

WEST MIDLANDS CONFERENCE 2017

DATE: Thursday 19th October 2017

TIME: 09.00 – 16.30

LOCATION: mac, Birmingham



@IoFWestMids
#IoFWMConf17

INTRODUCTION

For this year's Conference, we are thinking about **'change'**, the opportunities it lends as well as the challenges it brings.

We have asked our speakers to think about the political, economic, social and technological changes we are all facing as charities, and specifically in the West Midlands.

Our aim is to deliver a Conference that offers something for fundraisers at **any level** and across a range of disciplines. We have planned our schedule to provide sessions based on whether the fundraising you do is at a **local, regional, or national** level.

Sessions will be looking at the following **five themes**, from a local, regional or national charity perspective:

- Fundraising from businesses
- Legacy fundraising
- Making the most of events
- IT and social media
- Diversifying your supporter base

As with all our Conferences, there will be ample opportunities for you to meet and network with fellow fundraisers from across the West Midlands. The Institute of Fundraising West Midlands **AGM** will also be taking place on the day.

Institute of Fundraising West Midlands Committee



CHAIR'S WELCOME

The Institute of Fundraising West Midlands committee and I, warmly welcome you to our annual conference. Thank you for coming and being a part of our community.

I am reflecting on a successful year for the IoF in our region. In January, we asked what you wanted from us, you responded and we acted, delivering the introduction to fundraising course, training around social media and high-level philanthropy, meetings for sole fundraisers and First Thursday networking sessions with an array of talented and inspirational speakers for an increased number of participants.

Today's narrative is 'change'. The fateful Sam Cooke sang, '*change is gonna come*' and how fitting his words are on the back of another transformational 12 months for the Third Sector! The Fundraising Preference Service has revolutionised how donors interact with charities and as we edge ever closer towards GDPR and Brexit, further change is imminent.

For fundraisers driven by the vision of their charity, change means opportunity; a chance to re-engage and involve donors around influencing the current and future landscape for the causes they support.

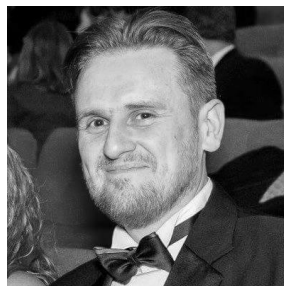
Fundraising is a noble art and I encourage you today to remember that you and the people you will meet at Conference care and stand up for the most vulnerable communities and individuals. Fundraisers enable art, culture, adventure and bring history to life. Fundraisers make the world a safer and healthier place. Fundraisers save lives. Last year the charity sector spent £1,578 every second improving lives and you should be immensely proud.

The IoF is our sector's professional membership body in the UK, with the vision: *Excellent Fundraising for a Better World*. A mission to campaign, educate, inspire and share best practise so the fundraising environment is strong and trusted and its members can connect amazing donors to amazing causes.

In 2015 over £9.6 billion was donated to charity by the British public, a figure that helps our society become better. I hope you will leave today feeling inspired and through the learning gleaned from our expert speakers, ready to take the work you do to the next level.

I am proud to welcome Clarke Carlisle as our plenary speaker and to showcase the talent and the diversity of the West Midlands to make our region the best it can be.

I would like to say thank you to my committee for creating this conference. Our events throughout the year are facilitated by volunteers, for whom I am immensely grateful. Please say hello if you see me or any of the committee today and have fun!

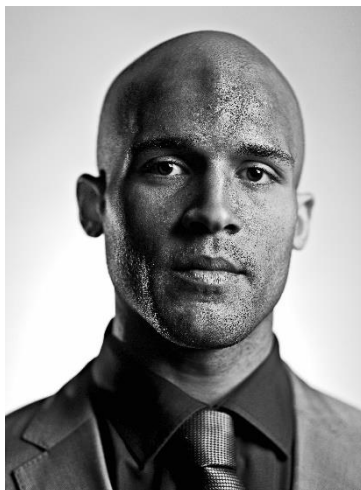


Dylan Carroll
Institute of Fundraising West Midlands Chair

SCHEDULE

- 09.00** ARRIVAL – registration and welcome in Arena Bar
- 09.30** WELCOME and OPENING PLENARY in Cinema
- 10.15** MORNING SESSIONS BEGIN
See overleaf for track breakdown
- 11.00** REFRESHMENTS in Arena Bar
- 11.20** MORNING SESSIONS CONTINUE
See overleaf for track breakdown
- 12.55** LUNCH in Arena Bar
- 13.30** INSTITUTE OF FUNDRAISING WEST MIDLANDS COMMITTEE
ANNUAL GENERAL MEETING- in Cinema -open to all
- 13.40** AFTERNOON PLENARY in Cinema: ‘Faith/Diversity in Fundraising’
- a panel discussion
- 14.45** AFTERNOON SESSIONS
See overleaf for track breakdown
- 16.20** Please join us for NETWORKING in the Arena Bar.
- DEPART





Clarke Carlisle

Clarke Carlisle, a radio and television presenter is widely regarded as one of the most eloquent former professional football players.

The former PFA Chairman has experienced the very highs of professional sport, having won promotion with both Blackpool and Burnley, representing his country and playing at the home of English football- Wembley Stadium.

He was the first current professional footballer to appear on the BBC's Question Time, he won Britain's Brainiest Footballer and appeared on three episodes of Countdown.

In 2001, Clarke suffered a posterior cruciate ligament injury that sidelined him for a year, nearly ending his career.

Clarke has gone on to author two documentaries: *Football's Suicide Secret* and the critically acclaimed documentary *Is Football Racist?* He is also the author of *A Footballer's Life*, a book about his career.

Clarke has been an ambassador for the mental health charity *Mind* and the Premier League *Kick It Out* campaign which promotes inclusion and equality in football.

