

The Strategic Win-Win Corporate Charity Partnerships Conference  
5<sup>th</sup> October 2023  
10 Union Street, London, SE1 1SZ



**Welcome to The Win-Win**  
**Strategic Corporate Charity**  
**Partnerships Conference!**

**Official Programme**

Please note that these timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

## Registration, Informal Networking & GIC Opening Remarks

08.30

## Morning Co-Chairs' Opening Remarks

09.00

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

Mhairi Sharp  
CEO  
**National Emergencies Trust**

## Building Resilient Partnerships During The Cost-Of-Living Crisis

09.10

### How To Drive Partnership Success & Promote Continual Growth During Times Of Crisis

- What are the characteristics of a resilient partnership?
- What daring ideas and strategies have partnerships implemented to overcome the challenges of the cost of living crisis?
- How can skills sharing and volunteering programmes offer deep value to partnerships?
- Defining success differently – moving away from a transactional partnership model

09.10 Isabel Oliveira  
Sustainability Manager  
**Santander UK Plc**

Hannah Clouter  
Senior Partnership Development Manager  
**Macmillan Cancer Support**

The Strategic Win-Win Corporate Charity Partnerships Conference  
5<sup>th</sup> October 2023  
10 Union Street, London, SE1 1SZ

09.30 Niki Ward  
Senior Program Manager, Amazon in the Community  
**Amazon**

Alicia Billing  
EU Lead Amazon Partnership  
**Save the Children UK**

**Employee Engagement In A New Era – Panel Discussion & Q&A**

09.50

**Reach & Engage Employees Wherever They Are & Embed Partnerships Across The Business With Innovative Strategies That Win Employees' Hearts & Minds In A New Age Of Work**

- With cost-of-living impacting employees across businesses, what innovative tactics can keep employees engaged in charity programmes when times are tough?
- Hybrid events are great for mass participation, but what steps can ensure that these translate into demonstrable value?
- How can partnerships and social value projects be utilised to develop social cohesion across teams?
- How can we ensure employees are switched on and engaged with partnerships when working in a hybrid or remote manner?

Laura York  
Community Charity Manager  
**Dunelm**

Sarah Bissell  
Deputy Director of Relationship Fundraising  
**Great Ormond Street Hospital Children's Charity**

Andy Button-Stephens  
Head of the Barratt Foundation  
**The Barratt Foundation**

Matthew Case  
Head of Brand (Bar+Block)  
**Whitbread PLC**

## Partnership Journeys In Practice

10.20

### **Deliver Win-Win Partnerships In Challenging Times Through Innovation, Collaboration & Shared Values In Common Causes**

- How can partnerships build in the resilience and agility needed to react to external forces, and still achieve and exceed partnership objectives?
- Ensure that values are aligned behind common goals and that all parties are moving in the same direction
- Not everything goes to plan! How can partnerships collaborate effectively to right the ship when external forces lead to unexpected challenges?

Catrin Hale  
Group Social Impact Manager  
**Currys plc**

Elizabeth Anderson  
COO  
**Digital Poverty Alliance**

## Morning Refreshment Break With Informal Networking

10.40

## Bonus Session; Reserved For Exclusive Conference Partner – NationBuilder

11.10

Harriet O'Halloran  
Director, Europe, Middle East & Africa  
**NationBuilder**

**Insider Corporate Insights: Values & Obstacles – Panel Discussion & Q&A**

12.10

**Align Values, Overcome Obstacles & Harness Your Corporate Purpose For Resilient Relationships With Partners & Long-Term Social Impact**

- More than just a values match! What are the key drivers that inspire a corporate to instigate a strategic partner with a charity?
- As the shift from CSR to ESG continues, how can charities adapt to fit shifting values without losing their core message and priorities?
- How can partnerships and social values be harnessed to inspire and engage Gen Z customers and colleagues?
- What messaging strategies can charities implement to attract corporate attention and truly stand out compared to other worthy causes?

Chelsey Wroe  
Head of Sustainability  
**Heineken UK**

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

Jeannet Lingán  
Head of Foundation – The Compass Group Foundation  
**Compass Group PLC**

Aalia Kazi  
Corporate Responsibility & Sustainability Partner  
**Roche**

Jo Curtis  
Community Manager  
**B&Q**

**Your Questions Answered By Our Expert Panel**

11.55

## Practical Breakout Peer Discussions

12.05

### Deep Dive Into Key Issues In Strategic Partnerships, Hear Top Tips, Be Inspired & Share Innovations!

- a) International Vs National Vs Local

Amal Gomersall

Senior Vice President, Community Relations EMEA

**Citi**

- b) Advocacy Partnerships

Stuart McCallum

Partnership Research Executive

**WWF-UK**

- c) Partnering With SME's

Vicky Lake

Senior Corporate Partnerships Manager

**Alzheimer's Research UK**

- d) Contactless Fundraising

- e) Digital Innovations

- f) Charity Brand Value

## Your Questions Answered By Our Expert Panel

12.25

## Environment & Climate

12.30

### **Harness The Power Of Partnerships To Bring Strategy to Life & Take Meaningful Action Against The Climate Crisis**

- How can charities showcase their expert knowledge around climate to fit corporate strategies and build meaningful partnerships based around shared values?
- Harness cause-related marketing around climate to drive revenue and deliver real change
- Planting trees is no longer enough! What innovative environmental initiatives can truly make an impact and avoid accusations of greenwashing

