

# ELEVATE

TAKE YOUR FUNDRAISING  
TO THE NEXT LEVEL

12.03.2025

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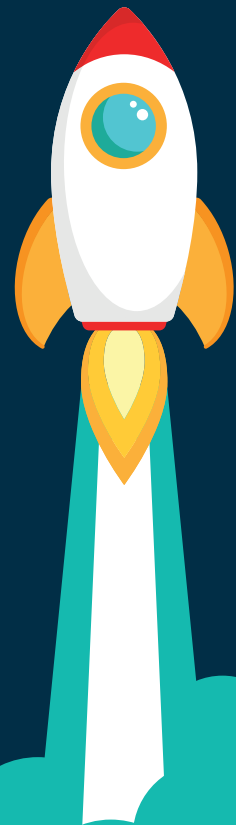
- 🚀 Funding and partnerships
- 🚀 Digital marketing and cutting-edge campaigns
- 🚀 People and planet
- 🚀 Tech trailblazers

Presented by

**Fundraising**  
*magazine*

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**Stephen Cotterill**  
Editor,  
Fundraising Magazine

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Presented by

**Fundraising**  
magazine



**Jenni O'Donovan**  
Events director,  
Civil Society Media



**Rob Preston**  
News editor,  
Civil Society Media





We are delighted to invite you to ELEVATE, a conference designed to help charities like yours rise to today's challenges with fresh ideas, bold strategies, and cutting-edge innovation. Our sector is facing unprecedented pressures; a funding crisis, recruitment and retention struggles, declining fundraising revenue, and increasing demand for services. At the same time, fundraising teams must keep pace with rapidly evolving technology, social media, and digital tools – all while addressing critical issues of donor trust, acquisition, and retention.

At ELEVATE, we'll explore how charities of all shapes and sizes are navigating this landscape and driving success. The day will feature inspiring case studies, including Oxfam GB's hard-hitting legacy campaign, Bloody Good Period's taboo-breaking approaches, and innovative examples of corporate partnerships that deliver mutual benefits. Through these sessions and more, you'll gain actionable insights and practical tools to tackle today's challenges and build a more sustainable future for your organisation.

**We hope you and your team will join us for what promises to be an inspiring and transformative day. Let's come together to embrace change, spark innovation, and take fundraising to the next level.**

# ELEVATE 2025 is a Net-Zero Event

As event organisers, we at Civil Society Media are on our own journey to a sustainable future. We have calculated the carbon footprint of this event and implemented several measures to reduce it, including:

-  **Offering a fully vegetarian menu throughout the day.**
-  **Selecting a venue which is the first and only royal college to achieve The Carbon Trust Standard, the world's leading independent certification of an organisation's achievements in reducing environmental impact.**
-  **Going paperless—our event app will provide the programme, presentations, and delegate list, replacing traditional printed materials.**
-  **Using fully recyclable badges—please hand in your badge and lanyard at the end of the day so they can be recycled and reused.**

We are continually working to monitor and reduce our environmental impact. We have offset the remaining emissions of this event by investing in a carbon offset scheme. We have partnered with an ICROA-accredited organisation, ensuring that only certified carbon offsets from internationally recognised registries are used to meet the highest standards of environmental integrity. Civil Society Media has chosen to support the Mataven Jungle Indigenous Guardianship Project which protects biodiversity and preserves cultural heritage in Columbia.

## What do past attendees say?

"A great opportunity to meet with other charities and learn from each other. Lots of ideas and takeaways to figure out how to move forwards."

"Inspiring and reinvigorating. Very well organised and really importantly right now, reasonably priced too. Thank you"

"A great opportunity to dive into fundraising excellence with knowledgeable experts, well worth your time and investment."

"The perfect event for fundraisers across the board who want to develop their current fundraising strategy and for those who want to build on this. A great array of content which provides the opportunity to spark great ideas!"

# Programme

08:45 Registration and networking

09:20 Chair's welcome – **Stephen Cotterill**, editor, Fundraising magazine

09:30 **Opening panel: Who are the disruptors?**

The future of fundraising is being reshaped by disruptive trends that challenge traditional models and open new opportunities. This keynote will explore the impact of emerging technologies, the evolving landscape of cross-sector collaboration and competition, the rise of reimagined philanthropy, and the influence of a new generation entering the workforce. Join us for a thought-provoking discussion on how these forces are redefining donor engagement, innovation, and the future of giving.