In 2015 Clarke launched the mental health charity the *Clarke Carlisle Foundation for Dual Diagnosis* – a charity which raises awareness of dual diagnosis- the co-occurring of substance misuse and a mental health disorder.

In his opening plenary Clarke will be speaking about his battle with depression and how the creation of maladaptive coping mechanisms exacerbated the issue and prevented professional excellence.

MORNING SESSIONS 10.15am – 11.00am

LOCAL FUNDRAISING Location: Pinsent Masons 1	REGIONAL FUNDRAISING Location: Deloitte Room	NATIONAL FUNDRAISING Location: Cinema
<p>Cause they'll be giving local, down in Aston and Colmore Row!</p> <p><i>Dylan Carroll, Outward Bound Trust</i></p> <p>This session will focus on how charities can integrate legacy marketing internally and with external stakeholders to generate a successful and sustainable legacy campaign at a local level. Dylan will share learnings from his time at Barnardo's, and present with Nyah Malcolm from Children's Services in Birmingham and Richard Dundee, the Head of Private Clients at QualitySolicitors Davisons.</p>	<p>An introduction – and insights – for gaining support from business</p> <p><i>Kate Van Der Plank, Connect 5 consulting</i></p> <p>The session will help you identify who you could approach – and how best to contact them, how you can be creative about the support you need and how you might get the most out of your relationship with business and develop a long-term partnership. With Kate's wealth of experience in the business sector, you will come away with loads of tips and ideas to try and a plan to get you started.</p>	<p>Building your supporter base through partnerships</p> <p><i>Nicky Jones, Royal Shakespeare Company</i></p> <p>This session highlights how the Royal Shakespeare Company drives growth of its supporter base by spring-boarding off collaborative activity. You will receive an insight into recent partnerships at the RSC and hear how they have delivered results for the RSC team across many fundraising areas.</p>

MORNING SESSIONS 11.20 am – 12.05 pm

LOCAL FUNDRAISING Location: Pinsent Masons 1	REGIONAL FUNDRAISING Location: Deloitte Room	NATIONAL FUNDRAISING Location: Cinema
<p>Selling the Vision</p> <p><i>Altaf Kazi, National Zakat Foundation</i></p> <p>This session will showcase Altaf's extensive experience of local community fundraising. It will focus on how he made the transition from activity based fundraising to vision based fundraising. The session will also explore how to gain advocacy within an organisation and ideas for scalable relationship building models that can be used at a local level.</p>	<p>Developing a legacy campaign from scratch</p> <p><i>Simon George & Paul Pirie</i></p> <p>This session will showcase how Simon worked with Paul and his team at Cinema and TV Benevolent Fund to develop a legacy campaign from scratch. Although CTBF previously received legacies, this was their first campaign, fronted by TV royalty Stephen Fry. Simon and Paul will explain how they ran a focus group, developed the legacy case for support and finalised the campaign strategy, giving some initial feedback and results.</p>	<p>Taking a more strategic approach to all corporate partnerships</p> <p><i>Nick Scott, War Child</i></p> <p>CSR policies are becoming more sophisticated and more closely aligned with business objectives. Whether you are delivering a cause related marketing campaign or a charity of the year, the most successful fundraisers are taking a more strategic approach. This workshop will help you become more strategic in your approaches.</p>

MORNING SESSIONS 12.10 pm – 12.55 pm

LOCAL FUNDRAISING Location: Pinsent Masons 1	REGIONAL FUNDRAISING Location: Deloitte Room	NATIONAL FUNDRAISING Location: Cinema
<p>Events: A sole fundraisers perspective</p> <p><i>Michelle Williams, BID Services</i></p> <p>This session will focus on Michelle's experiences as a sole fundraiser; supporting a local charity to diversify fundraising strategy to include events such as fire walks, Christmas carol concert, conferences for awareness campaigns and community fayres. Key points will include partnership approach to event fundraising, corporate sponsorship, challenges encountered and tips for maximising income.</p>	<p>Digital Advertising on a Shoestring perspective</p> <p><i>Megan Keane, Acorns Children's Hospice</i></p> <p>Digital advertising is a low cost and effective way to support your fundraising when done right. This session looks at how you can use low budget and no budget digital tools to maximise your fundraising on a shoestring.</p> <p>This session will cover:</p> <ul style="list-style-type: none"> • Understanding where to put your (limited) money in social media advertising • Improving your organic (unpaid) social media • Free digital resources to help you identify your target audience • How you can receive £7,000 free advertising with Google each month • Maximising a limited budget through online tools 	<p>The good and bad of legacy campaign materials</p> <p><i>Stephen Pigeon</i></p> <p>Every non-profit is asking supporters for gifts when they die. Local charities have huge advantages, but must prepare legacy materials that draw these out, showing the donor how they can change the life of a friend or neighbour. In this pivotal session, Stephen will show good and bad examples of legacy materials and spell out ten key issues to resolve.</p>

Faith, Diversity and Fundraising

We have decided to highlight the important role faith and diversity play in our sector. To explore how donors of faith behave when giving, what charities can do to attract support above and beyond their traditional audiences and what we as a sector can do to appeal to people of all backgrounds to choose fundraising as a career.

We have assembled an eclectic and inspirational panel to discuss 'Faith, Diversity and Fundraising'. The experienced contributors will bring their views on this theme to the table to increase awareness of and give fundraisers in the West Midlands some practical advice to increase cultural impact.



The session will be Chaired by **Jacqui Francis**, an independent member of the Bar Standards Board Selection Panels an observer on the Board of Birmingham REP Theatre and a newspaper reviewer on BBC News 24.

