



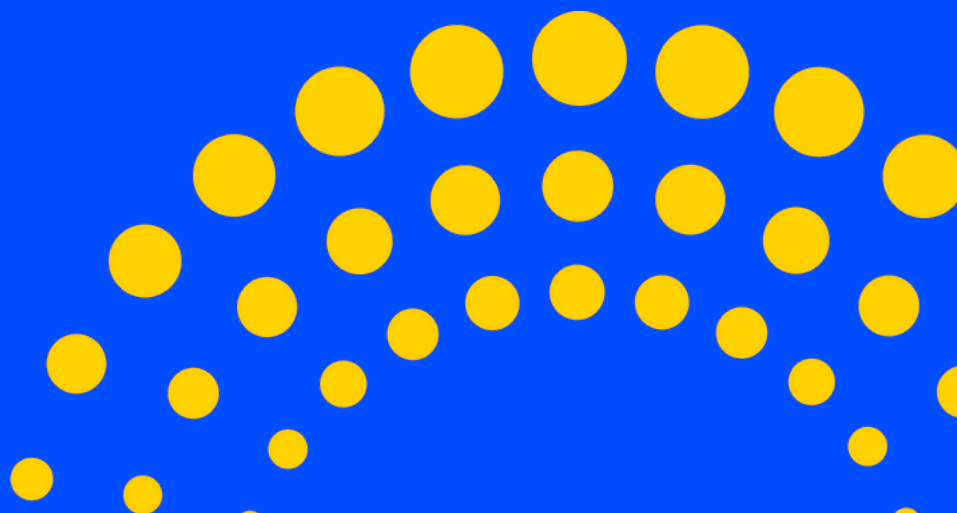
**NHS
CHARITIES
TOGETHER**

**NATIONAL
CONFERENCE**

May 15th & 16th 2024

Workshop programme

NATIONAL CONFERENCE 2024



Workshops and breakout sessions

We have listened to the feedback from members from last year's conference and our aim is to make every workshop or breakout session in 2024 an opportunity for members to learn and be inspired on their preferred topic and connect to other peers in a similar position, ideally all leaving each session with at least one implementable takeaway that could lead to impact.

We will be holding 10 in-person workshops and breakouts – five in the morning, five in the afternoon:

Workshops - an opportunity for members to problem solve and work together on a task with clear takeaways.

Breakout sessions - a balance of presentation, member roundtable discussion and Q&A, not to complete a specific task but with time for conversations with peers.

Sessions at a glance

Area	Corporate Fundraising	Grant Making	Marketing and Comms	Strategy	Sustainable Investment
Morning (AM)	<i>Transformational partnerships: the key to building long term partnerships that align with your organisational values</i>	<i>Transformative grant-making: tackling inequalities with innovative grants</i>	<i>Transformational storytelling to show impact</i>	<i>How to win friends and influence: making your Board members fundraising advocates</i>	<i>NHS charity investment: the law and practice of ethical, sustainable and social investment</i>
Area	Finance and Governance	Legacy Fundraising	Marketing and Comms	Monitoring, Evaluation and Learning	Strategy
Afternoon (PM)	<i>Investment income: what are you missing out on?</i>	<i>Get cracking with legacies: a masterclass in preparedness</i>	<i>Understanding your digital audience</i>	<i>From information to impact: building monitoring and evaluation capacity together</i>	<i>We stopped, we thought, we transformed: developing growth strategies in a busy world</i>

AM | Corporate Fundraising | Breakout

Transformational partnerships: the key to building long term partnerships that align with your organisational values

Exploring the value of partnering with businesses with insights from the Corporate Fundraising Networking group set up May 2023, which has seen exponential growth since its inception. This session will cover key topics including the benefits to partnering with local businesses including income, raising your profile and engaging with your internal stakeholders.

Takeaway

The objective of this session is to arm participants with real world examples and top tips to find and obtain corporate partnerships that are mutually beneficial and will help you create fundraising strategies for your own charity.

Who is it for?

Suitable for individuals who have corporate fundraising within their remit, teams/individuals who are exploring corporate fundraising as an income stream and leaders looking to deepen their understanding of the value of corporate fundraising.

