

case study

Interim Management In Action

Interim Resources Manager delivers a more effective and efficient service for The Willow Foundation



The Willow Foundation, founded in 1999 by Arsenal legend Bob Wilson and his wife Megs, is the only national charity that provides psychological and emotional support for seriously ill 16 to 40 year olds through the provision of special day experiences. With the arrival of a new CEO of the Willow Foundation in November 2010, the need to appoint an Interim Resources Manager was identified to undertake a series of urgent briefs.

The Challenge

The assignment requirements included stabilising IT structures and systems, launching a new evaluation project to assess the impact of the charity's service, re-organising the Head Office by bringing two separate offices under the one roof and devising a long-term procurement strategy to reduce the costs of delivering Willow Special Days. The charity needed an experienced Interim Manager to step in quickly to re-evaluate the whole service delivery with reference to compliance with best practice.

Richard Kotulecki, an Interim Manager for eight years and a trained Mechanical Engineer, has a career background in Sports and Education working with schools, charities and local authorities on community engagement and service delivery projects.

Richard was keen to broaden his portfolio beyond sports and education and approached Russam GMS looking for

interim management positions. Richard was invited to submit his CV for the job and was quickly interviewed for the role. In January 2011, Richard took up his new position as Interim Resources Manager for The Willow Foundation.

The Assignment

Richard started initially on a three day a week contract for three months. The assignment then moved to a six-month contract which Richard was happy to fulfil. One of Richard's first tasks was to rationalise the space requirements and reduce costs for the charity by bringing two offices under one roof. Richard worked hard to achieve all the job requirements over the six month period. During his time, Richard rescued a service evaluation project and successfully launched it to beneficiaries of the charity. The evaluation measured the impact of the service Willow provides to its beneficiaries. He also made recommendations on a procurement strategy which were implemented by the charity.

As a result of his successful assignment, Richard was offered a permanent position as Director of Services for The Willow Foundation which he accepted. Richard comments: "Taking a permanent position was not part of my plan, but the job role was just too good to turn down. The special days we organise provide beneficiaries with a break from the realities of living with a serious or life-threatening illness and can really help people both emotionally and psychologically. The Willow Foundation is a great organisation to work for and after eight years as an Interim, taking on a permanent role is a change of lifestyle but I feel it's a worthwhile move." Ian Joseph, Director, Charities and Not-for-

Profit Russam GMS commented, "Richard's work at the Willow Foundation is a classic example of the significant impact an interim specialist can make in six months, even working on a part time basis. As a result of his work, Willow improved its IT and service delivery and restructured its Head Office and Richard's recommendations around procurement will no doubt result in cost savings and put the organisation in good shape for future growth."

In order that Willow Foundation can reach many more young adults with serious and life threatening illness, the charity is seeking to partner companies that can provide support through raising funds, offering gifts in kind or discounts on hotels, travel, sports and leisure activities, entertainment, restaurants etc.

"The Willow Foundation... provides psychological and emotional support for seriously ill 16 to 40 year olds"

Please contact Elaine John, Head of Corporate and Major Donor Fundraising on:

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if you are interested in finding out more and to discuss how your company could work with Willow.

For information about the Willow Foundation visit www.willowfoundation.org.uk