

**The Corporate Charity Partnerships Conference**  
Tuesday 6<sup>th</sup> October 2026 | The Copthorne Tara Hotel London Kensington, Scarsdale Place, London,  
W8 5SY



# Welcome To The Corporate Charity Partnerships Conference

## Official Event Programme

Please note that the following 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.

Organised By:



## 08.15 Registration & Informal Networking

## 09.00 GIC Welcome & Morning Co-Chairs' Opening Remarks

Richard Donovan, Global Head of Social Innovation, **Experian**



Lisa Rootes, Head Of Partnerships, **National Literacy Trust**



## Creating High-Value Corporate Charity Partnerships

### 09.10 Build Collaborative, Mutually Beneficial Partnerships That Deliver Meaningful Impact For Both Organisations & The Communities They Serve

- Analyse real partnership journeys from both the corporate and charity perspective, uncovering how successful collaborations were initiated, how they evolved over time, and what lessons emerged along the way
- Compare standout case studies – from high-profile brand collaborations to unexpected pairings – and explore why some partnerships achieve exceptional engagement while others struggle to gain traction
- Identify the behaviours, governance structures, and communication practices that sustain strong relationships, ensuring both partners feel heard, valued, and invested in long-term success
- Learn how charities and corporates can move beyond one-sided arrangements to create genuinely collaborative partnerships that align commercial objectives with meaningful social impact

Kirsty Brownlie, Head Of Social Impact Strategy, **Aberdeen Group plc**



Graham Robertson, CEO, **Working Rite**



## From Partnership To Impact

### 09.35 From Partnership to Impact: Build a Lasting Corporate Charity Partnership

Sponsored by YourCause from Blackbaud, this 15-minute conversation explores how corporate-charity partnerships can grow beyond funding to create meaningful community impact.

Join London Youth and London Stock Exchange Group, with YourCause from Blackbaud to hear how their partnership began and evolved through shared ideas, hands-on involvement and volunteering. Discover how London Youth supports life-changing opportunities for young people, and how YourCause from Blackbaud, the CSR technology behind the partnership, helps LSEG Foundation connect partners and manage its charitable efforts.

Sarah Peachey, UK Strategic Partnership Lead, **YourCause from Blackbaud**



Padmashree Ponkshe, Senior Associate, **London Stock Exchange Group**



Jenna Millican, Head of Corporate Partnerships, **London Youth**



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# Transforming the Giving Experience *For Everyone*



 Nonprofit

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Edge NXT

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Control

Funding Requests +

| Funding request ID | Status        | Type  | Date          |
|--------------------|---------------|-------|---------------|
| All ▾              | Outstanding ▾ | All ▾ | At any time ▾ |

## Tailor Your Day - Select A Hosted Stream

### Charity Stream: Inside The Corporate Perspective: Priorities, Pressures & Partnership – Panel Discussion & Q&A

#### 09.50 Understand How Businesses Are Rethinking Corporate Giving, Strategic Partnerships & Social Impact In A Changing Commercial Landscape

- Unpack how corporate giving has evolved in recent years, including the growing shift towards fewer, longer-term strategic partnerships and the commercial, cultural, and reputational factors driving this change
- Examine how organisations decide which charities to support, exploring the mix of brand alignment, employee engagement, customer expectations, and leadership priorities that shape partnership decisions
- Gain insight into what businesses are truly looking for from charity partners today, including how charities can present stronger value propositions, demonstrate impact, and build proposals that resonate with corporate goals
- Consider the wider pressures shaping partnership strategy – from shifting social priorities and ESG scrutiny to customer expectations and internal budget dynamics – and what these trends mean for the future of corporate–charity collaboration

Emmaline Rogers, Head Of Sustainability, **HEINEKEN UK**



Elisabeth Rochford, ESG Lead, **Diageo GB**



Philipp Kuest, Global Social Impact Lead – Water & Hygiene, **Reckitt**



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Nicola Mackay, Food Surplus Campaign Manager, **Tesco**