Panel line-up:



Steve Bayliss
Head of
Development
Archdiocese of
Birmingham



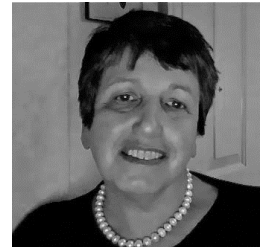
Calum Burke
Strategic
Funding
Manager
Youth for Christ



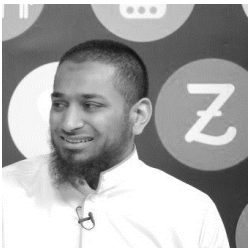
Olivia Cayley
Project Manager
Tony Blair
Institute for
Global Change



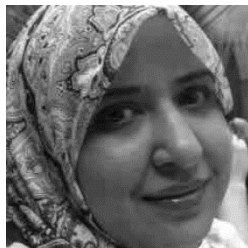
Ceri Edwards
Director of
Engagement &
External Affairs
IoF



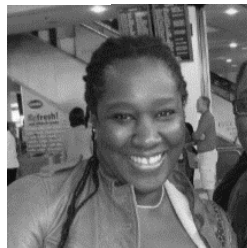
Ruth Jacobs
Interfaith expert



Altaf Kazi
Head of Marketing
& Services for
Zakat Payer
National Zakat
Foundation



Shaz Manir
CEO and
founder
Amirah
Foundation



**Doreen
Osbourne-Lamont**
Director
Diverse City
Services



Amrick Singh
Director
Nishkam Centre

AFTERNOON SESSIONS 14.45 pm – 15.30 pm

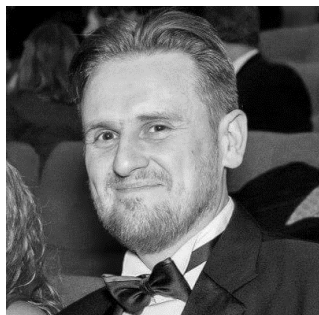
LOCAL FUNDRAISING Location: Pinsent Masons 1	REGIONAL FUNDRAISING Location: Deloitte Room	NATIONAL FUNDRAISING Location: Cinema
<p>Forming win:win partnerships</p> <p><i>Fi Harrison</i></p> <p>Fi will be speaking about how smaller charities can work creatively with businesses to form practical, win:win partnerships and how to take advantage of changes in technology to get maximum impact from digital campaigns when working on a tight budget. Fi has a unique perspective both as a fundraiser and from her years of experience as a marketing professional on “the other side of the desk” getting the most from her “marketing pound”.</p>	<p>Events: Embracing the challenge</p> <p><i>Rachel Jones & Charlie Homer, St Richard’s Hospice</i></p> <p>Keeping an events calendar fresh and innovative is a constant challenge. Listen to how St Richard’s try to stay ahead each year by introducing new events and campaigns and refreshing the old faithful ones too! Learn how embracing the use of tools, such as Eventbrite, has increased their event traffic and sign ups and reduced administration for their mass participation events. Do they get it 100% right, all the time? No of course not, but that makes for fantastic learning too, of which they hope to share.</p>	<p>How Orbis EMEA is utilising digital and social media to improve supporter experience and deliver results.</p> <p><i>Matt Cassini, Orbis Flying Eye Hospital</i></p> <p>Over the past 18 months Orbis has taken a new approach to fundraising. This session will cover how the new, integrated, supporter engagement and development strategy has embraced digital technology and social media to deliver improvement in supporter’s experience and an increase in net income.</p>

AFTERNOON SESSIONS 15.35 pm – 16.20 pm

LOCAL FUNDRAISING Location: Pinsent Masons 1	REGIONAL FUNDRAISING Location: Deloitte Room	NATIONAL FUNDRAISING Location: Cinema
<p>Fundraising Through Social Media</p> <p><i>Richard Brown, Im9act</i></p> <p>This workshop will help to demystify social media and fundraising, show you how to devise a social media strategy and how to make your online fundraising a success.</p>	<p>Kickstart your major donor fundraising</p> <p><i>Mike Bartlett, Money Tree Fundraising</i></p> <p>This session will be a whistle-stop journey through the realities of major donor fundraising for charities of all sizes. It will be a practical guide, covering defining and finding major donors, models of major donor fundraising, organisational readiness, defining your cause for major donors, account managing donors and making the all-important ask.</p>	<p>Getting your event past the terrible twos</p> <p><i>Sarah Wilson, Think Consulting</i></p> <p>The events market is getting ever more competitive and shows no sign of slowing down. Using Battersea Dogs & Cats Home’s Muddy Dog Challenge as a case study, this session will cover how to develop a new event and nurture it through the difficult early years. Hear about the highlights and challenges when growing the Muddy Dog Challenge from a pilot event in 2015 to nearly 3,000 participants in its third year.</p>

SPEAKERS

THANK YOU TO ALL OUR SPEAKERS AND PRESENTERS



DYLAN CARROLL

HEAD OF LEGACY FUNDRAISING, OUTWARD BOUND TRUST

Dylan Carroll is a proud fundraiser! He is Head of Legacy Giving at the Outward Bound Trust and Chair of the Institute of Fundraising in the West Midlands. Dylan was a volunteer fundraiser for the MS Society before 9 years at Barnardo's, where he, with his team, established and delivered the regional legacy marketing strategy, which focussed on internal staff training, an extensive programme of legacy events with fundraising and Children's Services teams, a nationwide Will Scheme with a network of law firms and high value donor stewardship. Dylan was the 2011 recipient of the IoF 'Best up-and-coming fundraiser' Award, the Will Scheme he managed received a 2012 Third Sector Business Award and a 2017 IoF Best Legacy Campaign Award. He is also a HUGE fan of chocolate oranges!