Speakers

Kate Martin, Corporate Fundraising Manager, Royal Berkshire Charity

Kate has 15 years' experience within the charity sector from working at national charities like Cancer Research UK and Macmillan Cancer Support to more local charities including Thames Valley Air Ambulance and more recently Launchpad (a local homeless prevention charity). Kate has a breadth of experience in community and corporate fundraising, event and volunteer management, business networking and major donor stewardship.

Gary Burr, Charity Fundraiser, United Lincolnshire Hospitals Charity

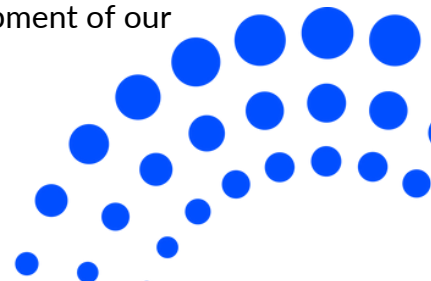
Gary has 13 years' experience within the charity sector. He began his career at Age UK Lincoln as Volunteer Manager and then moved on to work for a number of national charities, including various community and corporate roles for the Alzheimer's Society, Marie Curie and The British Heart Foundation. He has been working in his current role for the past two years and loves the difference you can make within a local NHS charity.

Laura McHale, Assistant Director of Fundraising, NHS Charities Together

Laura is the Assistant Director of Fundraising at NHS Charities Together, with a special focus on Corporate Partnerships and Philanthropy.

Katy Harris, New Partnerships Manager, NHS Charities Together

Katy has worked for NHS Charities Together for the last two years in the corporate partnerships team. She specialises in partnership development and has led on the development of our partnerships with the likes of Omaze, Emma Bridgewater and Parking Eye.



AM | Grant Making | Breakout

Transformative grant-making: tackling inequalities with innovative grants

The aim of this session is to get members thinking about how innovative grant-making can help us collectively tackle health and healthcare inequalities and transform lives. We will look at how grant-making from NHS Charities Together to its members can play a role here, and also hear from members about innovative grants that they themselves have made, both to NHS partners and the wider voluntary sector.

Takeaway

Deeper understanding of the 'why, what and how' of NHS Charities Together's approach to tackling inequality, innovation, and grant-making, and some inspiration about how some of our members are funding innovative approaches to tackling inequality – inside and outside of the NHS.

Who is this for?

NHS charities of all sizes who are interested in understanding more about NHS Charities Together's approach to providing funding to our membership, and medium-sized and large members who want to evolve and improve their own approach to grant-making. Suitable for staff and trustees who lead on grant-making and fundraising alike, as well as senior managers.

Speakers

Richard Haigh, Associate Director (Funding and Partnerships), Newcastle Hospitals Charity

Richard is Associate Director (Funding and Partnerships) at Newcastle Hospitals Charity, responsible for strategic grant-making that improves the health and wellbeing of the patients, staff, and communities of Newcastle Hospitals, providing support for compassionate and innovative healthcare, education, and research.

Jon Goodwin, Head of Grants, NHS Charities Together

As Head of Grants at NHS Charities Together, Jon leads on the organisation's grant-making activity, including the management of specific programmes and the development of broader grant-making approaches that align with our strategy and support our members to be truly transformative.



AM | Marketing and Communications | Workshop

Transformational storytelling to show impact

This session is designed to demonstrate the effectiveness of storytelling in the context of NHS charities. Throughout the session, Fresh Egg will showcase compelling storytelling examples from among the membership of NHS Charities Together. A selection of these narratives will crystallise five underlying storytelling principles which effectively demonstrate impact. Participants will gain insights into the construction of these successful narratives, understanding the elements that contribute to their effectiveness in communicating impact and engaging audiences. We aim to dissect these examples to illuminate the storytelling techniques being used.

For each of the highlighted case studies, there will be an opportunity for contributors from the respective charities to provide context, should they be available. Otherwise, their experiences and strategies will be shared through quotes or pre-recorded material.

Takeaway

By the session's conclusion, attendees will have a clearer view of the narrative strategies within successful campaigns and an understanding of the variety and adaptability of storytelling in the third sector, positively impacting audience perception and involvement.

Who is this for?

