
INSTITUTE OF FUNDRAISING

WEST MIDLANDS CONFERENCE

Thursday 24th October 2019



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INTRODUCTION

Our theme this year is Re-Power!

Fundraising has taken a big hit over the past few years but it's time for us to recharge those batteries. This is a great profession, one which we should all be proud to be in. It's time to shake up what we do and take time to focus on smashing those goals.

At this year's Conference we want to empower you to go back to the office with a fresh look. The day will be packed with sessions lead by motivational speakers from the third sector who will inspire and "re-power" your fundraising career.

Our speakers from across the sector deliver a diverse and we pack the day with as many learning opportunities as/ do possible, but there are plenty of social and networking opportunities as well.



AGENDA

9.00 Arrival
Welcome drinks in Mercian Foyer

9.20 Welcome
In Mercian

9.30 Opening Plenary
In Mercian

10.15 Morning sessions Part 1
See pages 6-7 for sessions

11.00 Break
Refreshments in Mercian Foyer

11.30 Morning sessions Part 2
See pages 8-9 for session

12.30 Power sessions
See page 11 for sessions

1.15 Lunch
In Mercian Foyer

2.00 IoF West Midlands AGM
In Mercian. Open to all (optional)

2.15 Afternoon sessions begin
See pages 12-15 for sessions

4.15 Closing Plenary in Mercian
Let's Interfere with Fear
(and have some fun along the way)

5.00 Fundraiser of the Year
Presented by Alex Xavier

Refreshments and networking in Mercian Foyer until close at 6pm.

INSTITUTE OF FUNDRAISING WEST MIDLANDS

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

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 West Midlands Group is here.

We hold regular events and training including:

- Monthly First Thursday Networking
- Regular Introduction to Fundraising courses
- Annual West Midlands Conference
- Quarterly Sole Fundraisers 'meet up'
- Monthly Worcestershire Fundraisers 'meet up'
- Monthly Warwickshire and Coventry Fundraisers 'meet up'

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.

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



MORNING SESSIONS PART 1

10.15 – 11.00 Pick your session

Songamminute: Everything I learned fundraising for dementia

Simon McDermott - Regional Fundraiser, Alzheimer's Research UK

In 2013 Simon's father- a singer with the nick name 'The Songamminute Man'- was diagnosed with dementia. He began to film and share videos online of his father singing which went viral and raised over £150,000 for charity. Simon will talk about how the Songamminute fundraising idea came about; how digital knowledge helped gather supporter insights and boost fundraising; and any learnings that he's gained from the experience to help power-up and support fundraisers in his region.

LOCATION: MERCIAN

The benefits of being Big, Bold and Brave in your fundraising

Tricia Cavell- Fundraising Director, St Richards Hospice

As we look for diversity in income the requirement to be BIG, BOLD & BRAVE with our activities is more prevalent. Come and learn how a Wild in Art project raised £233k profit for St. Richard's Hospice, the benefits it brought to the community and to the charity's longer term fundraising. This isn't just for those who can undertake large scale projects- it's about stepping outside the box, innovation & having the confidence to do things differently.

LOCATION: IMAGINE

Continued overleaf...

The National Lottery Community Fund: Repowering you

Tom Pine – Funding Officer, The National Lottery

The National Lottery Community Fund believes that communities thrive when people are in the lead.' You'll hear us say this often! But why have we rebranded? Why is 'People in the Lead' such a central theme? And what does our new, local approach to funding mean for organisations who want to 're-power' communities by applying for our main products, Reaching Communities and National Lottery Awards for All?

LOCATION: DISCOVER



MORNING SESSIONS PART 2

11.30 – 12.15 Pick your session

Brilliant Partnerships Begin with an Idea

Helen Usher- Partnerships Manager, Remarkable Partnerships

What is your big idea? Securing ground-breaking partnerships are all about the way you package them.

Leading corporate partnerships expert Helen Usher delivers insights into the value of an idea to create an offer a business can't refuse. Join us for examples of great charity partnership ideas, innovative sector insights, and most importantly - how to create your own and secure more partnerships.

LOCATION: MERCIAN

How to Rock Being Solo

Gemma Rooke- Development Manager, Z-arts

Being the only fundraiser in an organisation is tough! You have to know about everything and often manage up, or across and have no other professionals in your field to bounce ideas off, or even challenge you! As a sole-fundraiser for a number of years, Gemma will share her Top 10 Tips to raise more funds, make you a better fundraiser and keep you sane in a busy, fast moving role.

LOCATION: IMAGINE

Continued overleaf...

