

CCP 2022 PROGRAMME

PROGRAMME

08.30 Registration, Informal Networking & GIC Opening Remarks

09.00 **Morning Chair's Opening Remarks**

Amy Whidburn
Group Head of Social Value
Pets at Home

EMPLOYEE ENGAGEMENT

09.10 **Employee Engagement Strategies To Extend & Embed The Partnership Into The Culture Of The Organisation & Boost Employee Participation – No Matter Where They Are Based!**

- With fewer opportunities for partnerships to come together and reengage people face-to-face what are creative approaches to maintain corporate employee motivation and engagement without overwhelming resources?
- What are the right digital comms to stimulate employee giving, volunteering, skill sharing and awareness?
- Gaming, digital fundraising, virtual sports challenges – explore new avenues beyond a Zoom quiz to engage all employees wherever they are!
- How can charities engage corporate employees around the common cause? And how can you benchmark results?

Síle Veasey
Corporate Responsibility Manager
St. James's Place Wealth Management

Kirsty Scarlett
Head of Community Engagement
Wessex Water

Penny Bryant
Director, Communications & CSR
Fidelity Investments

Becky Haywood
Senior Corporate Social Responsibility Manager
Greene King

Kirsty Lawson
Head of Partnership Management & Development
NSPCC

Emily Lever
Head of Corporate Partnerships
Marie Curie

09.40 **How To Fundraise When Cash Is No Longer King? In 2021 Only 7% Of Charitable Donations Were Made With Cash - Understand How Social Impact Companies Are Accelerating Innovation In The Sector To Ensure They Do Not Get Left Behind.**

- The GoodBox Story
- Fireside chat with Pret Foundation and a deep dive into the impact of contactless fundraising
- Pret Foundation fundraising challenges
- Why they partnered with GoodBox
- Fundraising, Learnings & Insights
- Learning and success stories throughout the journey
- Future fundraising plans

Jenell Rogers
Head of Customer Success
GoodBox

PURPOSE SPOTLIGHT: SUSTAINABILITY

09.55 **As Sustainability Becomes Increasingly Embedded In Corporate Culture, More Companies Are Articulating Their “Purpose” & Building Their Whole Strategy Around It. How Is The Corporate-Charity Partnership Landscape Evolving To Keep Pace?**

- What is meant by corporate “Purpose” and how is it changing how companies operate?
- Does this focus on “Purpose” have to dictate or limit the charity partners chosen?
- As an increasing number of businesses align their corporate strategy to the UN sustainability goals, what impact does this have on what corporates are looking for?
- The growing proliferation of B-Corps: what impact could this have on the corporate-charity partnerships space?

Michael Duncan
Head of Giving Strategy & Programmes | Sustainable Banking
NatWest Group

Dougy Palarm
Head of Partnerships & Fundraising
The Conservation Volunteers

10.15 Morning Refreshment Break With Informal Networking

BUILD STRATEGIC, MEANINGFUL PARTNERSHIPS: COLLABORATE SUCCESSFULLY TO DELIVER PARTNERSHIPS WITH NEXT-LEVEL IMPACT

10.45 **Hear How Disney And Its Charity Partners Used Bespoke Research To Inform & Lead Their Successful Strategic Partnerships Together – With A Focus On Impact Rather Than Output**

- Discover how Disney are uniquely positioned to build emotional resilience in children due to their signature Theory of Change research, undertaken with their four strategic EMEA charitable partners, which found that well-known Disney characters help build trust for children in anxious circumstances.

- Learn how the power of Disney’s storytelling and characters have inspired and created positive feelings and memories, helping build emotional resilience in children and young people.
- Understand how the research informs all the work Disney and its partners do together and how it enabled new collaborations to be formed between the charities themselves.

