

Lee Jackson

PSA Foundation Director

foundation@thepsa.co.uk



My role in the PSA

My responsibility, as well as PSA board director duties, is to run the PSA Foundation.

The PSA Foundation provides financial assistance for speakers in need. Applications for assistance can be made by the individual themselves or by a Regional President on their behalf. Applications can also come from Board Members.

1. The details of the applicant are sent to the Foundation Director.
2. The Foundation Director seeks further information from the applicant, if necessary.
3. The Foundation Director informs the Foundation team of the application, if needed.
4. Once the award is agreed, the Foundation Director informs the applicant whether or not they have been successful. If a Regional President or Board Director made the application they are also informed.
5. If the award is successful, the Foundation Director passes on the details of the applicant and the award to the Operations Manager/ HQ Team who completes the necessary internal documentation.
6. The Operations Manager/ HQ Team informs the Accounts Manager who makes the payment, if necessary, and makes the required adjustments within the accounts system.

All Foundation applications remain completely confidential.

The names of individuals who have applied and any awards made must be kept secret. Only the Foundation Director (and any selected team) are to know the details of the case. The Operations Manager and the Accounts Manager only need to know the applicant's name and the award granted; they are not told why the award was made.

Some things I've worked on in 2019/20

- I have dealt with, screened and processed over 20 confidential applications both on the phone and over email.
- I have also provided a listening ear and if appropriate I have given advice and support to people who have needed it if their business is struggling.
- I have helped the Speak more and Speak better boot camps with marketing and promotion, but now they run themselves.

- I am very active with RPs and on social media promoting the foundation.
- I have gathered lots of prizes for the conference live, online and silent auctions.
- General director and board issues as they arise. I am now the most experienced board member.
- Attending all board meetings both in-person and for virtual meetings.
- I am also personally very involved in supporting my own Yorkshire regional meetings.
- I have also pulled together a team to help members as the coronavirus crisis continues. We have a team ready to provide a listening service if needed in 2021.
- I have helped to pull together a practical support webpage for members too.
- I have been leading on and was involved in two sets of interviews this year for board members and the chair.

Thank you to all who have supported the Foundation in various ways during this very challenging year, which came on the back of an already challenging year.

It is a privilege to be the first port of call for speakers who need help and to serve the PSA and the foundation. It is also amazing to be part of the hard-working PSA board as we steer the organisation into the future.