Re-powering our Legacies

Tolu Osinnowo- Gifts in Wills fundraiser, NSPCC

The NSPCC is the market-leading UK children's charity by legacy income, which is the second largest income source for the NSPCC. Legacy fundraising is a great to secure future income for your organisation. But did you know legacies can be the gateway between you and your donor to securing loyalty and commitment to your cause? In this presentation Tolu will demonstrate how legacies have been entwined in to all fundraising activities at the NSPCC and how it is adding value.

LOCATION: DISCOVER



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- Regular email newsletters keeping you up-to-date with fundraising issues and developments
- Members-only guidance and support via email to the IoF Policy team

National, Regional and Special Interest Groups are run by committed volunteers across the UK

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POWER SESSIONS

12.30 – 1.15

Sessions must have been pre-booked

Power session 1: How to excel with Excel

Victoria will showcase Microsoft Excel features that will help you use Excel to manage, analyse and present your data in an efficient and accurate manner – aiding you to manage your work, plan your pipelines and visualise your data which will support your work and demonstrate your impact. Suitable for Excel wizards and newbies.

LOCATION: IMAGINE

Power session 2: Sole Fundraisers Pow WOW

Do you often feel like a small fish? Are you tasked with a big target but are the only fundraiser? If so, this session is for you. We will discuss what you want to discuss- bring your problems and questions and have a Pow Wow as a group to solve your issues with other sole fundraisers.

LOCATION: COLLABORATE

Power session 3: In Conversation with...

In this intimate session we will be one-to-one with an actual charity supporter -Higgs & Sons Solicitors- asking them questions such as- why do you support the charity you support? How do they make you happy? How do they keep you motivated to give to? There will also be time for you to ask questions.

LOCATION: DISCOVER

Power session 4: How to network with confidence

Networks are where you find your next supporter, your next volunteer and your next sponsor. Who you know can also accelerate your career progression. Good networks also keep you going when things get tough and help celebrate your successes. Yet many of us dread 'networking'. In this practical session, led by Lucy Gower, learn tips to build and keep your networks and enjoy doing it.

LOCATION: MERCIAN

AFTERNOON SESSIONS PART 1

2.15 – 3.00

Pick your session

Supporter and insight driven supporter journeys at Anthony Nolan

Matt Warrilow- Senior Supporter Experience Manager, Anthony Nolan

In August 2018, Matt led on the creation of Anthony Nolan's first cross-divisional supporter journey, 'First Year on the Register'. The aim was to not just increase the number of people returning their swab kits, but to deepen their relationship with the charity. He will talk about:

- The process behind creating an insight-driven, human-centered supporter journey
- New processes and ways of working that sit behind it
- Examples of the assets and content produced
- Details around the 'test and learn' aspect of the journey
- Results, key learnings so far, and next steps

LOCATION: MERCIAN

Leadership – always something new to learn!

Dee Solley- Head of Regional & National Fundraising, Crisis

In this session, Dee will walk you through her recent personal journey to become an accredited practitioner of Resilient Leaders Elements, and give examples of the practical application of this at Crisis within the Fundraising Department to achieve measurable leadership development results. The tools, techniques and learnings from this are applicable to all, not just current or experienced leaders and can be applied in any aspect of your career or indeed your life!

LOCATION: IMAGINE

Continued overleaf...

How to Re-Power 'Your Connection' with the Cause you work for and raise more money

Ikhlaq Hussain- Head of Philanthropy & Partnerships, Orphans in Need

Have you ever wondered as a fundraiser why you find it difficult to express the wider and deeper meaning of what you do in your role, or what you are achieving in your role beyond just hitting annual financial targets on your work plans? After having spoken to many fundraisers, Ikhlaq found that because we are so busy in our day-to-day job, we hardly have time or resource to experience the work our organisations are delivering and most of the time we are sharing work with donors from our websites. The session will cover:

- Why connecting the fundraisers with the cause is important for their mental wellbeing?
- How connection and belief in the cause empowers fundraisers to raise more money?
- How stronger connection with the cause helps to retain fundraisers and enables them to talk more confidently.
- This session will give some practical tips on how to connect with the cause and raise more money.

LOCATION: DISCOVER



AFTERNOON SESSIONS PART 2

3.15 – 4.00

Pick your session

Creating a fundraising culture

Louise McCathie- Director of Fundraising, Birmingham Women's and Children's NHS Foundation Trust

Do you ever feel that fundraising sits in isolation from the rest of your organisation? When Louise joined Birmingham Children's Hospital she quickly realised that this might be the greatest barrier to growing their charitable income – a lack of engagement or understanding of fundraising from colleagues. She will share a very honest account of how she has embedded a culture of fundraising once and her latest challenge to repeat this at Birmingham Women's Hospital.

