

The Win-Win Corporate Charity Partnerships Conference
Wednesday 12th October 2022
10 Union Street, London, SE1 1SZ



Welcome To The
Strategic, Win-Win Corporate Charity Partnerships Conference!

By Global Insight Conferences



Registration, Informal Networking & GIC Opening Remarks

08.30 – 09.00

Morning Chairs' Opening Remarks

09.00 – 09.10

Sinéad Donogue, Head of Corporate Partnerships, **Alzheimer's Society**

Michael Duncan, Head of Giving Strategy & Programmes, **NatWest Group**

Mutually-Beneficial Partnerships In The New Normal - Double Perspective

**Grow Together: Share & Exchange Your Passion, Talent & Capabilities
Strategically To Achieve Long-Term, Win-Win Corporate-Charity Partnerships**

- Shape partnerships around strategic objectives and long-term vision to make sustainable improvements with real, tangible impact
- Deepen your pro-bono ties: share talents and develop skills-based volunteering opportunities to resolve organisational challenges, engage employees, expand your activities and increase the efficiency and outcomes of your partnership
- Tap into the hearts and minds of your stakeholders to reset and re-evaluate goals as time goes on for long-lasting, always-relevant initiatives with a legacy of success
- Seeking out synergies: strategically target government bodies, third-party allies, and commercial stakeholders to maximise the purchase and impact of your initiatives

09.10 – 09.30

Sarah Dayananda, Social Impact Manager, **John Lewis Partnership**

Mel Barry, Senior Communications Manager, **Home-Start UK**

09.30 – 09.50

Stacie June Shelton, Global Head of Education & Advocacy, Dove Self-Esteem Project, **Unilever**

Maha Tauseef, Corporate Partnerships Manager, **Unicef UK**

The Hybrid Workspace: Connecting People & Causes – Q&A Panel

09.50 – 10.25

How Can We Engage Employees To Unlock & Harness The Energy & Appetite For Charity In A Place-Agnostic Working World?

- What do your employees care about? How to create storylines, narratives, communications and goals which truly resonate with your colleagues and increase participation and giving
- It's been too long! Bring remote-working colleagues together through social purpose with fresh partnership events that spread the love again
- Best tips and ideas on digital and hybrid or virtual event production: run activities that engage every employee and optimise experience without a prohibitive use of resources?
- Visibility in a fragmented social scene: how can you create emotional engagement, and promote active participation and connectivity beyond face-to-face interaction?

Nicola Oritis, Head of Communities, [Sky](#)

Louise Bittleston, Corporate & Community Fundraising Manager, [WWF-UK](#)

Jane Boulton, Zurich Cares UK Manager, [Zurich Community Trust \(UK\) Limited](#)

Richard Lee, Director of Fundraising, [Crisis](#)

Louisa Minter-Kemp, Corporate Sustainability & Communications Manager, [Schroders](#)

Svenja Duppenbecker, Community & Charity Partnerships Manager, [Heathrow](#)

Partnership Journeys: Aligning Purpose

10.25 – 10.45

Spark & Develop Purpose-Driven Partnerships Which Align Behind Shared Charity Missions & Corporate Causes For Truly Transformational Initiatives & Partnerships That Accelerate Progress

- When sharing funds and resources, how are corporates aligning with charity partners behind a common goal to deliver practically on their values?
- Purpose partnerships with pep: tell your story creatively and strike emotional chords to raise your partnership profiles and drive fundraising
- As resident experts in their field, how can charity partners best support and fulfil corporates' ESG and CSR goals – and benefit from their expanded reach to win over new supporters?
- Explore cause-related marketing opportunities to boost revenue, win new consumers and drive change

Jo Warner, Senior Director, Corporate Responsibility & ESG, [Asda](#)

Joanna Stewart, Director of Fundraising, [CoppaFeel!](#)

Lizzie Iredale, Associate Director, Corporate Partnerships & Engagement, [Breast Cancer Now](#)

Presentation By Conference Partner, People's Fundraising

10.45 – 11.00

How To Engage Employees To Deliver Maximum Charity Impact

In this session, you will hear from Nathan Pinkney, Chief Executive Officer at People's Fundraising, about how to engage employees to deliver maximum charity impact, with Blended Fundraising. Blended fundraising is a new paradigm in charity and corporate fundraising, increasing charity and corporate brand recognition, increasing employee and supporter engagement, and ultimately, increasing charity fundraising revenue.

Nathan will present the principles, benefits and an example of Blended Fundraising.

People's Fundraising is a UK based not-for-profit fundraising platform. People's Fundraising launched just under two years ago, supports over 3500 charities and is one of the fastest growing fundraising platforms in the UK.