**Panellists** – **Louise Armstrong**, transitional executive director, Thirty Percy, **Prateek Buch**, head of collective intelligence, Policy Lab UK, **Sanj Srikanthan**, chief executive, Shelterbox, **Essie North**, chief executive, Big Change

10:15 Transit time

**Stream A – Funding and partnerships**

Chair: **Rob Preston**, news editor, Civil Society Media

**Stream B – Digital marketing and cutting-edge campaigns**

Chair: **Lea Legraien**, senior reporter, Charity Finance

**Stream C – People and planet**

Chair: **Jenni O'Donovan**, events director, Civil Society Media

**Stream D – Tech trailblazers**

Chair: **Ian Allsop**, contributing editor, Charity Finance

10:25 **1A. Beyond the bottom line: Behind the scenes of Mind's corporate partnerships**

Gain exclusive insights into Mind's corporate partnerships strategy, featuring lessons learned from high-profile collaborations with Netflix, Asics, and Buxton. This session will share both the successes and challenges of building partnerships that balance risk and innovation while driving awareness and fundraising. Discover how creativity and a 'blank sheet' mindset - where both sides are open to new possibilities - have been pivotal in creating impactful initiatives. Through transferable examples, discover how Mind is navigating the complexities of aligning partnership goals with its mission to make a meaningful difference in mental health.

**Andrew Berrie**, head of corporate partnerships, Mind

**1B. Charity rebrands: An important fundraising investment?**

Charities can spend thousands of pounds changing their name and visual branding but is it worth the investment? In this session, two charities share the reasons and strategy behind their recent rebrands and how they expect their new identities to deliver. National anti-poverty charity Trussell recently shortened its name and changed its logo as part of efforts to become more accessible. Meanwhile, Survivor Space Oxfordshire found its previous name was proving to be a barrier to some potential funders. With contrasting budgets and ambitions, leaders from both charities share their rebranding stories so far.

**Lauren Kendall**, chief executive, Survivor Space Oxfordshire and **Emma Revie**, chief executive, Trussell

**1C. Unlocking talent: How Maudsley Charity recruits, retains, and champions a diverse workforce**

We are in the midst of a charity recruitment and retention crisis, with a shortage of skilled candidates, salary dissatisfaction, lack of career progression and burnout all cited as key issues. Maudsley Charity has actively overhauled its recruitment and induction processes, with a sharp focus on advertising for diversity, recruiting for potential not perfection, identifying emotional intelligence and employee engagement. As a result, they are attracting engaged, high-performing people. Join this session to gain insight into the processes they employ and take away practical examples and templates to assist wherever you are on your own journey.

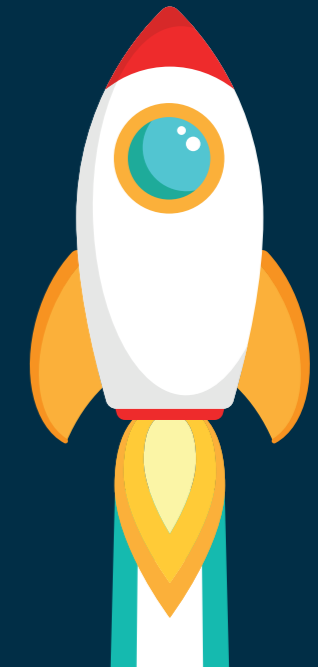
**Tanya Sutton**, business support manager and **Elvira Morrison**, director of fundraising and communications, Maudsley Charity

**1D. Fuelling Impact: Harnessing data to empower your AI journey**

In today's fast-paced digital world, charities are turning to artificial intelligence (AI) to amplify their missions, streamline operations, and deepen their community impact. But what's the secret ingredient to successful AI adoption? Data. Join us for an insightful session on how clean, well-organised and actionable data forms the foundation of an effective AI strategy. Discover how tools like Microsoft Copilot can simplify complex tasks, supercharge team productivity, and open up new possibilities for innovation. From AI beginners to seasoned adopters, this session is packed with practical strategies to maximise your charity's potential.

