



Sandra established Sandra King Associates in order to undertake a variety of work that would bring together her broad experience and interests. Examples of Sandra's consultancy work, along with a career summary is given below.

**Sandra King Associates**  
**January 2008 – present Director**

A wide variety of over 30 assignments for local and national clients, including:

**New Project Development and Project Management**

**Emotional Health and Wellbeing Action Plan for Gateshead PCT**

This involved engaging partners in the local voluntary and statutory sectors to produce a comprehensive and realistic Action Plan. Methods used included one-to-one meetings, two interactive seminars and several presentations to organisations. The project was successfully completed, on time, against a background of financial cuts and uncertainty. As a result, I was asked to develop Emotional Health and Wellbeing Action Plans for both Sunderland and South Tyneside PCTs.

**Thanks for the Petunias – a guide to developing and commissioning non-traditional providers to support the self management of people with long term conditions**

Working for Care First North East GP Commissioning Consortium I developed and wrote this ground breaking national guide for the NHS. This involved working closely with a steering group, facilitating a workshop in London with national experts in the field, and seeking out existing best practice through national project visits and desk based research. The main challenge was to take complex information and ensure it was presented in an engaging and accessible way. This was achieved by developing models, case studies, "top tips" and tools, and by careful design of the content and use of images. The Guide, along with supporting documents that I developed, is now hosted on a national NHS website.

**Good practice guide to endowment raising and endowment match challenges for Community Foundation Network**

This was written using a combination of personal experience and research of best practice from Community Foundations in the USA and UK. The document was circulated to all sixty Community Foundations in the UK as a resource to help them to complete applications to bid for a share of a new national £50m endowment challenge fund. The content formed the basis of three best practice seminars I delivered in London and Birmingham for Community Foundation staff.

## **Training and Facilitation**

### **E-learning health improvement induction course for NHS South of Tyne and Wear**

Design, piloting and evaluation of a short training course, to form part of the induction process for all new staff. The course introduces the concept of health improvement and aims to help staff to work towards “making every contact a health improving contact”. This involved close liaison with a reference group and with web-designers to ensure that the web-based course was interactive, engaging and appropriate for the target audience.

### **Strategy review day for CBIT Community Radio Station**

Working closely with the Chair of CBIT a review day for board members was designed and facilitated enabling them to address the specific issues affecting the organisation. Following the review day a concise action plan for the organisation was produced.

### **Public health training for medical students at Newcastle University.**

Worked with public health staff at the University to co-ordinate a series of two week “rotations” for medical students. This involved delivering interactive sessions on public health theory and practice as well as assessing project group work and written assignments.

### **Major donor development training for Berkshire Community Foundation**

Design and delivery of a one day training course for staff and trustees which focussed on key elements of major donor development. Course content included identifying and researching potential major donors, tips on how to get in front of them, key roles for staff and trustees, developing an effective strategy and action planning.

## **Review and Evaluation**

### **Review of marketing & PR materials and activities for HospiceCare North Northumberland**

A review was undertaken of the marketing and PR materials and activities that supported the fundraising for the Hospice. The report focussed on practical actions that could help to increase individual and corporate giving, and also highlighted questions and ideas for the trustees to consider in order to implement a new and effective marketing and PR strategy.

### **Evaluation of donor development and donor care beacon training courses for Community Foundation serving Tyne & Wear and Northumberland**

Following the delivery of the first three Beacon Training Courses held in 2007 and 2008 an evaluation was undertaken to reflect on lessons learnt during the first year of running the Beacon courses. Recommendations for the design and delivery of future Beacon courses were provided to the organisation.

## **Previous Career Summary**

### **Community Foundation serving Tyne & Wear and Northumberland**

**2003 - January 2008 Development Director**

**2002 - 2003 Development Manager**

As the leading Community Foundation in the UK, the organisation had a £44m endowment fund and awarded £7m in grants annually to over 1,700 local voluntary and community organisations.

- Responsible for donor care and development, I led and motivated an excellent staff team and engaged our board members to help us achieve targets. Through high level networking and business development skills we secured £10m in new business over a 3 year period.
- I led the most successful Community Foundation Development Team in Europe. I received personal requests for consultancy advice to inspire and motivate staff and trustees at other Community Foundations. Because of this I was invited, by our national umbrella body, to design and run a Beacon training course to share best practice in donor care and development.
- In January 2006 I took up the challenge of leading the Community Foundation in a new area of policy and grant-making, addressing environmental and sustainable development issues. I established a working party with three other organisations and personally undertook research to establish the extent of need for this funding in the local

communities. Creating a sound business case I then secured commitment from four partner organisations of £0.5m for a new environmental grant-making programme. In September 2007 I organised a regional conference for the voluntary sector focusing on environmental issues, with both local and national speakers.

### **North Tyneside Community Health Council (CHC)**

#### ***2000 - 2002 Chief Officer***

CHCs were independent organisations that acted as “patient watchdog” in their local communities, engaging volunteer members to monitor the services provided by local hospitals, GPs and other NHS organisations.

- I organised a special review event for the members. I subsequently implemented an agreed re-structuring of the organisation, successfully recruiting two new senior members of staff, won the confidence and support of the volunteer members, managed the organisational budget of £130,000 and balanced the year-end figures. This was all achieved in my first six months as leader of the organisation.
- Shortly after the Government’s announcement to abolish CHCs I worked with other CHC Chief Officers and partners in the region to take the initiative and design a radically different model for patient and public involvement. Our model was held up as an example of good practice around the country. We had to ensure buy-in from all major health organisations in our region, involving a series of high-level presentations. I was personally responsible for the presentations delivered to the Northumbria NHS Trust Board and the North Tyneside Health Partnership Board. Our model was adopted and we established a new organisation called “North of Tyne Patients’ Voice”.

### **North Tyneside and Newcastle Community Health Councils**

#### ***1999 - 2000 Training and Development Officer***

I supported CHC members to help them effectively monitor local health services, producing reports for consideration by NHS Trust Boards. I improved CHC members’ skills and confidence by designing and delivering induction and training programmes.

### **North Yorkshire Health Promotion Service**

#### ***1995 - 1999 Health Promotion Specialist***

Project Manager. I was responsible for a portfolio of successful countywide health promotion initiatives working in partnership with voluntary, community and statutory sectors. I specialised in health promotion for older people and promoting physical activity.

**1993 - 1995** North Yorkshire Health Authority, Regional “Look After Yourself” Training Co-ordinator

**1991 - 1993** Yorkshire Regional Health Authority, Personal Assistant to Regional “Look After Your Heart” Officers

**1989 - 1991** Eighteen month working holiday around the world

### **Voluntary Positions**

Trustee, Northumberland Wildlife Trust.