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Fundraising LIVE

in association with *Fundraising Magazine*

07.02.2019
ILEC Conference Centre, London

- Is "fundraising" dead?
- What lessons can fundraisers learn from BAME mentoring?
- What does the perfect grant application look like?
- How can you disrupt the sector?

Headline

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Fundraising LIVE

07.02.2019

ILEC Conference Centre, London

I am delighted to announce the agenda for Fundraising Live 2019, returning in its fourth year as the place fundraisers come to share experience, ideas and successes. The past year has been one of great change, with regulatory updates and ongoing battles to restore public trust in charities following various safeguarding and fundraising scandals. Nevertheless, across the sector we can find examples of organisations turning these challenges into opportunities to improve quality, delivery and efficiency.

This year's programme demonstrates how many charities are disrupting the established order to innovate and build confidence. Our speakers will discuss how they are changing what they do to place the supporter at the centre of their strategies, building productive and inclusive fundraising teams, and using technology to revolutionise the supporter journey.

Join us to celebrate Plan International's ten-year anniversary with corporate partner Credit Suisse, learn how East Anglian Air Ambulance took their fundraising team to the next level, and access a step-by-step guide from British Heart Foundation explaining how to revolutionise your supporter engagement on a £30 budget. At Fundraising Live you will have ample opportunity to network with your peers during the speed networking session, interactive breakouts and with a complimentary drinks reception at the end of the day.

We look forward to welcoming you and your team to join us on 7th February for another inspiring and uplifting event.

Isabella Lewis,
Conference producer, *Civil Society Media*

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Accredited cpd Centre

20+ expert speakers

16+ sessions

235+ attendees

6 networking sessions

PAST ATTENDEES INCLUDE:

- Arthritis Action
- BetterNow
- Born Free Foundation
- Baptist Union of Great Britain
- Cats Protection
- East Anglian Air Ambulance
- Fostering Network
- Girlguiding UK
- Great Ormond Street Hospital Children's Charity
- Guide Dogs
- London City Mission
- Mind
- Nottingham University Hospitals Charity
- NSPCC
- Plan International
- Royal Parks Foundation
- RSPB
- Send A Cow
- Shelter
- Teenage Cancer Trust
- Toybox Charity
- WaterAid
- World Horse Welfare
- And many more...

PROGRAMME

In order to improve your delegate experience and guide you to the discussions most relevant to your work, each charity speaker is marked according to income size as follows:

SMALL under £5 million MEDIUM £5-20 million LARGE £20-100 million MAJOR over £100 million

08:30 Registration, refreshments and networking

09:15 Chairperson's welcome: **Stephen Cotterill**, editor, *Fundraising Magazine*

09:20

Is "fundraising" dead?

Plenary presentation

- Looking to the future of supporter engagement and donor relations
- Exploring the way British Red Cross is putting people, not money, at the centre of its strategy
- Examining the language we use and how it impacts the way we engage with supporters and raise money

Paul Amadi, chief support officer, British Red Cross MAJOR

10:00 **Speed networking:** a unique opportunity to break the ice, meet new people and make more of those valuable connections early in the day! Take just 3 minutes to introduce yourself and exchange contact info.

10:50 Networking and refreshment break

	Stream A - Strategy & teams Chair: **Stephen Cotterill**, editor, *Fundraising Magazine*	**Stream B – Supporter engagement & donor journey** Chair: **Gareth Jones**, editor, *Charity Finance*	**Stream C – Disruption & innovation** Chair: **Hugh Radojev**, senior reporter, Civil Society Media
11:20	**1A. Improve employee retention and build a dynamic team of great fundraisers** Panel discussion • Understanding what drives great fundraisers to move job and what motivates them to stay • Keeping fundraisers engaged with the work of the charity • Supporting fundraisers to innovate, develop new skills, build confidence and problem solve **Karen Bolton**, head of community and events fundraising, marketing and innovation LARGE **Ikhlaq Hussain**, head of major gifts, Orphans in Need MEDIUM	**1B. A trust's perspective: Building the perfect grant application** Presentation • An overview of what trusts and foundations look for in applications from proposed grantees • Bringing the experience of the strategic consultation undertaken by the City Bridge Trust to inform its five-year review of its ways of working • Discussing examples of best practice in relationships between funders and grantees and suggestions as to how to create a transparent and efficient approach to grantmaking **Alison Gowman (Alderman)**, chair, City Bridge Trust MAJOR	**1C. CHOOSE LOVE: How a 3-year-old charity has made giving a lifestyle and instigated a new movement in humanitarian aid** Case study presentation • Keeping fundamental values at the core of fundraising • Gauging the motive and capturing the attention of young supporters • Building a ubiquitous brand through merchandise and influencers • How Help Refugees uses first and third party events in order to promote and fundraise for its cause **Philli Boyle**, head of events and community fundraising, Help Refugees MEDIUM
12:05	Transit time		
12:10	**2A. Story of success: Action for Children BAME mentoring** Fireside chat • What lessons can fundraisers learn from corporate mentors? • Why is it important to have development schemes specifically for people of colour? • What can schemes such as this do for the general wellbeing of fundraising teams? **Siobhan Corria**, head of inclusion, Action for Children MAJOR **Jaipreet Kaur**, philanthropy manager, All We Can SMALL **Justina Omotayo**, business development manager, Slaughter & May	**2B. The role of your personal brand in fundraising** Presentation • Establishing your individual fundraising identity • Building a personal network through social media • Maintaining the integrity of your organisation while using your stamp of originality • Turning your fundraising persona into income for your charity • Encouraging your supporters in the development of their own fundraising brand **Amy Petterson**, community fundraising relationship manager, Guide Dogs MAJOR	**2C. Transforming charitable funding and fundraising through digital** Presentation • Highlighting the potential of digital technology to connect grants, donations and fundraising activities • Assessing the influence of the fourth industrial revolution on fundraising • Forecasting how digital integration is driving fundraising change • Innovating to create a joined-up society, that consolidates the work of local and national charities, policy makers, volunteering networks, businesses and money to solve sector challenges **Ed Gairdner**, chief operating officer, The Good Exchange