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



Rebecca Lever, CSR Programme Manager, **Societe Generale**



### Corporate Stream: Activating Employee Engagement Through Partnerships – Panel Discussion & Q&A

#### 09.50 Turn Corporate–Charity Partnerships Into Experiences That Inspire Colleagues, Strengthen Culture & Sustain Long-Term Participation

- Distinguish between awareness, participation, and genuine engagement, uncovering how organisations measure meaningful involvement rather than surface-level activity
- Bring partnerships to life internally by designing experiences that give employees a sense of ownership, purpose, and connection to the cause
- Showcase creative approaches to volunteering, fundraising, and internal advocacy – from community champion networks to skills-based initiatives that deepen colleague participation
- Maintain momentum beyond the launch moment by evolving communications, storytelling, and progress updates that keep employees invested throughout multi-year partnerships

Anthony Baigent, Partnership Management Lead, **Action for Children**



Fi Watherston, Head Of Partnerships, **Metro Bank**



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Teresa Hicks, Director of Partnership & Relationship Fundraising, **British Heart Foundation**



Allison Kahn, International Community Relations, Community Investing & Development, **Citi**



Claudia Buffini, Corporate Sustainability Manager, Chair Of The UK Charity Committee, **Schroders**



### 10.25 Morning Refreshment Break & Informal Networking

### The Funding Therapy Session

10.55

In this session, we'll explore how to eliminate the inevitable tension between fundraiser and funder. Could AI tools be the solution? Plinth's AI-powered tools help fundraisers raise more from their relationships, report impact and help funders analyse the grants they've made.

Ceci Sutcliffe, Partnerships Manager, **Plinth**





# Plinth for fundraising & corporate foundations

We help fundraisers *and* funders make a bigger impact by putting them in control of their data. See below on how we do this:

## Fundraising

Plinth operates as a fundraising CRM that is connected to your programmes. It logs all donors you speak to, how much you've raised and generates insights to inform your strategy.

### Smart Connection Mapping

- Get analysis on warm connections before you approach funders.

### Relationship Timelines

- Every touch point with donors in one view, from programme activity to gifts and outcomes.

### Portfolio Insights

- Live forecasting of current, committed and potential income across profiles.



## Foundations

Plinth contains an end to end grant management system, that powers the process from application submission to monitoring and reporting.

### Smart Applications

Robust applications for grantees.

### Agent Due Diligence

Thorough research on document submission and grantee reputation.

### Assessment

Scale assessment speeds of application across your team.

### Feedback

Auto draft feedback for applicants.

### Agreements

Confirm contract with digital signatures.

### Monitoring

Compare applications to progress reports.

### Reporting

Generate stunning impact reports in seconds.



Scan QR to see a free demo!



- ✓ Used by **10,000+** organisations
- ✓ Used by **75+** funders
- ✓ Managing over **£200m+** in annual grantmaking.



## Specsavers & Crisis Case Study

### 11.10 Exclusive Case Study With Specsavers & Crisis

Jo Osborne, Social Impact Lead, Specsavers Homelessness Programme,  
**Specsavers**



Kelly Holliday, National Partnerships Engagement Lead, **Crisis**



## Partnerships That Pay Both Ways

### 11.35 Use Consumer Generosity Campaigns To Build Partnerships That Deliver For The Business And The Charity

- A case study of Shake Shack's partnership with No Kid Hungry: nine shops to over \$2.8M raised, and a repeatable revenue platform for the charity
- Reveal why checkout and point-of-sale giving is one of the few partnership categories where the business return and the charitable return grow together — the ask that raises money is the same ask that builds brand affinity and drives incremental sales volume
- Quantify the value on both sides of the table, from sales and traffic lift, staff engagement and customer sentiment for the business, to donations at a scale no corporate CSR budget line will match
- Equip both partners with several customer generosity models and insights that ensure value for the business + the charity

