

08.30 – 09.00 **Registration, Informal Networking & GIC Welcome**

09.00 – 9.10 **Morning Chairs' Opening Remarks**

Clare Mills, Corporate Fundraising Manager, **Dreams Come True**



Caroline Raines, Director of Corporate Affairs, **Compare the Market**



Strategic Partnerships On A Budget

09.10 – 9.30 **With The Cost-Of-Living Squeezing Budgets, How Can Corporates Reassess Their Funding To Work More Flexibly & Innovate Charity Partnerships For A Greater Impact Of Their Corporate Purposes & Giving Goals?**

- With charities feeling the squeeze, what more can corporates and high-net-worth donors do to support charities in this turbulent time?
- Objectively assess levels of investment to support pressing social issues which are being underfunded during the financial crisis for a clearer corporate purpose around selecting and funding charity partners
- Uncover effective methods to tap into the drivers concerning employees to actively support and advocate social causes important to your workforce and accelerate purpose-driven corporate partnerships
- Cost-effective, innovative solutions to make partnerships work better and overcome donation cuts to charities during periods of difficulty
- How can organisations maximise the use of social investment grants and loans to continue their charitable activities, stabilise funding and plan for future growth?

Ella Zamir, Strategic Brand Partnerships Lead, **Crisis UK**



Anna De Simoni, Strategic Partnerships Lead, **Crisis UK**



Wendy Gupta, Head of Strategic Partnerships, **Crisis UK**



Hybrid Fundraising

09.30 – 9.50 **In This New Landscape Of Fundraising, Encourage Even Remote Workforces To Participate In Charity Initiatives**

- Mobilise hybrid workers in a strategic way to feel part of the company's wider missions in fundraising that feels less 'tick-boxing' and more community changing
- How can charities work with corporates to confidently encourage virtual fundraising and engagement even during a cost-of-living crisis amongst a remote workforce?
- Explore the opportunities of digital fundraising as the new way of fundraising to develop your online presence and achieve winning engagement

Matt Case, Central Ops Manager, **Whitbread PLC**



Noriko Homma, Senior Partnership Manager, **Great Ormond Street Hospital Charity**



Corporate Insights – Panel Discussion

09.50 – 10.20 **Understand The Important Drivers Behind Selecting A Charity That Is Committed To Achieving Business Objectives & Deliver Meaningful Long-Term Results**

- What's on the horizon next for corporates in order to incentivise future partners?

- Which corporate communications and strategies are cutting through in order to attract higher corporate engagement and deliver a profitable difference through charity partnerships?
- As the shift from CSR to ESG accelerates – how can not-for-profits focus their messaging on the environment and climate that meaningfully captures shareholder missions around sustainable change and secure a win-win partnership for driving carbon offsetting?
- Review the feedback from corporate surveys and focus groups to effectively deliver a ‘high-value’ charity partnership or ‘charity of the year’ programme which will resonate with an organisation for increased buy-in and applications
- Choosing charities is about the impact organisations want to achieve on the business and wider communities, so how can charities structure their approach that will guarantee corporates pay attention and demand an exploratory meeting?

Anna Cuskin, Corporate Responsibility Manager, **Coventry Building Society**



Simon Bull, Manager, Sustainability & CSR, **Legal & General**



Yunus Bham, Senior Manager, Partnership Development, **Barnardo's**



Kirsty Scarlett, Head of Community Engagement, **Wessex Water**



Craig Hall, Head of Corporate Charity Partnerships, **Fujitsu in the UK**



10.20 – 10.50 Morning Refreshment Break With Informal Networking

Future Partnerships – AM Panel Discussion

10.50 – 11.20 Untap The Potential Of Business Growth Building An Inspiring & Impactful Corporate-Charity Partnership Can Have On Transforming The Workforce, Business Objectives & Environment

- Unearth ways to rethink the traditional ‘charity of the year’ model towards building partnerships that focus on delivering corporate-charity missions and money in equal measure
- Outline the criteria that will support your organisation’s integral principles, culture and vision for a fit-for-future charity partnership that resonates with donors and secures investment
- Develop an agile and flexible fundraising strategy that evolves with changing trends and demands of both the corporate and charity for a long-term relationship that delivers an impactful social value all year round
- Look to the future with the cost of living and the impact on financial wellbeing: from a corporate perspective how can organisations balance the importance of supporting staff while justifying important charitable donations?
- Global vs local partnerships – what emerging patterns are charities starting to see in order to inform senior corporate leaders about the direction of future investment in a rapidly changing world?

