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Stephen Cotterill
Editor,
Fundraising
Magazine

We are delighted to announce the agenda for Fundraising Live 2023, returning in its seventh year. This event provides an excellent platform for the fundraising and digital community to come together, share ideas and experiences, and learn from others. The world and the way we work is changing at an unprecedented pace. The continued fallout from Covid-19 and a crippling economic crisis is creating uncertainty around even the most established revenue streams. Within this context of increasing demand for charities' services and the need for future proofing, agile and innovative fundraising has never been greater.

At this year's conference, you will hear from organisations that are at the forefront of change in the industry. We have thought carefully about the programme to include examples of how organisations are making use of digital channels to drive support and donations, adapting to hybrid events, putting equity and diversity at the heart of their recruitment practices, and tapping into new and growing revenue streams. You will also be able to listen to lively debate among the sector's leaders on topics such as building effective corporate partnerships, staying ahead of shifts in the trust funding landscape, and engaging with trustees for more impactful fundraising.

There will also be an exhibition where you will be able to meet and seek advice from industry suppliers, and ample opportunity to network with your peers during the breaks and complimentary drinks reception at the end of the day.

We look forward to welcoming you and your team in February for what promises to be an inspiring and thought-provoking event.



Jenni O'Donovan
Events director,
Civil Society Media



Expert
speakers from
across the charity
sector

Insightful
charity case
studies

Network with
fellow charity
delegates

PAST ATTENDEES INCLUDE:

- Action Medical Research
- Alzheimer's Research UK
- Amnesty International UK
- Barnardo's
- Brainstrust
- Brightside Trust
- Caring in Bristol
- Cats Protection
- Coram
- Ellen MacArthur Cancer Trust
- Erskine Hospital
- FitzRoy Support
- Keep Britain Tidy
- Macular Society
- Make-A-Wish Foundation UK
- Midland Mencap
- Mind
- Naomi House & Jacksplace
- National Holocaust Centre
- Natural History Museum
- Nottingham University Hospitals Charity
- RAF Association
- Royal Society of Tropical
- Medicine And Hygiene
- Scottish SPCA
- St Mungo's Broadway
- Surrey Cricket Foundation
- Trussell Trust
- Wiltshire Community Foundation
- Zoological Society of London