**Tory Cassie**, director of non-profit and **James Glover**, chief technology officer, mhance

11:05 Morning coffee and networking





# Programme

11:35

## 2A. From prospects to partners: Qualifying your major gifts caseload

Talking to donors who don't want to engage is exhausting and disheartening. Yet most caseloads are filled with donors who have made it clear they don't want a personal relationship with your organisation. This workshop will teach you a proven, relationship-driven approach to build a caseload of donors who genuinely want to connect with your organisation. You'll gain tools to identify and qualify donors more effectively and start crafting actionable next steps to strengthen your major gifts programme.

**Andy Milligan**, managing director, Veritus UK & Europe

## 2B. Digital acquisition - unlocking the power of multichannel strategies

In an increasingly challenging economic environment, finding and engaging prospective supporters is more difficult than ever. This session explores how charities can stay ahead by blending the strengths of digital and offline channels to create optimised, multi-channel campaigns that drive results. It will include practical tips for identifying the best possible prospects including building a model on clean, accurate, client data and then adopting a contact strategy across multiple channels (DM, Display, Meta). Learn how to navigate the complexities of digital acquisition while leveraging traditional offline methods, like direct mail, to amplify your reach and build meaningful connections with your audience.

**Tony Munday**, head of digital and **Dean Standing**, chief revenue officer, Sagacity

## 2C. The rise of the flexible fundraising event: MAP case study

Post-pandemic, fundraising events are shifting to meet evolving participant expectations and organisational goals. Medical Aid for Palestinians (MAP) has successfully adapted by creating flexible and innovative walking challenges. This session will delve into how MAP has been using virtual mapping tools to create engaging, accessible participant experiences that link their challenge directly to their mission, driving donor engagement and raising vital funds. Attendees will learn how this approach has strengthened supporter connections, expanded participation, and demonstrated the impact of their work - highlighting the potential of adaptable, cause-driven events as a cornerstone of a successful fundraising strategy.

**Daniel Lefevre**, senior account manager, Enthuse and **Zahra Yassine**, community and challenge events manager, Medical Aid for Palestinians (MAP)

## 2D. Navigating AI in fundraising: Balancing innovation and integrity

AI is now part of our daily lives, from tools like ChatGPT to the AI built into CRMs and email systems. For fundraisers, managing these tools effectively is essential to maintaining the public trust. Mismanaging AI could lead to a loss of this trust - and with it, vital fundraising income. This session will highlight the key questions to ask, the rules to follow, and how to develop an AI policy that aligns with your charity's values. We will cover AI transparency, regulatory requirements, and the importance of data quality. Whether you're new to AI or using it regularly, this session will be relevant to you.

**Stephen Shirres**, fundraising governance & compliance manager and **Stacey Wood**, associate director of customer, Cats Protection

12:15 Transit time

12:25

## 3A. Trust over transactions: Navigating funder relationships in a resource-strapped sector

The reality of the current funding landscape is challenging; oversubscribed programmes, funders pausing grantmaking due to a surge in applications and the overall need for funds far outweighing the available resources. The relationship between grantor and grantee is more crucial than ever to sustain support, leverage influence and maximise impact. Join this session to hear directly from the funder on the importance of thinking beyond the financial transaction to unlock ancillary benefits and cement an effective partnership.

**André Clarke**, director of charity development, Lloyds Bank Foundation

## 3B. Periods, puns and power moves: Constructing bold campaigns to drive change

Join this session to discover how Bloody Good Period's bold Halloween and Christmas campaigns redefined conversations about menstruation. The 'Periods Unmasked' campaign used humour and bold visuals to challenge stigma and elevate awareness, paving the way for the 'Festive Period' campaign, which turned this momentum into impactful fundraising. In this session, discover the strategic drivers behind these campaigns, including the use of humour to reclaim space and power, the importance of lived experience in effective storytelling and the art of balancing awareness with actionable fundraising asks.

**Jo Atkins-Potts**, head of campaigns and communications, Bloody Good Period

## 3C. Give to Go Green: Empowering volunteers and local communities to fund the Church of England's net zero vision

The Church of England's ambitious goal to achieve net zero by 2030 involves more than just top-down directives and large-scale funding. With over 32,000 buildings under its stewardship, including churches, schools, and offices, the church is turning to its greatest resource - its communities - to help bridge the funding gap. From the culture change and upskilling required to adopt new technologies through to techniques for mobilising widescale grassroots support, join this session to learn more about the challenges and successes behind the "Give to Go Green" initiative.