KATE VAN DER PLANK

MANAGING DIRECTOR, CONNECT FIVE CONSULTING

Kate has extensive experience in creating and developing corporate / charity partnerships and is passionate about seeking out the mutual value from partnerships and measuring the impact. Kate's has over 20 years' experience in CSR and was previously Head of Community Affairs at Cadbury and Head of Community Investment at National Grid, developing and implementing the CSR strategy. She has chaired the Cabinet Office skills based volunteering campaign and is a regular speaker on conference platforms. At National Grid her pioneering approach to using volunteering as a personal development tool was recognised by BITC in awarding the company Responsible Business of the Year 2014. Kate started Connect Five Consulting in 2015- a social enterprise business providing training, coaching and consultancy. Their mission is to enable businesses and charities to work together more effectively. She also helped set up the charity Step Up To Serve.



NICKY JONES

HEAD OF MAJOR GIVING AND TRUSTS, ROYAL SHAKESPEARE COMPANY

Nicky, Head of Major Giving and Trusts, is responsible for £1.8 annual revenue targets, along with statutory grants, trusts and major giving income for all capital projects. Formerly Development Director at the Royal Botanic Gardens in Sydney, and Development Director at the Royal Court theatre. Nicky is a fellow of the Royal Society of Arts and a Trustee of Headlong Theatre Company.



SIMON GEORGE

DIRECTOR, WOOTTON GEORGE CONSULTING

Simon has been in fundraising since 1987. He is a Fellow of the Institute of Fundraising and has achieved the diploma in fundraising management. His special interests lie in fundraising strategy, legacies and charitable trusts and he works with a wide range of charities nationally, conducting fundraising reviews delivering feasibility studies and giving strategic advice. He also manages Wootton George's team of 22 consultants. He is a former Chair of the Institute of Fundraising in the West Midlands and is a well-known writer and speaker on fundraising topics. Simon has published two e-books on legacy marketing and grant fundraising, published by SPMFundessentials. He was the founder of the Institute of Fundraising's charitable trusts special interest group in 1999 and also co-wrote the code of practice on trust fundraising.



PAUL PIRIE

HEAD OF FUNDRAISING & PR, THE CTBF - THE FILM & TV CHARITY

Paul has worked in numerous senior managerial roles in his 30 year career in the charity sector. His expertise and experience at local, national and international levels covers marketing, PR, public affairs, business development, strategic change and fundraising. Currently, Paul is Head of PR & Fundraising for the trade charity The Cinema and Television Benevolent Fund. The CTBF supports those gifted crafts people who work behind the screen in the world class British moving image industry. In his spare time Paul is a trustee of his local Community Centre and also Chairs his local Fairtrade Group.



NICK SCOTT

HEAD OF CORPORATE PARTNERSHIPS, WAR CHILD

Nick became an events fundraiser in 2008 before shifting his focus to corporate partnerships, helping to deliver the Bupa Great Runs Partnership and the award-winning Tesco Charity of the Year for Alzheimer's Society. He went on to secure several high-profile partnerships including Home Retail Group and ITV's Text Santa. In 2015 Nick moved away from UK health care and made the transition to International humanitarian aid by joining War Child. He continues to develop partnerships to support children in conflict through corporate donations, staff fundraising and brand/sponsorship deals. Recent achievements include securing a major two-year partnership with law firm Allen & Overy and developing War Child's skills based volunteering programme to harness the enthusiasm and talents of partners and their employees.



MICHELLE WILLIAMS

HEAD OF DEVELOPMENT AND COMMUNITY ENGAGEMENT, BID SERVICES

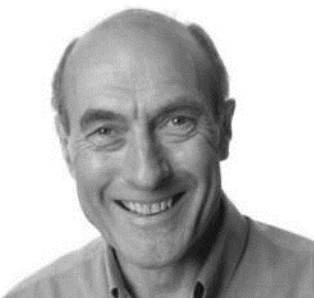
AS the Head of Community Development and Engagement within BID Services Michelle is responsible for shaping and implementing the organisations fundraising and community engagement strategy, maximising income generation from corporate, trusts and foundations, and community events. Michelle Williams has dedicated 12 years to working in the social care sector and originally starting working life in operations and project management- she describes herself as an accidental fundraiser. Specialising in statutory and trusts and grants fundraising she completed her diploma in fundraising management with IOF in 2015 and has supported BID Services in developing a fundraising strategy to diversify income generation. As a sole fundraiser Michelle aims to motivate others to take up fundraising recently completing half marathons and 25k treks across the Brecon Beacons, as a Mom of two small girls can also regularly be found covered in glitter.



MEGAN KEANE

SENIOR MARKETING OFFICER, ACORNS CHILDREN'S HOSPICE

Megan is a CIM qualified marketer and her role at Acorns oversees the digital marketing strategy for the charity, including social media, website and digital advertising. During Megan's time at Acorns the charity has seen real growth in their social media channels and successes in their digital advertising. Prior to her role at Acorns, Megan volunteered at Freedom from Torture alongside her day job, providing all round marketing support for the Midlands for over 2 years. Megan continues to support Freedom for Torture in a fundraising role, as part of a local group she helps to organise and promote two local fundraising events that raise c.£5,000 each year for Freedom from Torture and Amnesty International. Through this experience Megan has a good understanding of the challenges that fundraisers face both on a regional and local level and how to maximise digital tools on a limited budget.



STEPHEN PIDGEON

FUNDRAISING CONSULTANT AND TEACHER

Platform speaker, teacher and consultant, Stephen works throughout the world. 20 years setting up and running the UK's largest fundraising agency, Brightsource/Tangible, he now works with charities in UK, Ireland, Norway, Canada and US. He has a special interest in stewardship and legacy marketing but gets excited at the way charities mistreat their supporters. He is a visiting Professor for Plymouth University's Hartsook Centre for Sustainable Philanthropy, a Trustee of development agency VSO and chair of VSO Ireland. Stephen writes regularly and critically in the sector press and in 2015, was given the Institute of Fundraising's Lifetime Contribution Award. His book *How To Love Your Donors...To Death* was published in the same year.