Laura Goodman, President & Partnerships Advisor, **Donkey Bridge Consulting**



## Aligning Business Values With Philanthropic Purpose

### 11.50 Integrate Social Impact Into Core Business Strategy To Create Partnerships That Deliver Purpose, Credibility & Long-Term Value

- Reveal how leading organisations weave charitable partnerships into their broader corporate mission, ensuring community investment reinforces brand identity, customer promise, and strategic priorities
- Pinpoint where corporate capabilities and societal challenges overlap, uncovering opportunities for partnerships that generate meaningful impact while supporting business performance
- Illustrate how businesses and charities identify shared values, culture, and ambitions to create collaborations that feel authentic to employees, customers, and wider stakeholders
- Strengthen leadership commitment by demonstrating how purpose-driven partnerships contribute to reputation, workforce engagement, and sustainable organisational growth

Ruth Melvin, Head Of Operational Excellence, P&O Operations, **Sandoz**



**SANDOZ**

Angélica Huffstot, Associate Director, Global Partnerships, **One Young World**



**one**  
YOUNG  
WORLD

## Understanding Partnership Models – Panel Discussion & Q&A

### 12.15 Explore The Evolving Models Of Corporate–Charity Collaboration – From Traditional Giving To Strategic, Multi-Dimensional Partnerships

- Compare the most common partnership structures in practice today, from charity-of-the-year programmes and cause-related marketing to long-term strategic collaborations
- Examine the growing shift toward in-kind, pro bono, and skills-based partnerships, and consider what this means for charities navigating reduced unrestricted funding
- Demystify the mechanics of cause-related marketing partnerships, including regulatory responsibilities, commercial structures, and best practice for protecting both brands and charities
- Discover how organisations are designing more innovative or unconventional collaborations – from local community initiatives to national campaigns – and understand what drives these partnerships to succeed

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Brenda Iglesias, Associate Director, Business Partnership & External Innovation,  
**GSK**



David Schofield, Sustainability Director – Social Action & Sustainable Business,  
**Aviva**



Gaultier Letourneau-Ross, Head Of Corporate Partnerships Development,  
**International Rescue Committee**



Michaela Wright, Group Head Of Sustainability, **Skipton Building Society**



Simon Bull, Programmes & Partnerships Manager, Responsible Business & Reputation Strategy, **L&G**



Anish Shah, Executive Director, **Morgan Stanley**



**Morgan Stanley**

Chirag Shah, Director, **Menzies**



## The Most Valuable Thing Your Business Isn't Using

12.55

Right now, someone who needs a mentor isn't getting one. A charity that needs a skilled volunteer is doing without. A young person who could have been reached isn't, not because the will is missing, but because the hours that could help are sitting unused inside businesses across the country.

As a country, we face significant challenges. Community need in the UK is rising faster than the systems designed to support it. None of us can sit on the sidelines: the challenges are too great, and meeting them takes both individual and collective action.

Across the UK, businesses collectively leave an estimated 140 million volunteering hours unused every year. Those hours are a marketing plan a small charity couldn't afford, the finance skills a struggling group needed to stay afloat, the trustee seat that stayed empty because no one with the right experience was ever asked. That's not unused time. That's unused impact.

This session makes the case for active citizenship at scale: why every individual, business and charity has a role to play, and how employee volunteering can ease loneliness and isolation in the communities around us while giving someone else the start they need. It means treating employee volunteering not as a staff perk, but as a resource businesses already have and simply aren't putting to work.

Businesses including NatWest, Centrica, Morgan Sindall and ITV are already treating this as a lever they can pull, not simply as an act of goodwill, and reaping the returns: a workforce that's more motivated, more connected to purpose and more likely to stay.

Find out what would it take to turn 140 million wasted hours into national civic capacity, and what's stopping us?

