FUNDRAISING FOR HOSPICES CONFERENCE

Gain insight into how successful hospices keep their fundraising innovative

26th January 2015
Holiday Inn
Regents Park, London

In partnership with:

Institute of Fundraising

Excellent fundraising for a better world
YOUR PANEL OF SPEAKERS

Karen Mckenzie
Director of Income Generation, Douglas Macmillan Hospice

Mike Palfreman
CEO, Haven House Hospice

Jack Miller
Head of Fundraising & Income Generation, Victim Support

Clive Mollett
Chairman, The Lotteries Council

Chris Routley
Chair, Hospice Lottery Association

Meg Abdy
Director, Legacy Foresight Ltd

John Summers
Legacy Manager, St Wilfrid’s Hospice

Vanessa Longley
Director of Fundraising & Marketing, Havens Hospice

Stephen Ballantyne
Together for short lives

Marc Stowell
Head of Fundraising Operations, Hospice UK

Lesley Fellows
Hospice to Home Manager, Claire House Hospice

Kirsty Simpson
Head of Community and Events Fundraising, Claire House Hospice

And more...
Last year’s Fundraising for Hospices conference, in partnership with Hospice UK (formerly Help the Hospices), touched on a number of fundraising challenges that the hospice sector contends with.

There is a need to meet funding targets from the same geographic area and populace and this year’s programme will draw from the learning that came from the 2014 event and look at practical ways to improve your fundraising practices.

• Real life case studies from hospices
• How to continue developing a fundraising culture and embedding it across your organisation
• Fundraising in the future
• Insights from national charities, across the sector and beyond

This must-attend conference will look at how we can continue to build strength in numbers. It will cover a range of key topics affecting hospice fundraising, as well as tailored sessions for varying levels of experience. The packed programme will pull together learnings from both sector and non-sector experts, leaving you with the practical skills and ideas that you can implement in your organisation. This conference is aimed at Directors/Heads of Fundraising and Income Generation and Senior Fundraisers, Fundraising Managers & Executives working in the hospice sector.

In partnership with: Hospice UK

Headline sponsor: JUST FUNDRAISING
10.00 Opening remarks from the Chair
Karen McKenzie, Director of Income Generation, Douglas Macmillan Hospice

10.20 Collaboration within the hospice sector
This session will look at how a group of 26 hospices from across the North West came together for the first time to launch a pioneering TV advertising campaign, reaching a huge audience of more than 5 million. It will draw from the learnings and highlight how these hospices have started to combat the challenges that come with local community fundraising.
Sue McGraw, CEO, St John’s Hospice

10.50 Gaining buy-in from your trustees
You can have a great team with the best ideas, but if you can’t get investment in fundraising from your trustees, you are unlikely to go any further than a great idea. This session will show the journey that Haven House Hospice took to ensure that their trustees had the opportunity to be fully invested in their fundraising strategy.
Mike Palfreman, CEO, Haven House Hospice
Frances Daly, Chair, Haven House Hospice

11.30 Coffee and networking

12.00 How to get the whole organisation fired up for fundraising
What happens when the Chief Executive, along with the Director of Fundraising, steps up to the plate regarding massive fundraising growth? When Claire House Hospice decided to do this, they:

- Set a hugely ambitious fundraising target over five years.
- Re-connected with their cause in a dramatic and highly emotional fashion.
- Came to realise that the mission and the money were the same thing.
- Realised that the fundraisers were scared of saying the wrong thing ... but that service users and care staff actually wanted them to tell the truth.
- Pledged to talk directly to two million prospective donors and service users.