FI HARRISON

ACTING CHIEF EXECUTIVE, WYTHALL ANIMAL RESCUE

Fi's career began in the Corporate Fundraising Department at Save the Children in the '90s before moving on to hold various fundraising management roles for charities such as St. John Ambulance, Turning Point and the NSPCC specialising in partnerships with businesses. Fi moved into the commercial sector to enjoy a successful career culminating in her position as Manager Director of international TV production company 247.TV. She set up her own fundraising consultancy Fiona Harrison Corporate Fundraising in 2012 and has worked on a range of projects across the sports, arts and animal welfare sectors. Fi is a member of the Chartered Institute of Marketing and sits on the West Midlands Institute of Fundraising Committee.



RACHEL JONES

FUNDRAISING MANAGER, ST RICHARD'S HOSPICE

Rachel has worked at St Richard's since 2007 and now manages the Community Fundraising income of £1.7 million of which around £700,000 per year is derived from a full and varied events and challenges calendar. Over the years Rachel has led on numerous new successful events, corporate initiatives and fundraising campaigns and with her team is proactive in regularly reviewing all income streams and refreshing their events. Rachel and the team also try to practice what they preach and regularly get involved in the challenges; the latest for Rachel being the Worcestershire Way 31 mile Walk, Snowdon by night and the Worcester City 10k run.



MATT CASSINI

HEAD OF INDIVIDUAL GIVING, ORBIS EMEA

Formerly Head of Individual Giving at Brain Research Trust, Operations Manager at Shelter UK, Deputy Fundraising Manager at Home Fundraising Ltd, Matt is now the Head of Individual Giving at The Orbis Flying Eye Hospital.



MIKE BARTLETT

SENIOR CONSULTANT, MONEY TREE FUNDRAISING

Mike is successful high-value fundraiser, having developed sustainable major donor programmes from scratch at three charities, each as Director of Fundraising, before becoming a major donor fundraising consultant. Mike speaks regularly at fundraising conferences and blogs on the topic of practical major donor fundraising. He has been an Institute of Fundraising South West Mentor for the last three years.



RICHARD BROWN

FOUNDER, IMPACT 9

Richard has been working in the charity sector for over 10 years. During that time has worked at Cancer Research UK, as part of their Race for Life team and at Acorns Childrens Hospice where he was their Marketing Manager and Individual Giving Manager. In 2008, Richard founded The Joanna Brown Trust, a charity set up in memory of his sister. To date The Joanna Brown Trust has supported over 80 young athlete through its grant programme and has delivered sports projects in 8 different countries around the world. In 2012 The Joanna Brown Trust was nominated for the Most Creative Charity of the Year award at the Just Giving Awards. In the same year Richard was also chosen to be a Torch Bearer of the Olympic Flame in recognition of what The Joanna Brown Trust has achieved. Richard now runs his own consultancy, helping small charities with their fundraising and marketing. He is passionate about helping small charities make the most from social media and to share the experiences and lessons he has learnt from working at the largest charity in UK to having set up the charity in memory of his sister.



SARAH WILSON

CONSULTANT, THINK CONSULTING

Sarah started her career at a challenge event management company, specialising in charity events. It was here she realised that she wanted to move into the charity sector and become a fundraiser herself. Having cut her fundraising teeth at Shelter working across events and community areas she then moved to Breakthrough Breast Cancer where she led the team responsible for fundraising campaigns and product development. From here she moved to Battersea Dogs & Cats Home where she set up and led their events and community team and programme, encompassing challenge and special events, regional community fundraising and products. Having designed, developed and implemented strategies to deliver transformational change in fundraising results, she has also grown, led and motivated teams to deliver increasing targets. She has experience of improving and growing existing portfolios as well as setting up functions, teams and programmes from scratch, developing and implementing administrative and financial systems and processes to underpin those programmes.



DIVERSITY PANEL SPEAKERS



JACQUI FRANCIS

Jacqui is an independent member of the Bar Standards Board Selection Panels and an External Panel Member for NHS Improvement. She is a Lay Member of Birmingham and Solihull Advisory Committee, recruiting and recommending to the Lord Chancellor and Lord Chief Justice candidates for the magistracy. She is an observer on the Board of Birmingham REP Theatre and a newspaper reviewer on BBC News 24.



STEVE BAYLISS

HEAD OF DEVELOPMENT, ARCHDIOCESE OF BIRMINGHAM

As the Head of Development at the Archdiocese of Birmingham, Steve is responsible for fundraising activity within the diocesan and development of new projects that support the wider work of the Church including an ecumenical conference on developing a Church for the 21st Century. A former Chair of the IoF West Midlands, Steve has brought in over £1.8 million of new funding for capital and revenue projects. Steve works on canal restoration projects and is often out somewhere in his campervan!



CALUM BURKE

STRATEGIC FUNDING MANAGER, YOUTH FOR CHRIST

Calum has extensive experience working with young people from marginalised and diverse backgrounds. He spent ten years working in frontline youth work in London. Youth for Christ works with 250,000 young people each month across Britain and exists to share the Christian faith relevantly. Calum is Dad to Niamh, husband to Carolyn, loves a curry and the Arsenal!



OLIVIA CAYLEY

PROJECT MANAGER, TONY BLAIR INSTITUTE FOR GLOBAL CHANGE

The Compass project Olivia leads on, is for young women aged 14-17 years old, exploring whether supporting individual empowerment and the development of a strong sense of identity and belonging to society can make young women more resilient to destructive ideologies.