**Helen Simpkins**, national fundraising advisor, National Church Institutions of the Church of England

## 3D. Fundraising for the ages: Data insights on generational habits and preferences to drive your success

How can we understand and harness the giving habits of different generations to drive social impact? With rapid changes in the fundraising landscape—like AI and digital-first approaches—charities face new opportunities and challenges, especially in a tough economy. Digital adoption is essential, but knowing your supporters is key. This session will explore fundraising trends and generational giving habits, focusing on the unique preferences of Gen Z, Millennials, Gen X and Boomers. By understanding what drives engagement—whether impact, efficiency, or trust—you can better connect with supporters to advance your mission.

**Rebecca Williams**, principal customer success manager and **Asher Ozdemir-Simpson**, enterprise account director, Blackbaud Europe & Pacific

13:05 Lunch

14:05

## 4A. Unlocking grassroots potential: Innovative grantmaking for small charities

The charity sector faces an ongoing funding crisis that has hit small charities especially hard, forcing many to close or scale back essential services. In this context, Mary Rose Gunn, founder of The Fore, leads a movement toward more sustainable funding by providing small charities with unrestricted grants and skills that support long-term impact and resilience. In this session, she will share insights on how flexible funding models can help small organisations weather financial challenges and continue driving meaningful change at the grassroots level.

**Mary Rose Gunn**, founder and chief executive, The Fore

## 4B. Where legacy meets brand: Creating campaigns that endure

Explore the journey behind Oxfam GB's first major legacy campaign, including its groundbreaking TV ad. In this session, we'll unpack how the campaign navigated sensitive yet powerful messaging, such as the use of the word 'fight', while aligning with the charity's wider decolonisation efforts. Learn how authenticity became the cornerstone of this legacy ask, framing it as a bold and enduring act of support - a final fight for justice and a symbol of immortality for supporters. Hear how the campaign's insights and successes have not only driven meaningful results but also influenced Oxfam GB's broader brand strategy. This is a must-attend for anyone looking to create legacy campaigns that inspire and resonate.

**Sinem Bilen-Onabanjo**, head of legacy engagement, Oxfam GB

## 4C. The role technology is playing to supercharge engagement and fundraising potential within volunteer communities

Volunteering communities are the backbone of many charities, providing essential support that extends far beyond donated time. In today's challenging fundraising landscape, connecting with and mobilising supporters is more critical than ever. This session will share a real-life example of a charity that has been using Rosterfy's innovative mobile app to revolutionise volunteer engagement, driving deeper connections, and unlocking new fundraising potential. Join us to understand how technology can be used to amplify volunteer engagement, creating a ripple effect of greater reach and impact.

**Sam Bennett**, head of sales UK, Rosterfy and **Jacqui Gavin**, special events volunteer manager, WaterAid

## 4D. East Anglian Air Ambulance case study - Using real-time data to drive fundraising and engagement growth

East Anglian Air Ambulance is leading the way as the first UK air ambulance service to harness live mission data, transforming it into a powerful fundraising and engagement tool. By enabling supporters to make micro-donations, they are turning the service's taskings into personalised donor experiences. This innovative approach connects mission impact directly to supporters' passions, setting a new standard for fundraising in the digital age. Discover how this pioneering initiative is reshaping donor engagement, demonstrating the untapped potential of data-driven storytelling to foster deeper connections and drive meaningful support.

**Stacey Addison**, individual giving lead, East Anglian Air Ambulance, **Simon Judd**, head of individual giving and supporter engagement, East Anglian Air Ambulance and **Ludwig Trotter**, founder and chief executive, IfGive

# Programme

14:45 Transit time

14:55

## 5A. Unpacking accessibility: The win-win of Scope and Evri's partnership

Discover the power of mutually beneficial corporate partnerships as Scope and Evri join forces in a 3-year collaboration focused on meaningful social impact. In this session, we'll outline our shared vision to improve accessibility for disabled consumers, couriers, and colleagues. With an initial £125,000 commitment from Evri, this partnership will drive an in-depth audit and staff training programme to ensure lasting change. Join us to learn about our phased approach and ambitions for the future to maximise co-branding, retail opportunities, fundraising and shared reach. Ideal for those invested in accessibility and developing impactful partnerships.