What’s very important is that ‘team’ refers to the whole organisation, not just the fundraising department. This case study session will cover the theory, practice and insights behind the transformation and explain how to apply David’s leadership process to other organisations.
Lesley Fellows, Hospice to Home Manager, Claire House Hospice
Kirsty Simpson, Head of Community and Events Fundraising, Claire House Hospice

12.30 Choose one of 2 inspiring sessions:

Entering a brave new world
In today’s climate, charities with high levels of statutory funding are often having to change the entire culture of their organisation and approach to fundraising. This session will be an interactive presentation and workshop based on the journey experienced in increasing the culture of securing voluntary income in organisations previously heavily supported by the statutory sector. You will hear from professional fundraisers who have faced these challenges head on, the successes, bumps in the road and journey into a brave new world.
Jack Miller, Head of Fundraising and Income Generation, Victim Support

Developing a social media strategy for smaller charities - 6 pillars of social media
Panel - Does your social media strategy resemble the following? ‘A yard of Facebook, 18 inches of Twitter and a drop of Youtube?’
Vikki Calcutt, Deputy Director of Fundraising, Birmingham Children’s Hospital
Holly Lambert, Community and Events Fundraising manager, MS Society
Jo Barnett, Executive Director, Virgin Money Giving

13.00 Lunch and networking
Choose one of 3 inspiring sessions:

Lotteries
This session will look at the current lottery environment and discuss how they can be used to grow your voluntary income.
Clive Mollett, Chair, The Lotteries Council
Chris Routley, Chair, Hospice Lottery Association

Capital appeals
Session details to TBC

Corporate fundraising
Like most charities, hospices rarely receive grants that are large enough to cover what’s needed to maintain their current level of services. Corporate fundraising can be a useful way to overcome this. Saint Michael’s Hospice will guide you through the journey they took to develop this creative fundraising challenge.
Speaker, Saint Michael’s Hospice Harrogate

Choose one of 3 inspiring sessions:

In memoriam – Legacy Foresight
This session will share learnings of research and analysis of In-Memory giving and fundraising in the UK. It will look in detail at performance benchmarking and market sizing as well as in-memory fundraising through events.
Meg Abdy, Director, Legacy Foresight Ltd
John Summers, Legacy Manager, St Wilfrid’s Hospice

Community & events
Mass participation events are very important for hospices in terms of their overall income mix. This session will look at keeping them fresh as well as cost/time efficient.
Jenny Haskey, Head of Fundraising, NW Air Ambulance Charity
Liz Clarke, Head of Community Engagement & Communication, Douglas Macmillan Hospice
Sarah Smith, Senior Fundraiser, Martin House Children’s Hospice
Alison Gilbody, Director of Income Generation & Communications, St Ann’s Hospice

Individual giving
Bring your direct mail back to life, building on the story of Battersea’s programme which is just three years old.
Maddy Eastwood, Direct Marketing Manager, Battersea Dogs and Cats Home
Michael O’Byrne, Direct Marketing Officer, Battersea Dogs and Cats Home

Coffee and networking

Fundraising for the future
Hear from industry experts as they discuss what they predict the sector to look like in 5 years’ time and how you can mould your organisation’s fundraising strategy accordingly.
Vanessa Longley, Director of Fundraising and Marketing, Havens Hospice
Stephen Ballantyne, Together for short lives
Marc Stowell, Head of Fundraising Operations, Hospice UK
Rob Cope, Director, Remember a Charity

Innovation from out of the sector
Hear from an out of sector professional about how they’ve overcome some key organisational challenges and take away their practical tips and lessons learnt back to your organisation.
Speaker TBC

Closing comments from the chair
Karen Mckenzie, Director of Income Generation, Douglas Macmillan Hospice

17.00 - 18:00 Drinks reception sponsored by Virgin Money Giving
“Brilliant solutions full of unique and invaluable information for problems facing the hospice movement.”

IoF Hospice Conference 2014 Delegate
HOW TO KEEP YOUR FUNDRAISING INNOVATIVE

PRICES

IoF Individual Member £195.00
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or JOIN IoF when you book your conference place and benefit from both discounted membership and conference attendance at member rate:

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Send three delegates for just £500.00

IF you work in the NFP sector, why not join IoF when you book? You will benefit from the member’s rate for the conference AND 12 months’ Associate membership!

HOW TO BOOK

Through the website:
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Or call the IoF Events Team on:
0207 840 1040

Email:
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Connect with us:
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Learn how to ensure that your trustees are fully invested in your fundraising strategy

Hear how to get your whole organisation fired up for fundraising

Develop a social media strategy with the six pillars of social media

www.institute-of-fundraising.org.uk/hospices

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