08:45	Registration and networking		
09:20	Chair's welcome – Stephen Cotterill , editor, <i>Fundraising Magazine</i>		
09:30	Opening panel: From the Director's Chair In these times of perpetual crises, there could be any number of things keeping charity leaders awake at night. The ongoing impact of Covid-19. The post-pandemic shift to flexible working. A crippling cost-of-living crisis and the consequences for giving. An escalating climate emergency. The shifting expectations and skillset required to lead effectively through uncertainty. Join Stephen Cotterill , editor of <i>Fundraising Magazine</i> to discuss what's top of the agenda for our panel of directors. Confirmed panellists: Paul Amadi , chief supporter officer, British Red Cross, Emma Revie , chief executive, Trussell Trust, Liz Tait , director of fundraising, Great Ormond Street Hospital Children's Charity, Rachel Grocott , chief executive, Bloody Good Period		
10:30	Transit time		
	Stream A – Governance & Strategy Chair: Stephen Cotterill , editor, <i>Fundraising Magazine</i>	Stream B – Events, Community & Individual Giving Chair: Jenni O'Donovan , events director, Civil Society Media	Stream C – Charity Tech Chair: Tree Hall , chief executive, Charity IT Leaders
10:35	1A. One year on from Ukraine – trust and transparency in the spotlight The Ukraine appeal raised an awe-inspiring £380m in six months, making it the second biggest appeal in DEC's 60-year history and that figure is still climbing. How, in the face of such a high-profile campaign, can the charity effectively communicate the impact of these donations to the public? Simon Beresford explains why increasing trust and transparency are top of the board's agenda, the steps they are taking to communicate the appeal's impact and considers some transferable tips for campaigns of any scale. Simon Beresford , fundraising director, Disasters Emergency Committee (DEC)	1B. Working With Influencers – Principles for Success Social media increasingly plays a central role in charities' marketing and fundraising strategies and can be an extremely effective way to engage new audiences, widen support networks and strengthen a brand. In this session we consider the role of working with influencers for heightened reach and impact. We consider everything from where to start when considering possible partnerships, as well as the potential risks and ingredients for building mutually beneficial relationships. Luke Harris , talent lead, Comic Relief	1C. How to do more with less: How to build an event management Microsoft Power App in 30 minutes Implementing technology to streamline your charity's processes doesn't need to be expensive and complex. In this presentation, James and Tory will build an event management Microsoft Power App in real-time during the session, demonstrating how quick and simple it can be as a low code/ no code approach – showing how to do more with less. Tory Cassie , NfP business development and James Glover , chief technical officer, m-hance
11:15	Morning refreshment and networking break		
11:45	2A. It starts at the top – engaging, inspiring and empowering your board In fast-changing times, it is more important than ever that boardrooms set the cultural and strategic agenda for the entire organisation. With income sources at charities under immense pressure, trustees need to be equipped to advocate for innovation and investment in fundraising, while also understanding appropriate levels of risk-taking. In this session, Sonya Trivedy draws on her experience both of leading fundraising teams and sitting on the board, to consider possible strategies for engaging, inspiring and empowering your board to champion fundraising. Sonya Trivedy , executive director of income, Samaritans and trustee, Cystic Fibrosis Trust and Anne Shinkwin , director, Cystic Fibrosis Trust	2B. Trends and benchmarks in Individual Giving 2023 With the pandemic, closely followed by the cost-of-living crisis, the face of individual giving has changed. How can you ensure you've got the information you need to make the best decisions? This session looks at the trends in individual giving over the last three years and explores what this means for 2023. Woods Valldata share the results of their Individual Giving Fundraising survey, alongside sector benchmarks, to help your charity review and compare what's happening in the sector as a whole with your own experience. You'll come away with ideas and insights to help inform your current and future individual giving fundraising approaches including elements of best practice and practical advice. Helen Daw , head of data strategy and insights, Woods Valldata	2C. The future of cryptocurrency and web3 philanthropy In this session David Mitchell will explore the potential uses and impact of cryptocurrency, NFTs and the metaverse within the fundraising sector. Drawing from his own experience at Edinburgh Dog and Cat Home, and the wider world of crypto, this session will chart the possible future blockchain technology can bring, and how it could impact both donors and charities.. David Mitchell , cryptocurrency and digital fundraising manager, Edinburgh Dog and Cat Home
12:25	Transit time		
12:30	3A. The battle for talent – embracing diversity and inclusion In a post-pandemic world, competition for talent is fierce and retaining and recruiting good people is key to strengthening fundraising teams. A commitment to coaching and developing staff, alongside a focus on diversity and inclusion has been crucial to the charity MyBnk as they have been navigating rapid change and growth. Claire Quigley shares some insight from their journey including developing rigorous recruitment processes, strengthening the board and challenging cultural norms. Claire Quigley , business and engagement director, MyBnk	3B. Events fundraising in a hybrid world The return to in-person events has been a challenging and disruptive one for many reasons. Tommy's relies heavily on funds raised through places at both third party and their own running events, and have been navigating this disruption as well as trialling hybrid and virtual fundraising efforts. In this talk they will share what they have learnt about what has worked well and what hasn't. This session stresses the importance of continual learning, failing fast and listening to your community and responding accordingly rather than adopting a one-size-fits-all approach. Nikki Butcher , head of community events and Jacqui Clinton , fundraising director, Tommy's	3C. Creating killer user experiences – meeting your users' needs Ever wondered what your users want and whether you are meeting their needs successfully? Or how to create user experiences that keep people coming back time and time again? In this interactive and practical session Digital Wonderlab will share with you some strategies for more meaningful engagement in order to better understand your users' needs. By engaging, testing, learning and adapting, you will learn how to create seamless digital user experiences. Nathan Baranowski , chief executive, Kevin Trigg , creative director and Laura Pinkstone , head of user experience, Digital Wonderlab