CERI EDWARDS

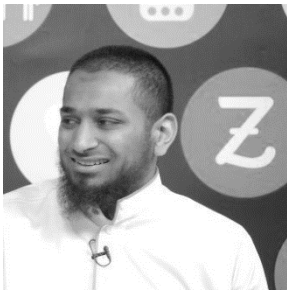
DIRECTOR OF ENGAGEMENT & EXTERNAL AFFAIRS, IoF

Ceri is a former BBC political producer and has worked for the Citizenship Foundation, Action for Children, the BBC Children in Need Appeal, London Councils and the People's Heath Trust. Ceri is director of the medico legal charity AvMA, a former chair of London Lesbian and Gay Switchboard; a former trustee of Survivors UK and the Empty Homes Agency; and has volunteered with INQUEST, his local food bank and as a prison visitor.



RUTH JACOBS

Ruth Jacobs has been involved with interfaith activity and aided students and teachers to gain knowledge around all aspects of Judaism for over 25 years. Ruth is a member of Birmingham City Council's Holocaust Memorial Day steering group, a past chair of Birmingham Council of Faiths, a fundraiser and volunteer for various national charities and a founder member of Nisa Nashim West Midlands, a Jewish Muslim Women's Dialogue Group. Ruth is a wife, mother and grandmother.



ALTAF KAZI

HEAD OF MARKETING AND SERVICES FOR ZAKAT PAYERS, NATIONAL ZAKAT FOUNDATION

The National Zakat Foundation came to the fore during the tragedy of Grenfell Tower. Altaf co-founded the As-Suffa homeless outreach project, which provides services to the homeless in 7 UK cities; the project has served over 250,000 meals to date.



SHAZ MANIR

CEO AND FOUNDER, AMIRAH FOUNDATION

The Amirah Foundation is a charitable organisation working with homeless and vulnerable women to play a more active role in society and unlock their full potential and social capital. Amirah provides a leadership role in relation to the key challenges and issues faced by Muslim women and their children living in the UK. Shaz has over 15 years' experience working in the third sector and local authority in strategic roles.



DOREEN OSBOURNE-LAMONT

DIRECTOR, DIVERSE CITY SERVICES

Diverse City Services aims to raise the aspirations and attainment of people from minority groups in Education and Employment. Diverse City Services also provide training and consultancy, for areas including governance and organisational management, to awareness raising in the areas of mental health and learning disabilities. Doreen worked at management level in the NHS for 15 years and is a member of the IoF's Black Workers Group.



AMRICK SINGH

CENTRE DIRECTOR, NISHKAM CENTRE

Amrick Singh is the Centre Director of the Nishkam Centre, a faith inspired third sector civic organisation merging spirituality and secularity. His professional background is diverse and varied; an innovative, forward thinking Organisational Development Consultant and change manager with experience of working in private, public and the third sectors. He is passionate about growing and developing himself and the capacity of those around him to excel, supporting community engagement, cohesion and social development.

Thank you for attending the Institute of Fundraising West Midlands Conference 2017

Our aim is to provide support, inspiration and professional development opportunities to fundraisers living in Birmingham, Coventry, Shropshire, Staffordshire, Herefordshire, Worcestershire and Warwickshire.

The group is run by volunteers who give up their time to support other fundraisers, and to act as advocates for responsible and successful fundraising practices in the region.

Some of the activities organised by the group include the annual West Midlands Conference, networking events, training opportunities and the cost effective advertising of regional jobs.

Whether you want to develop your skills, share ideas and learn from your peers or just talk to other people who understand what it means to be a fundraiser today – the IoF West Midlands Group is here.

Please keep an eye on our upcoming events page on our website and watch out for our email updates for other training and activities taking place throughout the year.

Institute of Fundraising West Midlands Committee



If you are interested in joining the committee, please find Dylan at Conference or email us afterwards.

If you would like to find out more about our events or how you can get involved please get in touch:

Email: westmidlands@institute-of-fundraising.org.uk



Thank you to our Conference sponsors

Headline sponsor



Placing people with passion for the charity and not for profit sectors

Eden Brown was one of the very first third sector recruiters in London and has been supporting candidates and clients in the charity and not for profit sectors for over 25 years.

It's a sector that we are truly passionate about – not least because it is one of the few areas where both clients and candidates can make a real difference – and being part of that is something very special.

Today, Eden Brown Charities is one of the leading recruitment specialists offering true expertise within four core areas of the third sector, including:

- Fundraising & development
- Office support
- Marketing & communications
- Senior appointments

We also operate from a network of offices throughout the UK, allowing us to develop strong relationships at a local level. Office bases include; Leeds, London, Manchester and Birmingham.

To find out how you can benefit from working with people that really understand what you do, get in touch with your local charities team.

Laura Crossley
Senior Recruitment Consultant- Midlands
l.crossley@edenbrown.com
0113 2207542

Leanne Roberts
Head of Regional Charity and NFP
l.roberts@edenbrown.com
0113 2207540

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Bursary sponsor: TPP



Track Sponsors

Fundraising from Businesses: John Lewis

John Lewis

Legacy Fundraising: Wootton George Consulting



IT and Social Media: Harlequin



West Midlands Fundraiser of the Year Award: Room to Reward



mac Birmingham – Venue details and directions

mac is located in Cannon Hill Park, opposite Edgbaston County Cricket Ground on Edgbaston Road (off A441 Pershore Road and A38 Bristol Road). **mac Birmingham, Cannon Hill Park, Birmingham, B12 9QH**

Directions

By car

M5: From junction 4 of the M5 motorway, take the A38 towards the centre of Birmingham. Approximately one mile past Birmingham University (on Bristol Road) turn right into Priory Road. Cross the next set of traffic lights, which takes you into Edgbaston Road, and you will see signs for mac approximately 150 metres ahead.

M6: Take junction 6 off the M6 motorway and the A38M (Aston Expressway) all the way through Birmingham City Centre. This will take you through the Queensway Tunnel and along Bristol Street, with Bristol Street Motors on the left hand side. Carry on straight through the traffic lights until the next set and turn left into Priory Road. Go through the next set of traffic lights into Edgbaston Road and you will see the signs for mac approximately 150 metres ahead.

