

## Hospice UK Fundraising Conference 2018 – ‘Pause and reflect – taking time for development in hospice fundraising’

20 February 2018, St John’s hotel, Solihull

Workshop choices: please choose two workshops to attend.

### 1. Fundraising Director to CEO – what it takes and why you should do it

The last few years has seen a number of Fundraising Directors promoted to the role of Hospice CEO. What inspired them to make the leap? How has their background influenced the way they approach running a hospice and what advice would they give to aspiring CEO’s? This workshop

answers these questions and more as our expert contributors share their reflections and experiences.

#### **Sarah Thompson; CEO of St Clare Hospice, Harlow**

Formerly Director of Income Generation and Community Engagement for St Joseph’s Hospice, Hackney which is one of the oldest and largest UK hospices. Since May 2017 Sarah has been CEO of St Clare Hospice so her experience of stepping up is very pertinent.

#### **Ruth Freeman, CEO at Myton Hospices**

Ruth was Director of Income Generation at Myton Hospices, for ten years having previously worked for Barnardo’s. In January 2016 Ruth became CEO at Myton so her experiences of now leading her peers will be relevant to many.

#### **Mike Palfreman, CEO at Haven House, Children’s Hospice**

Formerly Fundraising Director for The Princess Royal Trust for Carers, Mike started his hospice career as interim Director of Fundraising for Hospice UK before becoming CEO at Haven House. For the first year he also headed up their fundraising team while getting the organisation on a sound financial footing. Hear his insights into turning an organisation around.

### 2. Capital Appeals; from on the way to target achieved

With many hospices entering their 2<sup>nd</sup> or 3<sup>rd</sup> decade in existence Capital Appeals are becoming more common. How do you run a successful campaign and what are the unexpected issues in what is a major period of change? Hear from the team at Arthur Rank House hospice in Cambridge who have just celebrated the first anniversary of moving into their new hospice. The team will provide a ‘warts and all’ account of their journey to the new hospice.

#### **Dr Lynn Morgan, CEO, Arthur Rank Hospice**

### 3. Not the 'usual suspects'

Hospices are fantastic at sharing ideas and information with each other. Does that lead to a copycat culture which blunts innovation? Eden Valley & Jigsaw in Carlisle and Hospiscare, Exeter will share their experiences of how they have used resources from outside the sector. Hospiscare uses MBA students to provide rigour to their planning and strategy. Hear more about how this approach has produced more than just financial success.

**Kate Few-Singh, Director of Income Generation, Hospiscare Exeter, Chris Bray, Head of Marketing and Income Generation, Eden Valley and Jigsaw Hospice, Cumbria.**