LOCATION: MERCIAN

Don't reinvent the wheel, realign it

Leah Wynn- Community Fundraising Manager, Meningitis Now

Leah will be presenting on how Meningitis Now turned around the income of their community event Toddle Waddle, by reinventing it instead of getting rid of it altogether.

She will show how they did this while operating on a tight budget and ensuring they got back to core values.

LOCATION: IMAGINE

Continued overleaf...

RAISE: Stand up and champion fundraising for arts, culture and heritage

Rachel Cranny- Head of Fundraising, Birmingham Repertory Theatre

Martin Kaufman- Chair, IoF RAISE Steering Group

Ellie Griffiths- Business Development Manager & Application Consultant, Tessitura Europe

As chair of the steering group, Martin will provide an overview of the Arts Council England funded RAISE programme, which aims to promote the charitable case for culture and champion fundraising for arts, culture and heritage across England. Regional Advocates for RAISE, Rachel and Ellie will outline their plans in the Midlands. In 2017 The REP launched an ambitious fundraising campaign called REP First which aimed to raise £1million over 3 years. In addition to raising vital funds, the strategic aims of the campaign were to significantly raise awareness of the theatre's charitable status, increase income from individuals and to embed fundraising throughout the organisation. REP First is now in its 3rd and final year and today, The REP's Head of Fundraising Rachel Cranny, will highlight some of the key outcomes of the campaign.

LOCATION: DISCOVER



CLOSING PLENARY

Jules Mitchell

Founder of The Big Happiness Training Academy.
A truly mischievous genius, M.A.D. about happiness & interfering with fear! Speaker, author, trainer, coach.

Jules is at her happiest delivering insightful talks about human behaviour to audiences both big and small. In a nutshell she's MAD ABOUT HAPPINESS! Not the old paradigm of 'getting happiness' (I'll be happy when I GET the house, partner, money, fill in the blanks ...) but the inner happiness and contentment you feel when you actually GET life, GET yourself and live with the knowledge that, ultimately you are in creative control of life on your own terms.

Jules' mission is simple; to introduce audiences to both the BIGGER version of themselves, their whole self; and to impart simple life hacks – her Joy Shots, that will uncover that hidden Self and send stress packing. Change is inevitable for all of us and it is either by CHOICE or by CHANCE that your life will change, which one would you prefer?





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SPEAKERS



@songamminute
@SimonAlzRes

Simon McDermott

Regional Fundraising Officer – North West

Simon McDermott worked for 15 years in digital marketing. After his father – a singer nick-named The Songamminute Man - was diagnosed with dementia in 2013, he decided to fundraise by sharing videos online of his father singing. The videos soon went viral, receiving millions of views from around the world, and raising over £150,000 for charity in a few weeks. His father then went on to win a record deal and the pair won a Pride of Britain Award. Simon is committed to raising awareness of dementia and now works as a community fundraiser for Alzheimer's Research UK.



@trixiepop

Tricia Cavell

Director of Fundraising, St Richard's Hospice

Tricia has been in the charity sector for over 20 years and the hospice movement since 2001. Tricia joined St Richard's Hospice at an exciting time with the need to grow hospice revenue income and awareness alongside the launch of a new hospice appeal. Tricia is a member of the Institute of Fundraising and has acted as a mentor for fundraisers in the South West. She has spoken at national conferences on the competitive advantage that collaborative working can bring to income generation. Tricia has a Masters degree in Hospice Leadership.



@biglotterytomp

Tom Pine

Funding Officer, The National Lottery Community Fund

Tom spends most of his working days in north and east Staffordshire, where he is local funding officer as part of a team covering the Midlands. He's a relative newcomer to working for a funder, having spent the last 17 years in online learning, arts and heritage education, and more recently working on the regeneration of historic parks and green spaces.

SPEAKERS



Helen Usher

Partnerships Manager, Remarkable Partnerships

Helen specializes in creating strategic partnerships between charities and corporations. She has led award-winning global partnerships including Jaguar Land Rover and their multi-year sustainability partnership with the Born Free Foundation. She has provided expert consultancy to numerous UK and international charities. She has also secured and account-managed partnerships with Etihad Airlines, Mind, Clintons Cards, and Lush to name a few. In addition, Helen co-directs 'Animonidial' – a business that guides on responsible animal welfare in tourism.