M40/M42: At the junction of the M42 take the right hand lanes marked M5 (South and West), Birmingham (S&W). Leave the M42 at junction 3 and take the A435, Birmingham South. Stay on the A435 through two shopping centres on Alcester Road South. After passing through the second shopping centre (Kings Heath) take the first exit at the traffic lights, following B4217, Edgbaston, Ladywood. Follow the road and go straight over at the small traffic island and carry on until you approach another traffic island, take the first exit. You will see the entrance for mac approximately 150 metres on the left.

City Centre: From Birmingham City Centre, take the A441 to Redditch. Approximately 2 miles from the centre of Birmingham, turn left into Edgbaston Road. You will see the entrance for mac on the right approximately 150 metres ahead after the traffic lights.

Charges (Pay & Display or pay by phone)

Up to 4 hours = £2.00

Up to 16.5 hours = £3

*Charges do not apply to Blue Badge holders.

Payment needed 7am - 11.30pm daily.



By bus

No 1: From Five Ways, Edgbaston, Moseley and Acocks Green. No 35: From City Centre, Balsall Heath, Moseley and Kings Heath.

No 45/No 47: From City Centre (Carrs Lane), Selly Park, Stirchley, Cotteridge and Kings Norton.

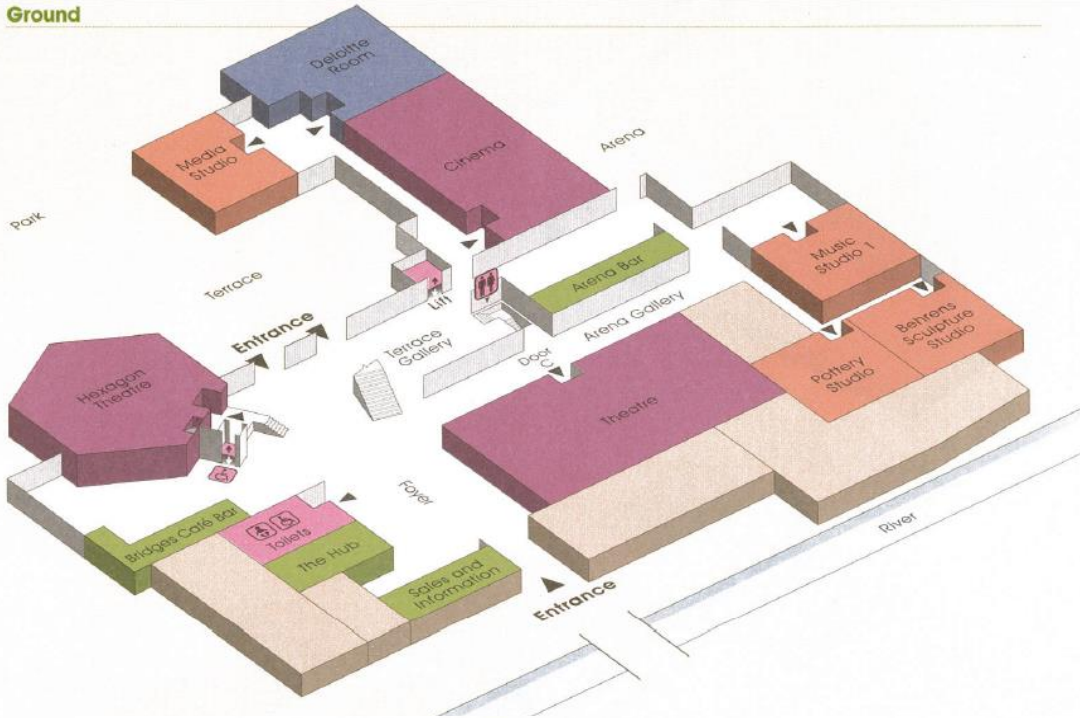
No. x61/No 63: From City Centre (Carrs Lane and Smallbrook Queensway), Rubery, Rednal, Gannow, Northfield and Selly Oak.

By train/taxi

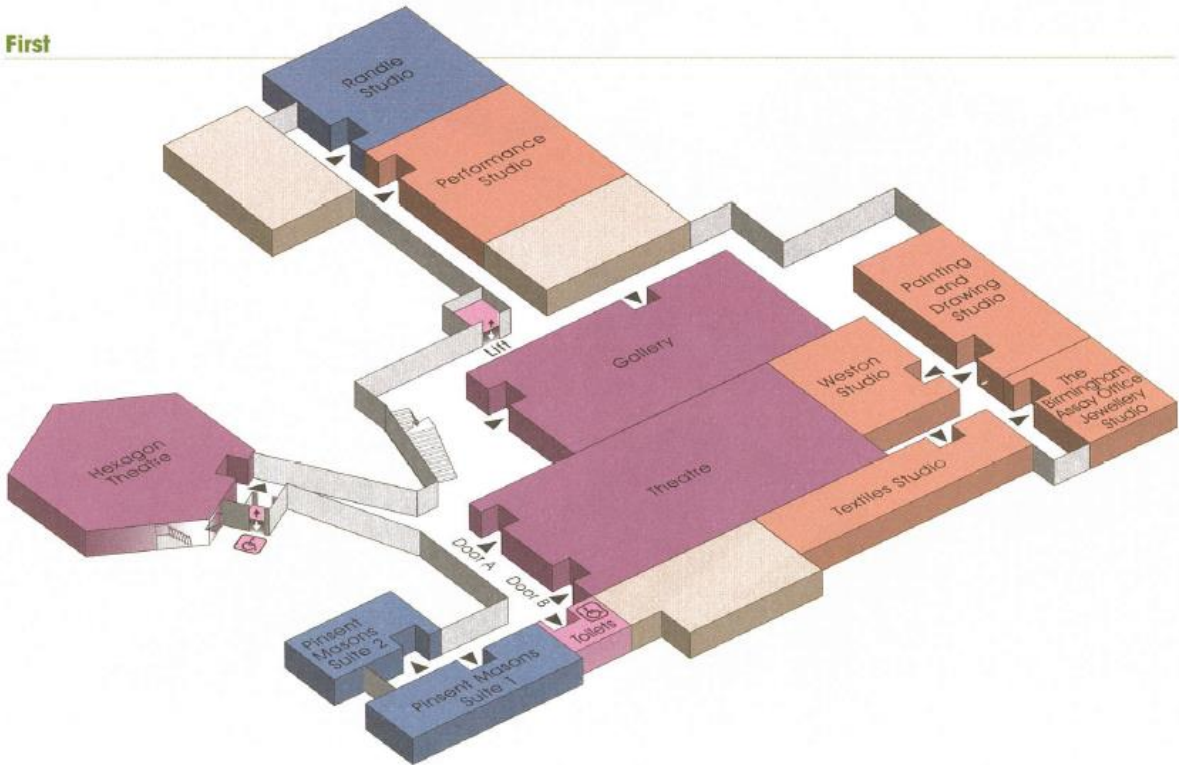
A taxi from New Street Station (located in Grand Central) can take between 10-20 minutes depending on traffic. Cost is approximately £7.20.

