

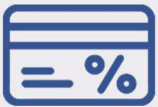


Government  
Events

# Voluntary Sector Funding Conference 2020: Analysing Trends and Behaviours in Fundraising

Tuesday 22<sup>nd</sup> September  
Event Guide





## Our Loyalty Discount

This discount entitles attendees to a 20% discount on any future conference being run by Government Events in the next 12 months. Please quote code Loyalty20 at the start of your booking.



## How to Claim Your CPD Points

Regarding CPD credits, it is the individual delegate's responsibility to evaluate their learning and record it appropriately into their CPD portfolios according to your institute's requirements.

For this Conference, you are entitled to 8 CPD points.



## Logging into EventsAir

You will receive you login details 24 hours prior to the event taking place.

Please run this event through Chrome internet browser. If you do not have Chrome, please download it [here](#)

For a video guide on how to join the event please [click here](#)



# Welcome Letter

Dear Delegate,

Welcome to Voluntary Sector Funding Conference 2020: Analysing Trends and Behaviours in Fundraising

Britain is a charitable nation. In 2018 65% of people donated to a charity, and most people gave to charity either from time-to-time (51%) or monthly (25%). Additionally, online giving has increased in recent years – online giving increased in 2018 by 17% compared to 2017. However, this uptick masks larger issues, with general levels of donations having decreased from 69% in 2016. Additionally, despite an increase in online donations, 52% of charities don't have a digital strategy, and are missing out on crucial ways to increase their fundraising goals.

Charities therefore face an uphill struggle and a competitive environment in which to generate income and sustain donor relationships. Additionally, in a post-austerity era, charities have often stepped in to replace public services, and the complexity and quantity of demand is ever increasing.

This forum will provide delegates with an opportunity to hear the latest policies and initiatives from charities and regulators, as well as to gain insight into best-practice case studies from voluntary sector organisations that are thriving. Participants will be able to hear how to improve fundraising streams and branding, incorporate digital marketing and communications techniques into their strategies, and navigate data regulation and processing to inform their decision making.

We hope you have a rewarding and enjoyable day.

Yours Truly,

David Blake  
Government Events



# Our Future Events

Please look at our website, [www.GovernmentEvents.co.uk](http://www.GovernmentEvents.co.uk),  
to view our future events. These include:

## [The Future of Safeguarding in the Voluntary Sector Event 2020](#)

20<sup>th</sup> October 2020, Online

## [Managing Local Lockdowns: Working in Partnership to Implement the Contain Framework](#)

17<sup>th</sup> November 2020, Online

## [The Public Sector Customer Service Conference](#)

3<sup>rd</sup> February 2021, Central London

## [The National Pupil Premium Event 2021: Effectively Supporting Disadvantaged Children](#)

10<sup>th</sup> February 2021, Central London

---

For any enquiries, please call 0330 0947 344 or email [Enquiries@governmentevents.co.uk](mailto:Enquiries@governmentevents.co.uk)

\*Programme Subject to Change



# Agenda AM

- 09:20-10:00      **Registration and Networking**
- 10:00-10:10      **Chair's Welcome Address**  
Catherine Johnstone CBE, CEO, Royal Voluntary Service
- 10:10-10:30      **Keynote Address: Implications of Covid-19 on Fundraising in the Voluntary Sector**  
Daniel Fluskey, Head of Policy and External Affairs, Institute of Fundraising
- 10:30-10:50      **Case Study: Sustaining and Improving Supporter Engagement**  
Tim Harrison-Byrne, Deputy Managing Director, NFP Synergy
- 10:50-11:10      **Question and Answer Session**
- 11:10-11:40      **Breakout Networking session**
- 11:40-12:00      **Comfort Break**
- 12:00-12:20      **Case Study: Building Trust and Transparency alongside a Fundraising Strategy**  
Carrie Reiners, Deputy CEO, akt
- 12:20-12:40      **Case Study: Improving Customer Interaction, Experience and Service**  
Eoghan Beecher, Digital Fundraising Manager, Shelter
- 12:40-13:00      **Question and Answer Session**
- 13:00-13:50      **Lunch Break**

\*Programme Subject to Change



# Agenda PM

13:50-14:10

**Keynote Address: Grants Fundraising in the time of COVID (And Beyond)**

Jay Kennedy, Director of Policy and Research, Directory of Social Change

14:10-14:30

**Case Study: Thriving as a Small Charity in a Challenging Environment**

Caroline Jessel, Director of Fundraising and PR, Dandelion Time

14:30-14:50

**Case Study: Building Financial Transparency in the Voluntary Sector**

Simon Hopkins, Director of Resources, Blind Veterans UK

14:50-15:10

**Question and Answer Session**

15:10

**Chair's Summary and Close**

---

\*Programme Subject to Change



# Speaker Biographies

## Catherine Johnstone CBE

CEO, Royal Voluntary Service

Catherine became Chief Executive of Royal Voluntary service in August 2017. Starting her career as a trained nurse, she has extensive experience building sustainable services, driving innovation and inspiring and enabling volunteers, garnered over 25 years in the third sector. Her key passions are frontline service delivery and enabling the gift of voluntary service which recently saw her leading the development of a number of initiatives to support the NHS and our communities during Covid-19.