Anyone who works in fundraising and MarComms roles, or who is interested in how stories can help being to life their charities' purpose and impact.

Speaker

[Stephen Follows, Catsnake](#)

Stephen is a seasoned storyteller and co-founder of Catsnake, a story agency with a mission to employ strategic storytelling for social good. At Catsnake, Stephen leverages his expertise to craft compelling narratives that support charities in effectively communicating their impact. He works closely with third-sector organisations to develop powerful campaigns that resonate with audiences, fostering engagement and driving positive change.



AM | Strategy | Breakout

How to win friends and influence: making your Board members fundraising advocates

Getting your Board on side and supportive of investing in the development of fundraising is key to success. This session will share tips on how to build your Board's understanding of fundraising and win their support in agreeing business cases for investment. Member experience of successfully doing this will be showcased.

Takeaway

- Practical ways in which to educate your Board about fundraising.
- Tried and tested techniques for securing Board support.
- Contacts in other NHS charities with whom you can share ideas and experience over the next 12 months.

Who is this for?

Those working in charities with Boards who: are not fully engaged in fundraising; where Board members do not have a strong understanding of fundraising from another charity context; or where new Board members have joined in the last 12 months and are not fully on the fundraising journey yet.

Speaker

Matt Smith, THINK

Matt is a Managing Director at THINK with specialist skills in digital fundraising, new product development and facilitation. He is proficient in setting up innovation functions, strategy development and managing large, cross-organisational change projects. Over the last decade, he has designed and facilitated innovation sprints for dozens of projects – his bespoke methodology can be applied to both process improvement and new product development.

Michelle Chambers, THINK

Michelle has worked in the not for profit sector with a range of charity and heritage organisations for 30 years. Following a number of senior leadership roles, she became a consultant and joined THINK, where she is currently Managing Director.

Fiona Ashcroft, Chief Executive Officer, Alder Hey Children's Charity

Fiona has been CEO of Alder Hey Children's Charity since 2019. She is passionate about the work of the charity with a clear focus on performance, long-term sustainability and ensuring funds raised are spent in the best way possible, making the biggest possible difference to children and families now and in the future.

Jane Ferguson, Director, NHS Lothian

Jane has been Director of NHS Lothian since 2011, having previously been the Director of Fundraising at King's College Hospital. She is an experienced and highly motivated executive and board member with more than 20 years' experience in the charity sector.

Jodie Hearnshaw, Airedale Hospital and Community Charity

Jodie Hearnshaw is the Head of Charity at Airedale Hospital & Community Charity in West Yorkshire. She has worked at Airedale NHS Foundation Trust for nearly 20 years in various roles and now leads the small but perfectly formed charity team.

AM | Sustainable Ethical Investment | Workshop

NHS charity investment: the law and practice of ethical, sustainable and social investment

In this workshop investment experts CCLA and charity lawyers from Withers will run an interactive session on the key considerations for NHS charities wanting to take an ethical approach to investing. The session will cover the legal framework for ethical investment, including the impact of a new High Court judgment on charities and investment, as well as the practical approach that investment experts can take to investing in line with a charity's purposes. The speakers will also look at the full spectrum of investing, including shareholder activism, social investments and explain how the law and investment practice in these areas applies to NHS charities. There will be a range of opportunities for members to input into the session, share their key aspirations and concerns on investment, and ask questions of the speakers.

Takeaway

A good overview of charity investment, including the opportunity to input and get advice in the session. We hope you will leave with good understanding, including how to best implement back in your charity.

Who is this for?

Anyone from an NHS charity which holds financial investments and in particular anyone with queries, questions or concerns about the Charity Commission's new guidance on investment or on ethical investment generally.

Speaker

Roger Waite, Senior Associate Charities and Philanthropy, Withers LLP

Roger has worked with NHS Charities Together for almost 10 years, providing legal updates at members' meetings and leading the legal sessions as part of Webinar Wednesdays over the past two years. Roger also advises individual NHS charities on governance, fundraising and legal issues dealt with by NHS charities. Roger is ranked as a Rising Star in Legal 500 and an Associate to Watch in Chambers.





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PM | Finance and Governance | Breakout

Investment income: what are you missing out on?