Adam Overlander-Kaye, Director of Fundraising & Community Engagement, **Jewish Care**



Jeremy Gould, Senior Corporate Partnerships Manager, **Stroke Association**



Daisy Wilson, Corporate Partnerships Lead, **Dementia UK**



Ravi Masih, Society & ESG Lead, **Severn Trent**



Nikki Ayrton, Charity Partner & Community Manager, **Leeds Building Society**



Sustainability & Climate

11.20 – 11.40 **Successfully Secure Charity Partnerships That Strengthen Your Organisation’s Commitment To Responsibly & Sustainably Protecting The Future Of Our Planet**

- Who are the most important players in terms of ESG charities to strategically allocate corporate funds?
- What are the hottest priorities on the ESG corporate-charity agenda? What do charities need to know about a business’ ESG mission to develop a mutually-beneficial partnership that influences decision making?
- How are industry leaders determining the difference between CSR and ESG and how can corporates (re)source their investment appropriately to create a meaningful environmental and social change?
- Top tips to combine your workforce with an ESG charity to bolster skills, resources and knowledge for collaborative environmental solutions that increase your sustainable impact

Roshini Johri, Head of ESG Analytics, Director, **HSBC**



Employee Engagement

11.40 – 12.00 **Encourage Higher Levels Of Staff Participation Within The Workforce For Stronger Fundraising Experiences Which Drive Charitable Giving Even With Remote Teams**

- Rethink fundraising strategies to engage and motivate staff working remotely so they feel included throughout the partnership journey
- Boost staff cohesion, morale and retention by involving and empowering staff to suggest their own charities that leaders can support for strengthened active engagement and higher workforce fundraising

- Celebrate staff generosity with regular reports and updates from senior leadership to ensure collaborative and consistent participation amongst workers so the campaign target is reached
- Consider the impact of matching funds can have on encouraging regular donations from staff in the most cost-effective manner that provides charities with regular income
- Discuss methods to work alongside charity partners and find opportunities to create inclusive experiences so staff can better understand the benefits that charitable giving can have

Penny Bryant, Director, Communications & CSR, **Fidelity Investments**



FIDELITY INVESTMENTS

The Corporate Charity Case Study With Co-op

12.00 – 12.20 **Case study: £8 million pounds raised, over 50 new services created, more than 12,000 people supported (so far) and 2 million conversations started around mental wellbeing – all powered by colleague engagement.**

Co-op shares the approach taken together with charity partners Mind, SAMH & Inspire that won the 2022 Business Charity Awards, Employee Engagement Initiative of the Year.

- Embedding the Co-op ethos and culture in our partnership to drive a focus on colleague engagement and empower our charity partners to engage with our colleagues
- Leadership and stakeholder management – Creating structures for meaningful and efficient colleague engagement to truly influence partnership direction
- Taking your colleagues on the partnership journey, gaining feedback, amplifying their voices and communicating impact
- From food to funeral care – ensuring our fundraising strategy can flex to different business needs and ensure everyone can take part
- Maintaining engagement in a pandemic and rethinking fundraising strategies post-lockdown
- Fundraising and mental wellbeing. Being ambitious with targets whilst ensuring engagement remains positive and avoiding fundraising fatigue

Katie Pauline, Charity Partnerships & Programmes, **Co-op**



Fay Jackson, Funding Partnerships Manager, **Co-op**



12.20 – 13.20 **Lunch For Delegates, Speakers & Partners**

13.20 – 13.30 **Afternoon Co-Chairs' Opening Remarks**

Jacqui Macdonald, CSR & Sustainable Development, **Boehringer Ingelheim**



Lucian J. Hudson, Director, Advancement, Marketing & Communications, **Durham University** // Chair, **Earthwatch Europe**



Partnership Journeys In Practice - Double Perspective

13.30 – 14.10 **Achieve Sustainable Growth With An Effective & Mutual Corporate-Charity Partnership To Transform Business Outcomes & Deliver True Social Impact**

- Explore an equal partnership in action where both sides are working together to deliver real, social impact for people
- Regular check-ins are vital in order to identify gaps between what's needed and what's offered to strengthen and deepen your relationship in the long-run
- Invest in open and honest relationships, review the importance of both sides investing time in understanding what the other has to offer in order to strategise how each can help the other
- Understand the importance in acknowledging the rewards and benefits from working with charities to support the wider company in developing its products and services for sustained growth