Sara Hanson
 Director of Social Responsibility
The Walt Disney Company EMEA

Jason Suckley
 CEO
Make-A-Wish UK

Andy Fletcher
 CEO
Together For Short Lives

Paul Giggall
 COO
MediCinema

Louise Parkes
 Chief Executive Officer
Great Ormond Street Hospital Children’s Charity

SUSTAINABILITY – CASE STUDY

11.10

- Why partner? From both NGO and corporate perspectives – what are the drivers, benefits, challenges and learnings of partnering?
- What trends are WaterAid seeing across our partners in this space? How are we integrating this knowledge capital into advocacy and collective action pathways?
- How does our partnership directly respond to the changing sustainability landscape, what have we done practically together and what have we learnt?

Celeste Mottahedin-Fardo
 Senior Corporate Partnerships Manager
WaterAid

Michael Alexander
 Global Head of Environment
Diageo

11.30 **The ABCs of AI in CSR**

- For non-profits to gain donors and raise more money, they have to adopt for profit sales and marketing principles
- When a non-profit aligns donor experience with consumer experience, it creates a valuable opportunity for for-profit companies to partner with them
- Stand Up To Cancer Case Study: Using modern technologies like AI, digital wallets, cookie-less data capture, and advanced analytics, corporations can enhance their CSR programs

without lift and non-profits can see greater support through their corporate sponsorship channel

Nic Miller
Director of Experience
Fundraise Up

CORPORATE PURPOSE

FLAG: PANEL

12:00 More Than Profit & The Shift From CSR To Social Purpose: How To Align Corporate-Charity Partnerships Around Corporate Vision & Values

- The shift from CSR to social purpose: how do we work internally to identify strategic needs and shape our corporate values and vision to be a cause-driven business
- To what extent will your company's purpose shape the charities you choose to partner with? Will new partnerships require a clear-cut link to the corporate goal or is there room for nuance?
- What criteria do we consider for an authentic values match?
- How can charities pivot to explicitly align with corporate core purposes and remain relevant to what is happening in the world now where there is not a "natural" fit?

Anna Cuskin
Senior Manager – Corporate Responsibility
Coventry Building Society

David Schofield
Group Head of Corporate Responsibility
Aviva

Craig Hall
Head of Corporate Charity Partnerships
Fujitsu in the UK

Simran Gill
Global Brand Manager, Domestos
Unilever

PURPOSE SPOTLIGHT – MENTAL HEALTH

12.30 COVID & Remote Working Has Shone A Spotlight On Wellbeing & Mental Health: What Does This Mean For Corporate-Charity Partnerships?

- What are the corporate and charity goals for partnerships built around mental health?
- Opportunities for corporates to improve charity reach and support their own staff via partnerships
- How can the focus on mental health at the moment help embed partnerships and create long-term success stories?

David Rowsell

Head of Community Engagement
Lloyds Banking Group

Katie Legg
Director of Strategy & Partnerships
Mental Health UK

12.50 Morning Chair's Closing Remarks

13.00 Lunch For Delegates, Speakers & Partners

13.20 **Informal Peer-To-Peer Discussions**

a) Thinking Outside The Box

Katie Cartwright
Senior Partnership Development Manager
Teenage Cancer Trust

b) Engaging Remote Charity Workers

Saul Heselden
Head of Corporate Partnerships
Stroke Association

c) Fundraising In A Cashless Society

John English
Charity & Community Manager
Costa Coffee

d) Pitching Best Practice Roundtable

Hannah Sanders
Head of Partnerships
Action Against Hunger

Katie Clough
Partnerships New Business Manager
Action Against Hunger

14.00 **Afternoon Co-Chairs' Opening Remarks**

David Schofield
Group Head of Corporate Responsibility

Aviva

Alex Lancaster
Director of Partnerships
WWF

14.10 **Bonus Session; Reserved For Exclusive Conference Partner - Blackbaud**

Rachel Hutchisson
Vice President of Global Social Responsibility
Blackbaud

PARTNERSHIP JOURNEYS – STRENGTHENING RELATIONSHIPS

14.25 **Maintain & Strengthen Relationships To Build Agility, Ensure Mutual Success & Secure A Long-Term, Impactful Legacy**