Nathan Pinkney, Founder & CEO, [People's Fundraising](#)

Morning Refreshment Break With Informal Networking

11.00 – 11.30

Corporate Purpose – Q&A Panel

11.30 – 12.05

Re-Purpose Your Values For An Era Of Corporate Social Responsibility & Target Synergies In Your Third-Sector Relationships To Propel Change For Common Causes

- Reviving your raison d'être? How corporates are unlocking values, building their business vision and targeting charity partners selectively to live and breathe their goals
- Steps to success: establish the objectives and inspiring narratives that can secure engagement internally and externally around transformative corporate purpose
- The Gen-Z factor: with younger generations choosing jobs based on values, how can we set out what keeps the business relevant now and highlight company ethics during recruitment
- How can CSR and ESG teams raise awareness of third sector insights with internal stakeholders and further appeal to leadership on impact strategy?
- Purpose-driven alliances? Which charity partnerships big and small can unlock business challenges, bolster social initiatives, and propel success within well-honed ESG agendas?

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Katie Osiadacz, Head of Responsible Business (Interim), **TSB Bank**

Rachel Emms, Head of Strategy & Communications, Social Purpose, **ITV**

Amy McDonald, Sustainability & Social Innovation Manager, **Danone (UK & Ireland)**

Philippa Cornish, Head of Corporate Clients, **Charities Aid Foundation**

Presentation By Conference Partner, DotDigital

12.05 – 12.20

Partnership Journeys: Fundraising & Innovations

12.20 – 12.40

From Fragmented To New Friends & Fellowship: Raise The Cheer & With Fresh Approaches To Funding

- From inside the room to outside the box: invest in your long-term partners and capitalise on those deep relationships as a breeding ground for innovative schemes to boost giving
- Expand your fundraising landscape with promising digital avenues and newly responsive demographics to rally fresh support, boost revenue and chart your route to a resilient future
- Fundraising fatigue? Focus on the 'why' again... ignite appetite for involvement with creative messaging, plus exciting and inclusive experiences to engage your colleagues and communities in a diversity of giving opportunities
- Cut through the noise with immersive experiences: heed attention and empathy where they are most needed to boost fundraising figures

Amal Gomersal, Senior Vice President, Community Development, EMEA, **Citi**

Francesca Henbest, Corporate Partnerships Lead, **International Rescue Committee**

Presentation By Conference Partner, Action Challenge

12.40 – 12.55

Challenge Events – More Than Just A Walk In The Park

Outline: As we leave behind the days of the pandemic, and enter a new era with headlines dominated by the cost of living crisis, many CSR budgets are contracting – meaning every pound spent has to deliver even more value. Challenge events are just one of the options on offer for companies looking to support good causes, but they also offer more than just a way to get team physically active. Having reviewed outcomes for over 100 companies who have taken on a charity challenge event, Jan will share these results, and explain why a challenge event isn't just a walk in the park.

Jan Smolaga, Business Development Manager, [Action Challenge](#)

Morning Chairs' Closing Remarks

12.55 – 13.05

Lunch & Networking For Delegates, Speakers & Partners

13.05 – 14.05

Informal Peer-To-Peer Discussions

13.35 – 14.00

A) Volunteering & Skill Sharing

Amy Whidburn, Group Head of Social Value, [Pets at Home](#)

Amy Angus, Group Charity & Community Manager, [Pets at Home Foundation](#)

B) Fundraising & Payroll Giving

James Jackson, Head of Corporate Partnerships, [RSPCA](#)

C) Innovative Thinking

Martin Thornton, Partnerships Manager, [Epilepsy Society](#)

D) Overcoming Barriers To Innovation

Rachel Johnson, Senior Community Engagement Manager, [HS2 \(High Speed Two\) Ltd](#)

E) Cause-Related Marketing

Andrew Hunter, Senior Manager – Account Management, [Age UK](#)

Afternoon Chair's Opening Remarks & Peer-To-Peer Session Plenary

14.05 – 14.20

Jack Roper, Group Head of Sustainability, [Legal & General](#)

Pitching Panel: Pitch Perfect – Q&A Panel

14.20 – 14.55

The Nuts & Bolts Of Pitching Post-COVID: What Do Corporates Really Want From A Partnership? Live Charity Pitches To Corporate Judges

- As partnerships are frequently being extended, how do you differentiate to stand out from the crowd?
- Understand your audience! Tips to understand company visions and goals, team structures and accurately identify prospects
- How to secure your first meeting and engage them from the get-go!
- Virtual pitching 101: adapt your live tactics to pitch effectively online
- What do you want to hear? From storytelling, to reciprocal offers, to hard facts and figures – what is going to sell this partnership internally?
- Slick presentations can be created on a budget – but how?

