**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 Giggal
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

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

  a)  Volunteering & Skill Sharing

  Toby Wyithe
  CSR Business Partner
  **Legal and General Retirement Institutional (LGRI)**

  b)  Thinking Outside The Box

  Katie Cartwright
  Senior Partnership Development Manager
  **Teenage Cancer Trust**

  c)  Engaging Remote Charity Workers

  Saul Heselden
  Head of Corporate Partnerships
  **Stroke Association**

  d)  Fundraising In A Cashless Society

  John English
  Charity & Community Manager
  **Costa Coffee**

  e)  Pitching Best Practice Roundtable

  Hannah Sanders
  Head of Partnerships
  **Action Against Hunger**

  Katie Clough
  Partnerships New Business Manager
Action Against Hunger

14.00 Afternoon Chair’s 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

Hiliary 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 Chair’s Closing Remarks & Official Close Of Conference