Before joining Royal Voluntary Service, Catherine was Chief Executive of Samaritans, which provides confidential support to anyone experiencing a tough time in their life. Whilst at the helm for almost 7 years, Catherine was responsible for developing a long term strategy that saw the organisation become the thought leader of suicide prevention in the UK. This resulted in her being awarded a CBE in 2016 for services to suicide prevention.

In her career Catherine is also well known for her leadership roles across the world of volunteer infrastructure. Understanding how services are delivered locally and sub regionally has been a key strength in her ability to develop large scale frontline initiatives that have local ownership. Her time as CEO of the national funding agency, Capacitybuilders placed her at the heart of government and VCS funding decisions. The breadth of experience that Catherine has been able to secure also included a period of time working in the Asylum and Refugee support sector. Catherine is particularly proud of her five children and two grandchildren who keep her grounded and eternally entertained and busy.

## Daniel Fluskey

Head of Policy and External Affairs, Institute of Fundraising

Daniel is Head of Policy and Research and leads the Institute's policy development and research work, keeping up to date with member priorities, promoting innovation on fundraising and working with key stakeholders, including civil servants and politicians, to make sure fundraising and giving are key priorities for the current and future governments.

## Tim Harrison- Byrne

Deputy Managing Director, NFP Synergy

Tim Harrison-Byrne is co-managing Director at nfpSynergy, a research consultancy that aims to provide the ideas, the insights and the information to help non-profits thrive. Tim oversees all of nfpSynergy's tracking research; advising clients on how perceptions of their brand have changed over time, as well as what broader societal trends mean for charities. He has delivered projects ranging from campaign and brand evaluations to stakeholder audits and strategy development. Tim leads on nfpSynergy's tracking research with the general public, MPs, journalists and healthcare professionals, and regularly presents to various internal teams within charities.

## Carrie Reiners

Deputy CEO, akt

Carrie Reiners joined the Albert Kennedy Trust in April 2017 as the Director of Fundraising and appointed Deputy CEO in 2020. She brings over 20 years of experience in charitable fundraising and management having worked in both the US and UK and fully believes in the principle of philanthropy as a vehicle to help people change the world.

At the Albert Kennedy Trust, Carrie oversees all fundraising streams with a concentration on major corporate and individual donors. As Deputy CEO, she is creating a new team devoted to People, Performance and Culture to strengthen and develop the day to day operations of the charity.

Carrie has volunteered for many homeless organisations and shelter projects over the years and fully embraces AKT's mission to end and prevent LGBTQ youth homelessness. She is married with two teenaged children and one very large, excitable dog. to prevent harassment at work.



## Jay Kennedy

Director of Policy and Research, Directory of Social Change

Jay Kennedy is the Director of Policy and Research at the Directory of Social Change (DSC). He has worked for DSC since 2003, in various roles involving research, policy, campaigns and communications. Jay has been a director since 2012 and is responsible for DSC's Research Team based in central Liverpool. The team researches information for DSC's fundraising publications and its funding website [www.fundsonline.org.uk](http://www.fundsonline.org.uk), and conducts bespoke research for a range of grant-makers and other charity clients. Jay is a regular fundraiser for a variety of causes such as local food banks, hospices and community transport.

## Eoghan Beecher

Digital Fundraising Manager, Shelter

Eoghan Beecher has worked in Digital Fundraising at Shelter for 4 years. He oversees digital performance channels, including search, social and display for Shelter's income generation division and develops digital products for virtual events and fundraising. Having a 10-year career in digital performance media, Eoghan has worked with ranges of products from Gaming to Fintech both in the US and Europe.

## Caroline Jessel

Director of Fundraising and PR, Dandelion Time

Caroline heads up the Fundraising Team and has been involved with the charity since its inception in 2003. Caroline has also managed large events for other charities including Demelza House and Depression Alliance.

Previously Caroline was a Director at brand consultants Wolff Olins 1987 – 1995. She headed up the Project Management Department and managed many large Corporate Identity change programmes. 1982 – 1986 Caroline worked in New York for the Graphic Expression. She has a BA in International Relations from Keele University

## Simon Hopkins

Director of Resources, Blind Veterans UK

Simon Hopkins is Director of Resources at Blind Veterans UK. He previously held a variety of roles in the third sector in both CFO and CEO roles.

He is a chartered accountant by background and spent over 20 years in industry. He has had an eclectic professional career, working in sectors ranging from television to banking and in roles covering mainstream finance as well as business development, brand and organisational turnaround. He spent 2½ years as a senior civil servant at HMRC between 2007-10 before moving into charity in 2010.

Simon publishes and speaks regularly on subjects ranging from financial sustainability to digital disruption. He is a columnist for Charity Finance magazine and is a visiting speaker on the Inspiring Financial Leadership programme.





## Thank you for attending our conference.

We hope you found the day interesting and insightful. Speaker presentations will be made available to download on completing the post show survey which will be emailed to you within one week after the event.

Government Events, 71-75 Shelton Street, Covent Garden, London,  
WC2H 9JQ

T: 0330 0947 344 W: [www.GovernmentEvents.co.uk](http://www.GovernmentEvents.co.uk)