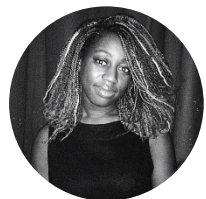


@GemmaRooke

Gemma Rooke

Development Manager, Z-arts

Gemma has been working as a sole-fundraiser for a number of years in the arts and culture sector. In addition to her part time role at Z-arts she delivers development programmes for staff from smaller charities. She has driven charities fundraising results significantly and specialises in introducing new fundraising schemes to charities where they've never had anything before! Gemma was the recipient of Fundraising Team of the Year - North West in 2018, in the North West Charity Awards.



Tolu Osinnowo

Gifts in Wills Fundraiser, NSPCC

Tolu has been with the NSPCC for two years, working as Gift in Wills fundraiser; leading cause connection experiences to high value donors. She prides herself on having an unconventional approach to fundraising. Prior to this, Tolu project managed the 401 Challenge, a fundraising campaign that saw Ben Smith run 401 consecutive marathons whilst raising awareness of the harmful effects of bullying. The project raised over £330,000 for Stonewall and Kidscape and won a Pride of Britain award

SPEAKERS



@VictoriaBarham

Victoria Barham

Freelance Data Analyst, Victoria Barham Analytics

Specialising in Charity Analytics and Excel training, Victoria is an advocate for how data can and should be used in an intelligent way to inform business decisions and to understand supporters. Victoria has a particular interest and aptitude for making sense of complex data relationships and explaining the business implications in a clear and actionable way. Victoria delivers Excel training courses as part of the training schedule for the IoF Insight group and has trained over 100 delegates across 50 organisations to date.



@HiggsandSons

Nyree Applegarth

Partner, Higgs and Sons Solicitors

Nyree is a partner at West Midlands law firm Higgs and Sons Solicitors and leads the Property Litigation service. Nyree has sat on Higgs and Sons' Charity Committee for 10 years and is actively involved in their fundraising and charitable work.



@lucyinnovation
@LuciditySays

Lucy Gower

Director, Lucidity

Lucy Gower is founder of Lucidity. She is a coach, trainer and consultant as well as a best-selling author and international speaker specialising in giving people the tools and confidence to take charge of their own working life and achieve the results that they want. Lucy led the first innovation team at the NSPCC. Since leaving the NSPCC in 2012 Lucy has worked with over 50 organisations including Anthony Nolan, Cystic Fibrosis Trust, Mind, Nesta, The Children's Society and Greenpeace to help their teams think more clearly and work together to get better results and make more impact.

SPEAKERS



Matt Warrilow

Senior Supporter Experience Manager, Anthony Nolan

Matt Warrilow is a supporter engagement strategist with over 10 years' experience delivering human-centred, fully integrated journeys and campaigns for some of the UK's most well-known charities, including Battersea Dogs & Cats Home, Shelter and Asthma UK. Passionate about putting people first, he has influenced how charities engage with their supporters resulting in record-breaking digital fundraising campaigns, numerous award nominations and a change to the law.



Dee Solley

Head of National & Regional Fundraising, Crisis

Dee's career spans 20 years in the third sector, in senior leadership roles with charities including Barnardo's, Parkinson's UK, The Children's Society, and The Royal British Legion. Passionate about and skilled in supporting people to reach excellence in fundraising and in their own personal development, Dee has led UK-wide teams of up to 70 staff, raising income of £50m and working with 1000s of volunteers. Dee is an accredited practitioner of Resilient Leaders Elements and is successfully using this tool in leadership development at Crisis.



@ikhlaqsahi84

Ikhlak Hussain

Head of Philanthropy & Partnerships, Orphans In Need

Ikhlak has raised multimillions of funds from major donors and was included in Fundraising Magazine's Top "25 under 35" fundraisers list for 2018. Ikhlak has been recently awarded the 'Fellowship' by the Institute of Fundraising in recognition for his contribution to fundraising community. He is currently head of Philanthropy & Partnerships at Orphans In Need and trustee at Mind in Harrow. He teaches at the Institute of Fundraising (South East & London) and he is a columnist for Third Sector Magazine and UK Fundraising.

SPEAKERS



Rachel Cranny

Head of Fundraising, Birmingham Repertory Theatre

Rachel Cranny is Head of Fundraising at the internationally renowned Birmingham Repertory Theatre and a new member of the IoF West Midlands Committee. Rachel is proud to be a regional advocate for the RAISE programme and is passionate about arts fundraising. Rachel previously worked as a corporate fundraiser at Acorns Children's Hospice and began her career at community music and social impact charity, Sound It Out.