Dan Walsh, Chief Marketing Officer, **GoVo for Business** *delivered by Royal Voluntary Service*



## 13.10 Lunch & Informal Networking For Speakers, Delegates & Partners

# YOUR COMPANY OFFERS TIME OFF TO VOLUNTEER. MOST NEVER USE IT...

Last year **140 million** hours of  
employee volunteering time  
went unused.

GoVo for Business connects employees with volunteering  
that matters to them, and also tracks social value.

**Scan for your free Out of Office Toolkit and  
unlock your organisation's volunteering hours.**

- ✓ State of Volunteering research
- ✓ Social value ROI calculator
- ✓ Ready-made business case



## 13.40 Informal Breakout Discussions

### A) Managing Complexity & Compliance In Corporate-Charity Partnerships

Catherine Brant, Patient & Professional Partnerships Lead, **Novo Nordisk UK**



### B) From Grassroots to Greater Impact: Finding Focus in your Corporate Community Investment Strategy

Are your company's community investment and charity partnerships driven by a clear strategy and sense of shared outcomes? How do you move from a collection of well-meaning but disconnected activities to a more coherent approach? Join this lunchtime session to learn from SLR Consulting and Reckitt on quick and easy steps to get greater alignment across your stakeholders.

Rupali Patni, Director Corporate Sustainability Advisory, **SLR Consulting**



Mitun Majumdar, Director, **SLR Consulting**



Philipp Kuest, Global Social Impact Lead, **Reckitt**



## 14.10 Afternoon Co-Chairs' Opening Remarks

Susannah Herbert, Global Social Impact Lead, **Reckitt**



Rose Caldwell OBE, CEO, **Plan International UK**



## Exclusive Session With Crowdfunder

14.20 **Double, maybe even quadruple, the funds you raise.**

The new way to develop strategic partnerships and amplify your impact!

Crowdfunder's Dawn Bebe shows how community crowdfunding is helping charities multiply what they raise, and what brands put in.

At the centre is a simple mechanic: match funding turns £1 into £2 to £4 of real community impact, and donors give more, and sooner, when the match is live. Dawn introduces Bring Your Own Match, a new tool that's already unlocked an extra £1 million for good causes in a matter of months, and shares proof it works, including one small club that brought five separate funders to a single campaign and blew past its target.

We'll talk you through powerful case studies with:

Aviva Community Fund

British Airways

And Brighton Table Tennis Club!

And explore the innovative new ways you can ask your community to support causes you care about.

Dawn Bébe, Founder, Co-CEO, Crowdfunder USA & UK, **Crowdfunder**





# Double your impact with match funding

When supporters see their donation will be matched, their average donation increases from £40 to £70.

1

Ask your partners to match donations to your campaign.

2

Tell us who your match funder is and we'll display it on your project page.

3

Watch donations double in real time until your match funding runs out.



## Add your own match fund

Scan to find out how adding your own match funding could boost your fundraising.

## Moving Beyond Tick-Box CSR & Embedding Purpose

### 14.30 Build Authentic, Purpose-Driven Partnerships That Move From Occasional Giving To Meaningful, Long-Term Impact

- Challenge traditional CSR approaches that prioritise short-term visibility over genuine impact and uncover how organisations are shifting toward deeper, purpose-led engagement
- Demonstrate how businesses are embedding social responsibility across leadership decisions, employee initiatives, and customer engagement rather than limiting it to standalone campaigns
- Highlight practical ways charities can work with corporates to co-design initiatives that deliver measurable community outcomes while strengthening organisational credibility
- Showcase how purpose-driven partnerships influence culture, brand reputation, and stakeholder trust when they are woven consistently through business strategy

Jess Payne, Director Of Social Value, Compass One, **Compass Group UK & Ireland**



Sian Foster, Associate Director Of Business Development, **DFN Project Search**



## Charity Pitching Panel: What Makes A Pitch Stand Out – Panel Discussion & Q&A

### 14.55 Watch A Live Charity Partnership Pitch In Action – With Real-Time Feedback From Senior Leaders On What Captures Attention, Builds Credibility & Wins Support

#### Pitching:

Rebecca Gattinesi, New Business Manager, **Trussell**



#### Feedback Panel:

Mary O'Hagan, Chief Fundraising & Marketing Officer, **Sense**



# The S in ESG, made measurable.

One platform to capture, measure and report your organisation's social impact, from local activity to global disclosure.