- How can we build agility into partnerships to mitigate uncertainty and increase the ability to pivot strategies and models and allow space for organisations to make changes without compromising the integrity of the programme?
- From CSR to employee engagement, how do we keep strong, two-way relationships going with the increased shift to home working?
- Home working appears to genuinely be the future! How can we successfully manage partnerships virtually?
- Digital fundraising, digital innovation digital volunteering... keep pace with the innovation in digital engagement – without breaking the bank!
- How to innovate to leverage partnerships to raise awareness around specific issues – partnerships are about more than just fundraising

Richard Martin
Social Investment Executive
Nationwide Building Society

Rachel Pierce
Senior Corporate Partnerships Manager
Shelter UK

PITCHING PANEL

FLAG: LIVE CHARITY PITCHES

14.45

Pitch Perfect

What Do Corporates Really Want From A Partnership? Live Charity Pitches To Corporate Judges

Pitching

Tamsyn Hanrahan
Head of Partnership Development

Save The Children

Jeremy Gould
Senior Corporate Partnerships Manager
Stroke Association

Panel

Jo Bottomley
Community Manager
Yorkshire Building Society

John English
Charity & Community Manager
Costa Coffee

Suzanne Roe
Senior Manager - Better Communities
Asda

15.15 Corporate Charity Events – It's Not Just About The Challenge

As the UK bounces back from the pandemic, 2022 is the year to get your teams together – to say thank you, and to give something back. In this session, Jan will discuss ways you can make corporate charity challenges work for you, and deliver mutual benefits for charities and companies.

Jan Smolaga
Business Development Manager
Action Challenge

15.30 Purpose Based Breakouts

- a) Poverty/Socioeconomic Disadvantage

Richard Donovan
Global Head of Social Innovation & UK&I Head of Corporate Responsibility
Experian

- b) Education

Alicia Billing
Senior Partnerships Manager
Save The Children

- c) Digital Divide

Nicola Oritis
Head of Communities, The Bigger Picture
Sky

15.50 Afternoon Refreshment Break With Informal Networking

16.20 **Developing Young-Person-Centric Partnerships For Impact**

Martin Howard
Senior Corporate Relations Manager
Barnardo's

Hilary Jenkins
Sustainability Business Partner
IKEA

PARTNERSHIP JOURNEYS - VOLUNTEERING

16.40 **Collaborate & Innovate For Value-Adding, COVID-Secure & Hybrid Volunteering**

Opportunities

- How can you relight the fire under in-person volunteering activities and what adaptations need to be made to ensure safety?
- Volunteer from home? What does that look like and how can it meet charity objectives?
- Thinking outside the box to keep volunteering fresh and find good pairings for charities where volunteering options aren't immediately apparent
- Create the right corporate environment to support volunteering and collaborate with charities to deliver value-adding options that corporate volunteers really want to participate in

Aimee Perry
Senior Corporate Volunteering Manager
Macmillan Cancer Support

Danielle Devine
Associate Director
CBRE

FUTURE LANDSCAPES

FLAG: PANEL

17.00 **If Corporate-Charity Partnerships Are To Thrive We Need To Anticipate Future Trends To Adapt & Survive**

- From multiple partners to virtual only to purpose-driven... what are the key emerging trends in partnerships and how can we adapt to remain relevant?
- With many partnerships being extended during COVID, how will the long-term landscape look in terms of goals, duration and the numbers of new partnerships on offer?
- What does the future look like with hybrid and home-working solidified into the day-to-day for many businesses?

Suzanne Roe
Senior Manager - Better Communities
Asda

Rachael Conroy
Senior Corporate Partnerships Manager
Movember

Kathryn Baddeley
Head of CSR
Cisco UK & Ireland

Steve Shutts
CEO
Astriid

Ranjeet Khare
Senior Manager - New Corporate Partnerships
RNIB

17.30 Afternoon Co-Chairs' Closing Remarks & Official Close Of Conference