Sarah Giles  
Head of Managed Partnerships  
**WWF-UK**

Henrietta Stock  
Senior Sustainability Manager – Carbon Accounting & Removals  
**Aviva**

## Topic Forms Feedback

12.50

## Morning Co-Chairs' Closing Remarks & Lunch For Delegates, Speakers & Partners

12.55

## Failure Confessionals – Chatham House Rules

13.10

### **It Isn't All About Success! Redefine Failures & Difficulties As Opportunities For Growth With Our Partnership Experts**

Victoria Rich  
Corporate Partnerships Manager  
**The Royal British Legion**

The Strategic Win-Win Corporate Charity Partnerships Conference  
5<sup>th</sup> October 2023  
10 Union Street, London, SE1 1SZ

Emily Lever  
Head of Corporate & Commercial Partnerships  
**Dogs Trust**

Becky Read  
Interim Deputy Head of Corporate (Development)  
**Dogs Trust**

### Afternoon Co-Chairs' Opening Remarks

13.55

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

Mhairi Sharp  
CEO  
**National Emergencies Trust**

### Fundraising Innovations In New Landscapes – Panel Discussion & Q&A

14.05

#### Inspire Sky-High Fundraising Through Innovative Strategies That Overcome Fatigue & Build Resilient Funding Streams

- With when times are tough, how can old-school fundraising and financial backing adapt and innovate to ensure success?
- Overcome fatigue and truly showcase the why when it comes to donations and fundraising
- How can partnerships find the right balance when it comes to pushing fundraising during the cost of living crisis and ensure maximum returns?
- How can fundraisers truly think outside the box and explore every avenue when it comes to raising funds and go above and beyond?

Ben France  
Head of Corporate Partnerships  
**The Royal British Legion**

Becky McKeown  
Senior Partnerships Manager  
**Drinkaware**



## Pitching Panel

14.35

### Hear Live Feedback From Our Expert Corporate Panel On Charity Pitches & Their Insights On The Key Tips & Tricks To Ensure Pitch Success

Pitching: Charlie Baxter  
Corporate Partnerships Manager  
**Chance to Shine**

Panel: Neil Fleming  
Director, Financial Inclusion  
**Standard Chartered Bank**

Natasha Jamal  
Vice President, Social Impact – Mastercard Center for Inclusive Growth  
**Mastercard**

Chris Gasnier  
Senior Communications Manager – Responsible Business  
**Three UK**

## Volunteering & Skills Sharing

15.05

### Drive Mutually-Beneficial Results With Deep Impact Through Meaningful Volunteering Programmes

- When time is more available than funds, how can partnerships ensure volunteering opportunities are delivering true value?
- Showcase the value of skill sharing and deliver innovative initiatives that break the norm and deliver meaningful value across the partnership
- As volunteering becomes more popular, how can charities increase capacity for volunteering opportunities and maximise its potential to deliver real change?

Lydia Butler  
Ethics & Sustainability Specialist  
**John Lewis Partnership**

The Strategic Win-Win Corporate Charity Partnerships Conference  
5<sup>th</sup> October 2023  
10 Union Street, London, SE1 1SZ

Kate Warner  
Project Manager & Trustee of The Golden Jubilee Trust  
**John Lewis Partnership**

Mick Hubbard  
Partner & Training Coordinator / Volunteer  
**John Lewis Partnership / MK Food Bank**

### Evaluation Forms Feedback

15.25

### Afternoon Refreshment Break With Informal Networking

15.30

### Measurement & Impact

16.00

#### Effectively Measure Social Impact & ROI & Deliver Results For Charities & Corporates Alike

- Outside of the pounds and pence, what key metrics showcase the true value and power of a partnership's work?
- How much is too much? Ensure measurement strategies are focusing on key targets and not creating unnecessary work?
- How can partnerships collaborate effectively on the key objectives that matter to both parties and actions behind these?

Anna Cuskin  
Social Impact Lead  
**Coventry Building Society**

Neil Child-Dyer  
Senior Corporate Partnerships Manager  
**Centrepont**

## Innovations Round-Up

16.20

**Our Chairs Share Some Of The Innovations Shared Throughout The Day From The Board, & Also Announce The Winner Of A Donation To Their Chosen Charity**

## Future Of Corporate Charity Partnerships – Panel Discussion & Q&A

16.30

**Ensure Partnerships Are Fit-For-The-Future & Embrace The Evolution Of Partnerships To Deliver Long-Term Value For All Parties**

- What key emerging trends are on the horizon for practitioners from both charities and corporates?
- How can digital advances be effectively implemented to boost fundraising and engagement and increase partnership value, without breaking the bank?
- As the nature of partnerships continue to evolve, what do both sides need to prioritise to maximise value and impact for both parties?

Myles Storey  
Campaigns Manager - Corporate Responsibility & Sustainability  
**Virgin Media O2**

Alex Fleming  
Head of Business Development  
**The Prince's Trust**

Jess Phillimore  
Fundraising & Corporate Partnerships Manager  
**FoodCycle**

Richard Amos  
Head of Corporate Partnerships  
**Samaritans**

Liz Roche  
Head of Foundation & Sustainable Business  
**Vodafone**

Giorgia Molinari  
Head of Corporate & Games Partnerships  
**Autistica**

The Strategic Win-Win Corporate Charity Partnerships Conference  
5<sup>th</sup> October 2023  
10 Union Street, London, SE1 1SZ

Nicky O'Malley  
Director of Corporate Partnerships  
**Global Action Plan**

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

17.00