## The Shift

ESG reporting has moved from narrative to evidence. Investors and regulators expect audit-grade assurance, yet most companies still can't show what their social impact actually is. Thrive connects the data and the story.

**73%**

of investors want assurance comparable to financial audits  
*PwC 2024*

**89%**

of Gen Z (92% of millennials) say purpose matters at work  
*Deloitte 2025*

**~70%**

of CSRD/ISSB reporters get business value from the data  
*PwC 2025*

## Activity in. Quantified impact out.

Evidence-backed reporting you can defend to a board, an auditor or a regulator, with the proof and the story kept together.

### Capture

- Collect data across the business and supply chain, no logins needed
- Surveys, intranet links, QR codes, API or file upload
- Attach photos, documents and beneficiary stories as evidence

### Measure

- Map activity to outputs, beneficiaries and financial value
- Align to IES, UN SDGs, CSRD, GRI, SASB, GRESB or your own frameworks
- International proxies in local and master currency

### Understand

- Local Needs Analysis to target what communities need
- Forecast impact before committing to an initiative
- See where effort delivers most value

### Report

- Board briefings, full impact reports and bespoke stakeholder outputs
- Data, photos and quotes combined in one report
- Every figure validated at entry, traceable back to source

## Why Thrive

**Independent governance.** The Impact Evaluation Standard gives consistent metrics, proxy values and evidence guidance.

**No fees for your supply chain.** Suppliers and partners add data free of charge.

**Green Book methodology.** Built on HM Treasury and OECD wellbeing principles, using public data you can scrutinise.

**A partner, not a vendor.** A dedicated team that knows social impact, not just a helpdesk.

Trusted by  **KIER**  **babcock**  **RWE**  **A&O SHEARMAN**  **EQUIFAX**

See it for yourself

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Jackie Belcher, Social Value Partnerships & Impact Manager, **The Co-op**



Dr Jo Horton, Head of Sustainability & Social Impact, **E.ON UK**



Fabienne Garceau, Marketing Community & Consumer Relations Manager, UK & Ireland, **Abbott's Diabetes Care Business**



### 15.40 Evaluation Form & Feedback

*We would love to hear your thoughts on potential topics or ideas for one-day brand-led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks in advance!*

### 15.45 Afternoon Refreshment Break With Informal Networking

### Measuring What Matters: Demonstrating Impact, Value & Partnership

#### 16.15 Prove The True Value Of Corporate–Charity Partnerships By Moving Beyond Outputs To Meaningful, Long-Term Impact

- Define the metrics that matter most to both charities and corporates, balancing social outcomes, employee engagement, brand value, and community benefit
- Translate partnership activity into compelling impact stories supported by credible data, helping stakeholders clearly understand the difference being made
- Navigate the growing demand for transparency and accountability by adopting frameworks that capture both quantitative results and qualitative change
- Strengthen long-term partnerships by using impact insights to guide decision-making, improve programmes, and demonstrate shared value over time

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David Hardman, EDI Strategy Manager, **LTA (Lawn Tennis Association)**



John Hughes, Director Of Partnerships & Communities, **Community Integrated Care**



### 16.40 Delegate Thoughts, Afternoon Co-Chairs' Closing Remarks & Close Of Conference

Susannah Herbert, Global Social Impact Lead, **Reckitt**



Rose Caldwell OBE, CEO, **Plan International UK**



*Many Thanks For Joining Us Today!*