddler' years. He is also really looking forward to going back to school as he will be able to keep up with his friends on their bikes.

"We cannot thank you enough for your generosity – without your support the chair was only a dream. The little things are so important in life. When Joshua went outside in the chair with his dad, he picked up a stone independently for the first time in his life. We still have that stone".

A Right Royal setting for the 2007 golf final

Sixteen finalists teed off in the magnificent setting of the Hampton Court Palace Golf Club on 27 September in this year's Insurance Charities Golf Final.

The winner was Malcolm Handyside, representing the Hants and Dorset branch of the Personal Finance Society, with a score of 38 stableford points. He was followed home by Nigel Oliver, of the Insurance Institute of Tunbridge Wells, with 35 points and John Henley, representing the South of England Insurance Golf Challenge, with 34 points. Malcolm's score was a tremendous effort, taking into account conditions made difficult by a chill wind, quick greens, some punishing rough and the odd herd of deer!

Malcolm's score gave him the magnificent Julius Neave trophy, to hold for a year, various prizes generously donated by Artemis Fund Managers, Fortis Insurance, Hartford Life and Norwich Union and an invitation to play in the 2008 final. Other notable prize winners were Richard Bunghey, representing the Insurance Institute of Cheltenham and Gloucester, who won the longest drive, and Nigel Oliver, of Tunbridge

Wells, who won nearest the pin.

Close to £4000 was raised by the nationwide event. More photographs of the final can be found on the website www.theinsurancecharities.org.uk. Details of the 2008 competition will be published shortly.



• The big winners: Nigel Oliver (left) and Malcolm Handyside

Bob takes to the Royal Albert Hall stage



• The Insurance Charities received a cheque for £5000 at the British Insurance Awards ceremony at the Royal Albert Hall in July. The cheque was presented to the then President Bob Parkin (right) by Chris Dobson, distribution and development director of Fortis Insurance, who sponsored the Charity Initiative at the awards. £5000 was also donated to the Princes' Trust and their cheque was collected by Steve Wickham (left)