Martin Kaufman

Principal, Martin Kaufman Philanthropy

Martin has helped raise £50m+ for charities in Europe, Africa and Asia. Recipient of CASE Crystal Apple for Excellence in Fundraising Training and founder member of IoF London, he set up IoF's Cultural Sector Network and chairs the Steering Committee of the RAISE programme.



Ellie Griffiths

Business Development Manager & Application Consultant, Tessitura Europe

Ellie Griffiths is a Consultant for Tessitura Network and is a regional advocate for the RAISE programme. An experienced fundraiser, Ellie connected individuals and corporates to a range of causes, including medical charities, higher education and the arts. Ellie is also Chair of Women & Theatre, a Birmingham-based theatre company that addresses contemporary issues through performance.

SPEAKERS



Louise McCathie

Director of Fundraising, Birmingham Women's and Children's NHS Foundation Trust

Louise has acquired a wide range of experience during her 17 years in the sector, working for national and regional causes including the ChildLine, the British Heart Foundation and Mencap. Her broad experience stood her in good stead for her current role as Director of Fundraising for Birmingham Women's and Children's NHS Foundation Trust, where she has tripled income and led a range of successful appeals. In 2015 she received The Gill Astarita Fundraiser of the Year award at the (IoF) National Fundraising Awards.



Leah Wynn

Community Fundraising Manager, Meningitis Now

Leah has been a professional fundraiser for over 7 years, with experience in events and community fundraising. She is passionate about fundraising and delivering excellent supporter care in all aspects of her work. Leah has knowledge in community development, project management and team leadership. Working at the UK's leading meningitis charity Meningitis Now, as Community Fundraising Manager, she leads a dedicated team of community fundraisers. Outside of work, Leah loves walks with her French Bulldog, Fred!



Alex Xavier

Director of Individual Membership, Compliance and Professional Development

Alex is responsible for leading the Institute of Fundraising's Academy, Compliance and Individual Membership teams. He previously worked for the Chartered Institute for Securities & Investment as Assistant Director of Member Services, as well as holding senior level roles at GovNet Communications and Incisive Media. Alex holds a BA (Hons) in Politics from Lancaster University, as well as being qualified in Human Resource Development through the Chartered Institute.

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Solicitors

Thursfields' Charities and Communities Team is led by Jenny Smith who has over 17 years' experience of acting exclusively for charities, schools, sports and social clubs, churches and other not for profit organisations. Earlier this year the team also launched a new legacy advice service led by Katherine Ellis. The service provides specialist advice concerning charitable legacies and gifts in wills.

With offices across the West Midlands delivering excellence in professional services, our objective is to assist with any requirements under one roof. Thursfields Solicitors has the resources and expertise to provide a full range of legal services to you and your organisation.

Please contact Jenny on 01905 677052 or email jsmith@thursfields.co.uk, or Katherine on 0121 647 5419 or kellis@thursfields.co.uk

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CODE OF BEHAVIOUR FOR TRAINING AND EVENTS

The Institute of Fundraising (IoF) is committed to providing a welcoming and safe environment for everyone involved in Institute events or training and will not tolerate discrimination or harassment in any form.

The Code of Behaviour applies to anyone who engages with the IoF including, but not limited to, attendance at any events, training courses, National, Regional and Special Interest Group activities and social media interactions.

Action will be taken against anyone who does not adhere to this code of behaviour, regardless of their membership status with the Institute, under the Institute's complaints procedures which can be found on our website.

Behaviours that will not be tolerated by the IoF include, but are not limited to:

- Offensive or discriminatory actions or comments related to a person's gender, race, sexual orientation, disability, appearance or other aspects of identity or protected characteristic
- Sexual harassment such as verbal innuendo and sexual comments, sexual jokes and stories, displaying pictures or sending emails containing sexual content, making sexual gestures, asking for sexual favours
- Physical contact without consent or patterns of inappropriate social contact
- Threats or incitements of violence against anybody
- Stalking or deliberate intimidation, including continued one to one communication after a request to cease
- Publication of confidential or sensitive communication
- Unwelcome comments regarding another person's lifestyle choices or practices.

Participants asked to cease any inappropriate behaviour are expected to comply immediately.

Reporting of inappropriate behaviour

If you experience harassment or discrimination of any form whilst participating in any Institute event or activity, or if you are made aware that someone else may be affected by inappropriate behaviour, you should contact the Institute.

Reports of inappropriate behaviour can be made onsite at any event, by contacting an Institute staff member (or volunteer), or by emailing complaints@institute-of-fundraising.org.uk

All reports will be treated in confidence and investigated in accordance with the IoF disciplinary and complaints procedures.

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