Natasha Kwakwa, Global Head, Community Programmes & Impact, Group Sustainability, [Standard Chartered](#)

Jules Chalmers, Head of Aēsop Foundation, [Aēsop](#)

Laura York, Community Charity Manager, [Dunelm](#)

Yunus Bham, Senior Manager, Partnership Development, [Barnardo's](#)

Andrew Barnes, Senior Partnerships Manager, [Cancer Research UK](#)

Presentation By Conference Partner, Omaze

14.55 – 15.10

Disrupting Fundraising, Changing Lives, Delivering Impact - How Omaze & Its Charity Partners Are Making A Difference.

In this session you will hear from James Oakes, Chief International Officer at Omaze about how for profit fundraising is delivering incredible impact and income for its nationwide charity partners. In just over two years, since it came to the UK from the States, Omaze has raised over £7 million for good causes in the UK.

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James will be in conversation with Paul Glazier, Head of Corporate Fundraising at Alzheimer's Research UK - who will reveal how they approached delivering their successful partnership with Omaze. The charity will share its key learnings about its respective campaign and reveal its secrets for getting the best out of corporate partnerships.

- In conversation with Omaze and Alzheimer's Research UK
- Hear the story of one of the fastest growing fundraising platforms
- Learn about how Omaze worked with Alzheimer's Research UK to raise £1,000,000 in just a few months
- Explore the future of innovations in fundraising and why the sector needs it more than ever
- Find out how corporate partners can work effectively with charities

James Oakes, Chief International Officer, [Omaze](#)

Paul Glazier, Head of Corporate Partnerships, [Alzheimer's Research UK](#)

Fit-For-The-Future Partnerships – Q&A Panel

15.10 – 15.45

Embrace The Evolution Of Digital, Hybrid Working & The Momentum Of Deeply-Held Causes To Build Resilience & Continuity In Your Partnerships For Long-Term Success

- What is the recipe for successful, long-term relationships to unlock strategic objectives, sustainable development and leave a legacy of impact and change?
- Digital gains: harness the demographics coming of age online to foster participation and giving in this space and lay roots throughout this new social landscape
- Is inclusivity a central pillar of your charitable activities? How can you ensure your activities are truly open and welcoming to all and encourage people to take part on their own terms?
- Position your organisation and activities with an awareness of community needs to thrive within the Social Value Act and government funding initiatives

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Fiona Baxter, Giving Strategy & Programmes Manager, Sustainable Banking, [Natwest Group](#)

Hugo Sintes, Director of Corporate Partnerships, [The Big Issue Foundation](#)

Emma Williams, Associate Director of Fundraising (Acting), [RNIB](#)

Catherine Townson, Senior Partnership Manager, [Save the Children UK](#)

Presentation By Conference Partner, Raw London

15.45 – 16.00

When it comes to communicating your shared purpose, resonating with audiences is key. In this session, we'll explore the power of solution and audience-led creative campaigns. We'll share tips, trends and examples around:

- The impact of emotive, human-led storytelling for both charities and brands
- New ways for staff to engage with and fundraise for partner charities
- Overcoming challenges of integration across teams, channels and audiences
- Advice on making your content and production more sustainable

Ryan Wilkins, Founder & CEO, [Raw London](#)

Rob Jelly, Business Director, [Raw London](#)

Afternoon Refreshment Break With Informal Networking

16.00 – 16.30

Purpose Spotlight: Sustainability & Climate

16.30 – 16.50

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Pride & Practice: Extend Sustainability As A Core & Active Element Of Corporate & Third-Sector Day-To-Day Operations

- Adopt impact measurements in your charity work and initiatives to ride the ESG wave in corporates and energise partnerships around sustainable development goals
- Steering clear of green washing: where authentic partnering is bringing tangible benefits in the fight to safeguard the climate, the environment and biodiversity
- Circular economy? How cause related marketing, reuse cases and more are mobilising the public appetite and accelerating progress towards sustainable futures

Rob McCann, Head of Environment, Climate & Nature, [Virgin Media O2](#)

Emily Watson, Senior Creative Partner, [Hubbub](#)

Building Charity Brand Value – Q&A Panel

16.50 – 17.25

From Tech To Agents, From Infrastructure To Customer Demands: What Are The Building Blocks For The Contact Centre Of Tomorrow?

- Strike emotive appeals in internal and external comms, communicate clear social and environmental achievements and targets, and build brands with heart and impact
- With increasing social responsibility resting upon corporates, understand where charity brands and missions align to corporate purpose and hone your energies to maximise these narratives
- Share your reach! With cause-related marketing and other innovations, know the value of your brands, your public appeal and the commercial opportunities you can afford each other in partnership

Martin Wayman, Group Head of Corporate Responsibility, [FirstGroup plc](#)

Katie Cartwright, Senior Partnership Development Manager, [Teenage Cancer Trust](#)

Stephanie Bagworth, Senior Head - Corporate Partnerships, [The Prince's Trust](#)

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Trevor Reid, Director of Fundraising & Innovations, [Meningitis Now](#)

Afternoon Chair's Closing Remarks

17.25 – 17.30

Official Close Of Conference

17.30