13:10	Lunch and time to visit exhibition		
14:10	<p>4A. Building effective corporate partnerships</p> <p>With the rise of the ESG agenda and corporates being held to ever-increasing ethical standards, many companies are working harder than ever to demonstrate social purpose. This, coupled with charities needing to diversify income streams in an unstable giving landscape, creates new opportunities for mutually beneficial commercial partnerships. Our panel discuss three very different corporate partnerships and share their learnings and thoughts on the future of this type of fundraising.</p> <p>Chair – Jonathan Andrews, founder, Remarkable Partnerships</p> <p>Panellists – Isabel McKenzie, Corporate Partnerships Manager (Yorkshire, Humber and North East), NSPCC, Sarah Moore, development director, SOS Orangutans and Ghalib Ullah, head of commercial partnerships, Parkinson's UK</p>	<p>4B. Fundraising: A direct approach</p> <p>For many charities, a direct ask is still the best way to raise funds. Over time, this has evolved to cover many different channels such as direct mail, email, face to face, door to door, telephone and more. However, there is often a conflict between these planned, structured direct campaigns and the more generic campaigns through social and digital channels. But does that need to be the case? How can we use the same direct techniques that have worked well for charities for a long time in a digital and social environment?</p> <p>Scott Logie, customer engagement director, Sagacity</p>	<p>4C. Embedding a digital workplace and the role of tech in creating more inclusive organisations</p> <p>Driven by Covid-19, the abrupt shift to remote working has permanently altered the way we work. This session will reflect on the practicalities involved with embedding a digital workplace and why now is an opportune time to embed digital skills and literacy throughout the workforce. We will also address how leaders can navigate the challenges involved with adapting to hybrid working models and how tech might be used to bridge the gap between different parts of the organisation to enhance organisational culture, improve diversity and inclusion and drive sustainable growth.</p> <p>Liz O'Neill, head of technical development, Charities Aid Foundation and technical leadership coach</p>
14:50	Transit time		
14:55	<p>5A. Meet the funders</p> <p>The impact of the pandemic and a cost-of-living crisis has created a plethora of societal problems which has increased demand and pressure on UK charities, and in turn their need for funding. The trust fundraising climate is tougher and more saturated than ever. On the other side of the fence, trusts and foundations are being challenged on how they are managing grants as well as issues of accessibility and equity in funding. Join this session to hear directly from grant makers if/how their funding decisions are evolving in an ever-changing world.</p> <p>Chair – Carol Akiwumi, founder, Money4YOU</p> <p>Panellsits – Mark Purvis, deputy director for England, National Lottery Community Fund and Sam Grimmett-Batt, funding director, City Bridge Trust</p>	<p>5B. Macmillan Cancer Support case study: Growing legacies through digital and new media</p> <p>The coming years present a huge opportunity for legacy giving, as we are on the brink of the biggest intergenerational wealth transfer of all time. Macmillan Cancer Support has launched a refreshed strategy, recognising the changing fundraising landscape and the importance of investing for the future. In this session, Helen Hamer will share some learnings from both tried and tested channels and new campaigns, as well as reflecting on the evolving role of digital and new media to acquire new legacy supporters.</p> <p>Helen Hamer, Senior Legacy Marketing Manager, Macmillan Cancer Support</p>	<p>5C. Cybersecurity in focus – safeguarding your charity from harm</p> <p>According to the National Cyber Security Centre (NCSC), malware (including ransomware) is the biggest threat to British organisations, with attacks becoming increasingly sophisticated and targeted. This hands-on session will consider the level of risk for charities operating in an increasingly digital landscape and explore practical steps you can take to help protect your data or sensitive information, and mitigate the risk of attack.</p> <p>Tarquin Folliss, vice-chair, SASIG Events - The Security Awareness Special Interest Group</p>
15:35	Afternoon refreshment and networking break		
16:00	<p>Fundraising regulation for the future: looking ahead to 2027</p> <p>Gerald Oppenheim, chief executive, Fundraising Regulator</p>		
16:20	<p>Closing keynote: Mechanisms for building global movements – lessons from the American Cancer Society</p> <p>In 1985, Gordon Klatt, a surgeon from Washington spent 24 hours on a track, inviting friends to run or walk alongside him through the night and raised \$23,000 for the American Cancer Society. This was the beginning of Relay For Life. In this inspiring keynote, Iris Pendergast will share her experience of building Relay For Life from a community-based fundraising event in Spokane Washington with one man running around a track into a global movement. Today, more than 5,000 events are held in over 26 countries and 6 continents annually. Iris believes that organisations of any shape or size can harness their community as a powerful force for support, and that today more than ever, charities must find new ways to move their supporters from interest to action.</p> <p>Iris Pendergast, Managing Director, Global Relay For Life, the American Cancer Society</p>		
16:50	Chair's closing remarks		
17:00	Networking reception		

QUICK REGISTRATION

	Super early-bird (before 16 December 2022)	Early-bird (before 27 January 2023)	Final release tickets (after 27 January 2023)
Charity delegate	£150.00 + VAT	£199.00 + VAT	£249.00 + VAT
Charity team ticket (up to four places) *Limited quantity available*	£450.00 + VAT	£599.00 + VAT	£649.00 + VAT

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The conversations you can't miss

“ This was my first fundraising conference, and it was a great experience. Speakers were generous with their examples, and everyone was friendly and approachable. ”

Debbie Bentley, Wiltshire Wildlife Trust

“ Really nice to gather with other people from charities around the country and hear what people have been doing. ”

Karen Pugh, Wiltshire Community Foundation



“ Good range of topics and speakers across digital and fundraising. ”

Marcus Gregar-Rive, Child Hope

“ I really enjoyed the day. Very informative and a chance to network. ”

Riana Brown, Daughters of Charity Services

SPEAKERS INCLUDE