13.30 – 13.50 Lewis Jones, Corporate Partnerships Manager, **MOVEMBER** – Perspective 1



13.50 – 14.10 Yunus Bham, Senior Manager, Partnership Development, **Barnardo's** – Perspective 2



Charity To Corporate – Pitching Panel

14.10 – 14.40 **Live Charity Pitches To Corporate Judges For Long-Term Mutual Success**

- How can charities approach corporates to make sure they win high-value partnerships?
- Should charities reimagine their approach to inform the private sector which areas of the public sector are in desperate need of funding for partnerships that serve real social impact?
- How can charities market themselves sensitively when asking people to donate in order to remain relevant during a financial crisis?
- What are the types of charities and growing business trends corporates are leaning towards so charities can level up their communications to stand-out in a competitive market?

Samuel P.S. Williams, Private Sector Partnerships Lead, **Christian Aid**



Cassie Emanuel, Senior Corporate Partnerships Manager, **Natural History Museum**



Jo Bottomley, Community Manager, **Yorkshire Building Society**



Liz Hogan, Ethics & Sustainability Manager: Charities & Volunteering, **John Lewis Partnership**



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



14.40 – 15.10 **Afternoon Refreshment Break With Informal Networking**

Measurement & Impact

15.10 – 15.30 **Effectively Measure The ROI & Impact Of Your Partnership On The Wider Company, The Non-Profit Sector & The Community As A Whole**

- Explore ways your company and employees can work closely with charities to collaboratively collect, measure and report on results to drive forward charitable giving and employee engagement initiatives
- Set clear, realistic, shared goals that can be easily measured by both partners and specify who is responsible for delivering what in order to mutually accomplish desired outcomes
- Maximise employee surveys and fundraising data to evaluate if the non-profit partnership has changed employees' engagement and boosted donations
- Benchmarking for success! Develop an overarching strategy with your charity to tailor fundraising and volunteering programmes to your company's unique culture and interests

Samuel P.S. Williams, Private Sector Partnerships Lead, **Christian Aid**



Corporate Volunteering

15.30 – 15.50 **How Disney Can Incentivise The Next Generation Of Corporates By Exciting, Engaging & Encouraging Its Workforce To Volunteer**

- Sara Hanson, Director, Enterprise Social Responsibility and Tammy McFeggan, Director, Responsible Business from Disney's Corporate Social Responsibility team in Europe, Middle East and Africa discuss how, by aligning objectives with your charity partners, you can provide genuine volunteering opportunities that demonstrate the shared value in providing the skillsets and resources needed for social impact
- How having a strategic plan in your approach to short-term volunteering can be really meaningful. Hear from guests including Sophia Warner (Founder, Superhero Series) and Jason Suckley (Chief Executive, Make-A-Wish® Foundation UK) on how this has worked for their organisations

- Break the perception around volunteering being one sided by showcasing how it can boost staff morale, employee performance and productivity while also contributing to social impact

Sara Hanson, Director, Enterprise Social Responsibility, **Disney**



Tammy McFeggan, Director, Responsible Business, **Disney**



Sophia Warner, Founder, **Superhero Series**



Jason Suckley, Chief Executive, **Make-A-Wish® Foundation UK**



Future Partnerships – PM Panel Discussion

15.50 – 16.20 **Untap The Potential Of Business Growth Building An Inspiring & Impactful Corporate-Charity Partnership Can Have On Transforming The Workforce, Business Objectives & Environment**

- Unearth ways to rethink the traditional 'charity of the year' model towards building partnerships that focus on delivering corporate-charity missions and money in equal measure
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- Global vs local partnerships – what emerging patterns are charities starting to see in order to inform senior corporate leaders about the direction of future investment in a rapidly changing world?

Lilian Rose, Deputy Fundraising Director, Relationships, **Royal Mencap Society**



Richard Amos, Head of Corporate Partnerships, **Samaritans**



Chris Carter, Head of Partnership Development, **Great Ormond Street Hospital Children's Charity**



Craig Taylor, Senior Manager – Social Investment, **Nationwide Building Society**



John Hibbert, Head of Corporate Partnership Management, **Shelter**



16.20 – 16.30 **Afternoon Co-Chairs' Closing Remarks & Official Close Of Conference**