Your investment portfolio is the ultimate regular giver. It doesn't expect a thank you and there's a good chance it's your longest-serving donor. But be careful not to take it for granted. Too many NHS charities are missing out on vital funding because they hesitate to ask whether their investments could be doing better.

In this interactive session we will explore a couple of key policy and procurement issues that can make a real difference to the resources that your portfolio contributes to support your work.

Takeaway

You will leave with a clearer understanding of the policy errors that most commonly hold some charities back, and what you can do to improve the outcomes for your own charity next time the committee is reviewing your investment policy or investment manager appointment.

Who is this for?

Anyone who would like to know why some NHS charities consistently get better returns from their investment portfolio than others.

Speaker

Heather Lamont, Client Investment Director, CCLA

Heather has worked in charity finance and management since qualifying as a chartered accountant in 1992. Her other qualifications include the Chartered Institute for Securities and Investment (CISI) Diploma, an MBA from Manchester Business School and a diploma in charity accounting from the ICAEW.



PM | Legacy Fundraising | Workshop

Get cracking with legacies: a masterclass in preparedness

Join us for dedicated time to think about nothing but your legacy programmes. Perhaps you have an established programme already and want to think about something new that you just haven't found the time for in the day job. Or maybe you have no idea where to start but are being asked to come up with a strategy for this vitally important income stream.

You can leave this workshop with a one-pager, a 5-point plan, a playbook if you will, of what you need to do to get cracking with legacies for your NHS charity. With sector-leading strategic input from fellow members, NHS Charities Together and WPNC (the agency who helped us develop the Forever thank you campaign), you can get to grips with this income stream and come up with a plan! You can also explore how the Legacy Toolkit, developed last year, can become your best friend and see how two of your colleagues put it to best use. So bring your laptops and get cracking with legacies!

Takeaway

We hope the audience will leave with completed assets ready to use and drive their legacy programmes forward.

Who is this for?

Anyone who hasn't managed to get round to looking at or utilizing the toolkit, making it fit for purpose for your organisation.

Speakers

Jordan Miller Hughes, NHS Charities Together

Jordan joined NHS Charities Together at the end of 2022 as Legacy and In Memory Manager, having worked across a range of fundraising income streams over 10 years. He is working with members on how to support their legacy activity.

Mandy Jordan, Assistant Director of Charity, Ipswich and Colchester Hospitals Charity

Mandy Jordan is Associate Director of Charities and Voluntary Services at Colchester & Ipswich Hospitals Charity. Mandy joined the charity as Head of Fundraising in 2016, after playing a key role in developing the £4.7m Woolverstone Macmillan Centre at Ipswich Hospital as part of her previous role at Macmillan Cancer Support. Before stepping into the sector, Mandy was a legal executive who specialised in conveyancing and legacies, honing skills and knowledge which she now finds useful in her role. Mandy is also Chair of NHS Charities Together, East of England Region.

Claire Daniels, WPNC





PM | Marketing and Communications | Workshop

Understanding your digital audience

A critical part of digital growth for any organisation, regardless of size or digital maturity, is to ensure that they are reflecting their audiences in everything they do. This session will introduce you to the 'empathy map' – a simple but effective tool that can be used to quickly build a robust profile of a particular audience group, such as regular givers, fundraisers or volunteers.

Using the empathy map will allow you to sense check that your digital activity reflects the needs, actions, challenges (and more) of your audience. Doing this leads to improved digital journeys and experiences for your supporters, plus more effective performance from everything you do.

Following on from an introduction to the above, you will hear from a fellow member, who has created an empathy map for one of their key audiences. They will talk about how they found the process and what they learnt from doing it.

Attendees will then be split into smaller groups and work together on creating an empathy map for a specific audience segment, before sharing with the wider group.

Takeaways

You will learn:

- What is empathy mapping?
- Benefits of empathy mapping.
- When to use an empathy map.
- How to use an empathy map.

Who is this for?

This workshop is suitable for anyone who is involved in digital activity for their organisation or is interested in learning more about how to better engage potential and existing supporters.

Speaker

Callum Grantham, Content Director, Fresh Egg

With a background in marketing starting in 2011, Callum is currently Content Director at Fresh Egg, where he's been working since 2017.

