

Hospice UK Fundraising conference 2018 – ‘Pause and reframe – taking time to consider strategic issues facing hospice fundraisers’.

20 February 2018, St John’s hotel, Solihull

This conference is generously supported by donorflex.

Programme

#HUKFR2018

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| 09.15 | Registration, Exhibition and Refreshments – Brueton Suite |
| 10.00 | Welcome and Introduction, Conference Chair, Catherine Bosworth , Director of Income Generation, Hospice UK |
| 10:10 | ‘In conversation’ - Mark Astarita OBE , Former Director of Fundraising at British Red Cross and Trustee at St Joseph’s Hospice, Hackney talks to Lorraine Pink , Director of Income Generation & Deputy CEO Countess Mountbatten Hospice |
| 10.45 | Workshop One (choice of one from three) ‘Fundraising Director to CEO’ – what it takes and why you should do it Sarah Thompson , St Clare Hospice, Mike Palfreman , Haven House Children’s Hospice, Ruth Freeman , Myton Hospices. <i>Or</i> ‘Capital Appeals – from on the way to target achieved’ Dr Lynn Morgan , CEO Arthur Rank Hospice, <i>Or</i> ‘Not the usual suspects’ - working with external organisations to assist with your fundraising Chris Bray , Head of Marketing and Income Generation, Eden Valley Hospice and Jigsaw Hospice |
| 11:20 | Refreshments |
| 11:35 | Workshop Two (choice of one from three) ‘Fundraising Director to CEO’ – what it takes and why you should do it Sarah Thompson , St Clare Hospice, Mike Palfreman , Haven House Children’s Hospice, Ruth Freeman , Myton Hospices. <i>Or</i> ‘Capital Appeals – from on the way to target achieved’ Dr Lynn Morgan , CEO Arthur Rank Hospice, <i>Or</i> ‘Not the usual suspects’ - working with external organisations to assist with your fundraising Chris Bray , Head of Marketing and Income Generation, Eden Valley Hospice and Jigsaw Hospice |

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| 12:15 | Lunch and exhibition - Brueton Suite |
| 13:15 | <p>'It should not happen to a Fundraiser' confess your 'sin' and receive absolution from your colleagues.</p> <p>Elizabeth Palfreman, National Hospice Support Manager, Hospice UK will help you learn, laugh and commiserate over the fundraising clangers we have all dropped. Chatham House rules will be observed for this session.</p> |
| 13.45 | <p>How does the Theory of Change help with the issues facing hospice fundraising today? Natasha Roe, Director and Alec Leggat, Associate Director, Red Pencil.</p> <p>If you always do what you've always done, you'll always get what you've always got. The great joy of the hospice sector is that we share ideas; however does that mean that we all end up doing the same things endlessly?</p> <p>During this session Natasha will explore how charities have used the Theory of Change to create step change in their fundraising.</p> <p>Delegates will then work in facilitated groups to start to apply their knowledge to real life strategic fundraising issues e.g recruitment and retention, influencing Boards. The group facilitators are all experienced fundraising professionals.</p> <p>You'll then leave the conference with a network of like-minded individuals you can call on as you make your changes.</p> |
| 16.00 | <p>Summary of topics under consideration and future steps</p> <p>Elizabeth Palfreman, National Hospice Support Manager at Hospice UK</p> |
| 16.15 | Final thoughts and conference close |