**Grace Coffey**, key partnership lead, Scope and **Jacob Webb**, senior PR manager, Evri

## 5B. LinkedIn: Exploring a shifting social media landscape

Recent controversies surrounding X (formerly Twitter) - from sweeping changes in content moderation to shifts in user demographics since Elon Musk's acquisition - have left many charities questioning their social channel strategy. This session will explore how LinkedIn is emerging as a powerful alternative for charities seeking stability and credibility in their social media presence. We'll delve into how LinkedIn's emphasis on peer to peer storytelling, individual engagement, and professional networking positions it as a vital platform for outreach, lead gen and relationship building. Join this session for practical advice on how to leverage LinkedIn's audience as part of your content strategy.

**Athar Abidi**, head of social media and **Izzy Boulton**, senior social media officer, Cancer Research UK

## 5C. Flying solo: Navigating the challenges of DIY fundraising

The reality is that many charity fundraising teams consist of a single person. This session will explore the unique challenges faced by solo fundraisers, from managing limited resources to juggling multiple responsibilities. We'll discuss practical strategies for maximising impact with minimal support, staying motivated, and building a personal network to overcome the isolation that often accompanies DIY fundraising. Join our panel to learn tips, share experiences, and find new ways to thrive as a one-person fundraising powerhouse!

**Chair - Janine Williams**, national challenge events and development manager, Phab

**Panellists - Shofa Miah**, founder, Ashok's Vision International, **Charlotte Di Lullo**, director of development, Capital Theatres

## 5D. Maximising donations in a cashless society

As the UK continues its transition to a cashless society, charities of all sizes must adapt and streamline their donation processes to maintain and grow their fundraising opportunities. The use of Near Field Communication (NFC) technology for digital payments is growing day by day. This session will explore how this cutting-edge payment technology is transforming donation collection and gift aid management. Featuring a case study from Bolton Wanderers FC in the Community, we'll showcase how NFC technology can empower corporate supporters, reduce costs, enhance the donor experience, and streamline data management. Learn practical strategies to increase income, simplify operations, and maximise impact with innovative, affordable, hardware-free solutions.

**Richard Bradley**, chief executive, Accept Cards Ltd, **Alastair Petrie**, managing director, BMC Azurri and **James Mullin**, charity fundraising consultant

15:35 Afternoon coffee

15:55

## Plenary: Navigating the new Code of Fundraising Practice

Join the Fundraising Regulator for an essential overview of the updated Code of Conduct, designed to support transparency, integrity, and trust in fundraising practices. This session will outline key changes, explain their impact on fundraising operations, and offer guidance on compliance to help you and your team uphold high standards and public confidence.

**Paul Winyard**, head of policy, Fundraising Regulator

16:20

## Closing keynote: The Love Project - How compassion and connection drive donor engagement and wellbeing

Relationship fundraising, a term first introduced to the sector over 30 years ago has evolved in how it is understood and employed by fundraisers. This session will present the latest research by the Institute of Sustainable Philanthropy examining how different forms of love - compassionate and companionate - can transform the donor experience. Professor Jen Shang will draw on research and practical examples to discuss how identity, connectedness, and communication shape feelings of love, impact donor wellbeing, and influence future giving. Discover how even small changes in messaging can deepen supporter relationships, elevate donor engagement and unlock greater philanthropic potential.

**Jen Shang**, professor of philanthropic psychology, Institute for Sustainable Philanthropy

16:55 Chair's closing remarks

17:00 Drinks reception

# QUICK REGISTRATION

	Super early-bird (before 20 December 2024)	Early-bird (before 07 February 2025)	Final release tickets (after 07 February 2025)
Charity delegate	£150.00 + VAT	£199.00 + VAT	£249.00 + VAT
Charity team ticket (up to four places) * <b>Limited quantity available*</b>	£450.00 + VAT	£599.00 + VAT	£649.00 + VAT
Fundraising subscriber rate (applies to direct subscriptions through Civil Society Media only)	£99.00 + VAT	£164.00 + VAT	£224.00 + VAT

Delegate name	Position	Email	Your sessions (write letter A-D in box provided)
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Position \_\_\_\_\_

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