For full information on facilities and accessibility, please visit www.macbirmingham.co.uk

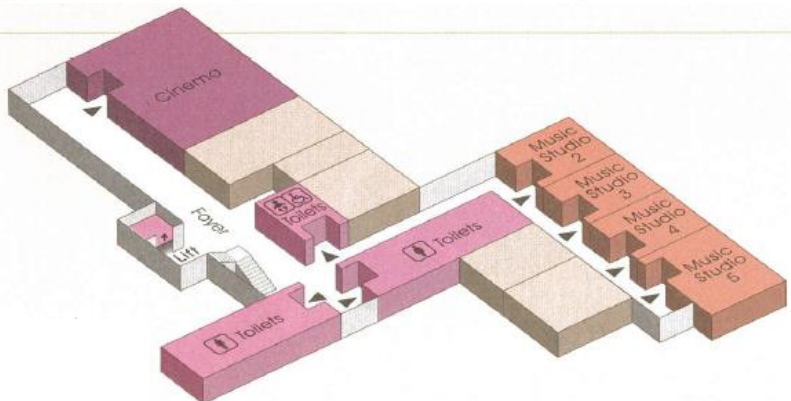
Ground



First



Lower Ground



Save the date! Upcoming events

Worcestershire fundraiser meet up: October- Legacies

23-10-2017

Waitrose, Worcester

10.00am – 12.00pm

Regular meetings open to anyone working or volunteering to raise funds within Worcestershire and the surrounding areas. This month's topic is legacy fundraising.

Introduction to Fundraising Course

02-11-2017

John Lewis, Birmingham

9.00am – 3.00pm

This one-day course is for individuals who may have less than six months fundraising experience and want to improve their current understanding. By attending this course, you will gain increased confidence through your improved knowledge and understanding of fundraising.

First Thursday Networking: November –Faith and Diversity

02-11-2017

John Lewis, Birmingham

5.30pm – 7.00pm

We will continue from discussions at Conference on Faith and diversity and ask you to join us. First Thursday is a friendly networking group, often showcasing relevant guest speakers, for anyone working or volunteering to raise funds within the West Midlands and surrounding areas.

IoF Warwickshire Launch Night

16-11-2017

Merchant Wine Bar and English Restaurant, Warwick

5.30pm – 8.00pm

Join this newly formed group over in Warwick who will be holding networking sessions for Warwickshire based fundraisers.

Sole/Community Fundraisers Networking

23-11-2017

Cherry Reds, Birmingham

1.00pm – 3.00pm

Join us for our open discussion session aimed at sole & community fundraisers. Bring your ideas & questions.

Worcestershire fundraiser meet up: November: Local funding

29-11-2017

Waitrose, Worcester

10.00am – 12.00pm

Regular meetings open to anyone working or volunteering to raise funds within Worcestershire and the surrounding areas. This month's topic is local funding.

First Thursday Networking: December - Christmas social TBC

07-12-2017

TBC, Birmingham

5.30pm – TBC

Join us at our infamous Christmas Social and the last First Thursday of 2017. Come along for mince pies, mulled wine and a great time with other Fundraisers! Other social activities TBC.

Worcestershire fundraiser meet up: December – Christmas social

19-12-2017

Waitrose, Worcester

10.00am – 12.00pm

Regular meetings open to anyone working or volunteering to raise funds within Worcestershire and the surrounding areas. This month- join us for mince pies, mulled wine and networking.

First Thursday Networking: January – Business & Charity: A Collaboration

04-01-2018

Birmingham Chamber of Commerce, Birmingham

5.30pm – 7.00pm

Join us for an 'in discussion with' evening where our Chair, Dylan Carroll will be talking with Paul Faulkner- of the Greater Birmingham Chamber of Commerce about his experiences and discussing ideas through which businesses and charities in the Midlands can work collaboratively to forge strong and mutually beneficial relationships.

Legacy Training Day

11-01-2018

Anthony Collins Solicitors, Birmingham

09.30am – 04.30pm

This day training session is designed to give you theory, practical tips and inspiration to establish, maintain and develop your legacy marketing programme. Whether you are about to start or you are looking to reinvigorate a well-established campaign, the training will provide best practice examples and practical techniques that will help you in your fundraising. Speakers will include Richard Radcliffe, Dr Claire Routley and Simon George and also provide a legal perspective from Donna Holmes at Anthony Collins, who are kindly hosting the event.

Book on and check out the full calendar on our website:

www.institute-of-fundraising.org.uk/groups/regional-west-midlands/events