12:50	Lunch		
13:50	**Innovation to accelerate growth and supporting the new fundraiser** Plenary presentation **Sandra Luther**, head of growth accounts, consumer solutions, JustGiving Blackbaud		
14:30	Transit time		

14:35	**3A. Using strong leadership to take fundraising teams to the next level**
	Case study presentation
	• Learning how to build and shape new teams - moving from a flat to a dynamic structure
	• Implementing the three Es in team development –
	  • Emotional intelligence
	  • Employee wellness
	  • Effective team working
	• Convincing trustees of the long-term benefit of employee investment
	Sarah Atkins, head of HR, East Anglian Air Ambulance MEDIUM
	Joanna Dew, director of fundraising, East Anglian Air Ambulance MEDIUM
		3B. Plan International & Credit Suisse celebrate 10 years of partnership
		Case study presentation
		• Managing ROI of corporate campaigns without compromising integrity of the mission
		• Keeping the partnership fresh and sharing short, and long-term objectives
		Sam Davies, head of major partnerships, Plan International LARGE
		Eva Halper, director, corporate citizenship, Credit Suisse
			3C. Turning stories into pounds and projects
			Presentation
			• Why WWF has invested in storytelling to boost the bottom line
			• How to tell stories that make people want to give
			• How to make supporters feel connected to the work on the ground in the digital world
			Kerry Blackstock, director of relationship marketing, WWF-UK LARGE
			Nicole Itano, director of media and content, WWF-UK LARGE

15:10	Networking and refreshment break		
15:40	**4A. Fundraising standards and accessibility** Presentation • Highlighting the motivation and benefits of improving accessibility to The Code of Fundraising Practice • Reviewing changes made to The Code of Fundraising Practice • Assessing the importance of setting strong fundraising standards **Gerald Oppenheim**, chief executive, Fundraising Regulator	**4B. Don't reinvent the wheel, just realign it** Case study presentation • Examining how Meningitis Now turned around the income of a declining community event • Operating on a budget • Reinventing an established event • Getting back to core values **Tracey Lee**, community fundraising & events manager, Meningitis Now SMALL	**4C. Revolutionising 'Thank You': how digital innovation can upgrade your supporter engagement for under £30** Case study presentation • Highlighting the benefits of using self-shot video for supporter engagement • Empowering your team to generate their own content and giving them freedom to publish it • Step-by-step instruction in the development, filming, editing and publishing of a video thank-you **Nikki Bell**, fundraising relationship manager, British Heart Foundation MAJOR
16:20	Transit time		
16:25	**Diversifying the way we work and fundraise** Plenary presentation • Diversifying income streams through local and international partnerships and philanthropic fundraising • Setting and achieving ambitious fundraising goals • Highlighting how diversity of individuals contributes to better and more productive fundraising teams **Jhumar Johnson**, director of development, The Open University		
17:00	Drinks reception		

QUICK REGISTRATION

	Early bird (before: 30/11/18)	Standard rate
Charity delegate	£199.00 + VAT	£249.00 + VAT
Charity team ticket (up to four places)	£599.00 + VAT	£649.00 + VAT
Non-charity delegate	£699.00 + VAT	£749.00 + VAT

Delegate name (inc. title)	Position	Email	Your sessions (write letter A-C in box provided)			
1.			1 (11:20) ☐	2 (12:10) ☐	3 (14:35) ☐	4 (15:40) ☐
2.			1 (11:20) ☐	2 (12:10) ☐	3 (14:35) ☐	4 (15:40) ☐
3.			1 (11:20) ☐	2 (12:10) ☐	3 (14:35) ☐	4 (15:40) ☐
4.			1 (11:20) ☐	2 (12:10) ☐	3 (14:35) ☐	4 (15:40) ☐

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The conversations you can't miss

"A great opportunity to network and share ideas with others in the industry. The talks were engaging and useful. I left feeling very motivated to grow our charity."
Katie Hale, Born Free Foundation

"My first time attending Fundraising Live and it was just great. Inspiring presentations and plenty of opportunity to meet other fundraisers, I've come away feeling refreshed with lots of new ideas."
Liz Gunson, Kidney Research UK

"Best fundraising conference there is. Most relevant subjects and more insights than other conferences."
Joanna Dew, East Anglian Air Ambulance

"I always hesitate at taking a day away from work to attend an event such as this but am a complete convert. It was an invaluable day and I have taken loads of ideas and wisdom away as well as having made some great contacts. Thank you!"
Jane Backlog, Magic Bus UK

SPEAKERS INCLUDE

HOW ACTION FOR CHILDREN WORKS
ALL WE CAN Methodist relief and development
Alzheimer's Research UK The Power to Defeat Dementia
British Heart Foundation
BritishRedCross
CITY BRIDGE TRUST
CREDIT SUISSE
DEMENTIA REVOLUTION JOIN. DISCOVER. TRIUMPH.
East Anglian Air Ambulance
Meningitis now
mind for better mental health
PLAN INTERNATIONAL