During his time at Fresh Egg, Callum has focused on developing content services to keep the agency's ways of working at the forefront of the discipline, encompassing strategy, design, and audience research. He is particularly interested in the role of content in user experience and human-centred practices, drawing on his background in language and linguistics.



PM | Monitoring, Evaluation and Learning | Workshop

From information to impact: building monitoring and evaluation capacity together

As you are hopefully aware, we currently offer a Funder Plus Support offer to members around Monitoring, Evaluation and Learning (MEL), with more information on [Member Connect](#). Through listening to members and with increased capacity, we are seeking to refresh and rebrand this offer, as a key component of a wider sector development programme.

This workshop will be led by our Evaluation & Learning Lead, Dr Sarah Masefield, together with the co-chairs of the Monitoring, Evaluation and Learning Special Interest Group, Carrie Smith and Andy Hall. It will give members the opportunity to reflect together on the information they collect about their projects and think forward to the impact they'd like to communicate. This will help shape the new offer for Monitoring, Evaluation and Learning, as well as connect peers to understand the activity they're working on in the Monitoring, Evaluation and Learning space.

Takeaway

For members to reflect on the information they collect and communicate about their activities and think about what impact statements they'd like to make, and the information needed to support them. To provide an impact-focused shared-learning opportunity to shape the Funder Plus Support offer.

Who is this for?

Anyone, especially those interested in Monitoring, Evaluation and Learning/impact.

Speakers

Amy Woolger, Head of Evaluation, Learning & Insights, NHS Charities Together

Amy is Head of Evaluation, Learning & Insights at NHS Charities Together, having worked in this area for over a decade. Passionate about the collective potential of our sector, Amy leads the role that evidence and insight plays in this.

Sarah Masefield, Evaluation and Learning Lead, NHS Charities Together

Sarah is an experienced researcher and evaluation specialist with a background as an occupational therapist. She is leading the refresh of the Funder Plus Support Offer.

Andy Hall, Head of Impact and Evaluation, CW+

Andy is the Head of Impact and Evaluation for CW+, the charity for Chelsea and Westminster Hospital NHS Foundation Trust, where he works to measure and articulate the effect of the charity's programmes within the hospital community.

Carrie Smith, Programme Manager for Community Partnerships, Cheltenham and Gloucester Hospitals Charity

Carrie is the Programme Manager for Community Partnerships at Cheltenham and Gloucester Hospitals Charity. She has worked closely with NHS Charities Together for the duration of our Stage 2 NHS Charities Together Grant, having responsibility for all monitoring, evaluation and learning.



PM | Strategy | Breakout

We stopped, we thought, we transformed: developing growth strategies in a busy world

In this session, Helen and Matt will share how they developed BWC's new high-value (individual and corporate) giving club 'Changemakers' which, in less than a year, has delivered £500k of annual income, with an ambition to grow this to £1m p.a. in 24/25. They'll share how taking the time to stop and reflect on the internal and external push/pull factors led them to the development of the strategy and will work with the group to help identify the foundations of your own future growth plans.

Takeaways

- To take time to pause and critically review your charity's/income stream's own push and pull factors (fundraising context).
- To start developing growth strategy ideas based on this deeper understanding of the context in which you operate.
- To step outside of the busy day-to-day and to feel inspired to THINK BIG.

Who is this for?

We aim for this session to be valuable for charities of all sizes. The session will be of particular interest for individuals who have strategic and/or operational responsibilities across any fundraising streams.

Speakers

Matt Mangan, Director of Philanthropy & Partnerships, Birmingham Women's and Children's Hospital Charity

Matt is an experienced leader and high-value partnerships fundraiser with over 17 years' experience of delivering transformational gifts, developing fundraising campaigns, and managing high-performing teams across the health and higher education sectors.

Helen Miles, Head of Corporate Partnership, Birmingham Women's and Children's Hospital Charity

Following a 10 year period working for the national charity Barnardo's and managing complex corporate partnerships, Helen decided that she wanted to give back to the hospitals that had both delivered her daughters and have continued to care for them since; coupled with the opportunity to make an impact in the area she lived made the Head of Corporate Partnership role was a perfect fit!

