

Funding Websites

More trusts & foundations, insight, knowledge and analysis than anywhere else... and growing every day

The University of Reading

Laura Davis, Trust and Foundations Officer, Campaigns and Supporter Engagement Office

"Trustfunding.org.uk is one of my main tools. I have been using it for several years and like to be able to save searches and return to them at a later stage. Having a summary of all trusts in one place is incredibly useful and time saving!"



Spina Bifida Hydrocephalus Scotland

John McConnachie, SBH Scotland Trusts and Corporate Officer

"I find trustfunding.org.uk invaluable and use it almost every day. All the relevant information required is presented clearly and concisely, and it is extremely user friendly and easy to navigate. If I get a lead then I can use trustfunding.org.uk to help make a decision about whether an application is appropriate or not."



dsc
directory of social change

For a free demo or to subscribe have a look online:

www.dsc.org.uk/fundingwebsites

dsc
directory of social change

Charityfair 2017

Wednesday 28 &
Thursday 29 June 2017

Resource for London, 356 Holloway Rd, N7 6PA

New format

New content

New ideas



Media partner:



Event sponsors:



Book now for a whole new experience:

www.charityfair.org.uk

Charityfair 2017

The work you do is
fiercely important.

As the world changes,
let's adapt with it and
become bolder than
ever.

It's fair to say that the past year has been full of ups and downs. 2017's Charityfair will arm you with the expertise and inspiration you need to continue making a real difference. Get up to date with the climate of the voluntary sector, the changing digital sphere and don't get left behind in the fundraising fast lane.

We've refreshed and packed our programme with brand new content to address the latest trends and challenges you face.

18 innovative Learning Labs

Free Inspirational Talks

New exciting format

**Third
Sector**

About our media partner

Third Sector is the UK's leading publication for everyone who needs to know what's going on in the voluntary and not-for-profit sector.

bif beinspired
FILMS

Life streaming of sessions supported by:

beinspired Films is much more than just a video production company. Providing long-term strategic support and guidance, bringing your Social Impact to life.

For all the latest news on Charityfair and to book:

www.charityfair.org.uk



Free Inspirational Talks

Bernie Hollywood and Julie Bentley give you valuable insight on key topics.

Wednesday 11.30-12.15

Thursday 16.30-17.15



Wednesday 11.30-12.15
Bernie Hollywood OBE on how
your charity can connect with a
business.



Open Sessions

Got something more to say?
Join us to round off day one with an informal
discussion about any issues
you'd like to share.

Wednesday 16.30-17.30



Thursday 16.30-17.15
Julie Bentley, CEO
Girlguiding, talks about
women and leadership.

Free Cyber Sessions

Scrutton Bland Insurance Brokers
have a dedicated division that
specialises in the provision of
insurance and risk management
solutions for charities, social
enterprises and care organisations.

Wednesday
12.30-13.00

Thursday
12.15-12.45



Wednesday 16.30-17.30
Cathy Shimmin, senior DSC
associate, allows creative
talk in this Open Session.

Free 1:1 consultancy

Bring your specific concerns to an
industry expert. Pre-book your 15 minute
slot on our website.

Wednesday 12.15-13.15 & 16.30-17.30



So what are Learning Labs?

90 minute training includes:

60 min seminar delivered
by sector experts

15 min group work and
discussion time

15 min Q&A session,
ask direct questions
to the trainer and
guest speaker



Funding websites explained by DSC research experts

Take a look at our four best-selling
funding websites, designed to help you
identify potential funders
sympathetic to your cause.

Get free access and tips
on how best to
use them.



DSC Bookshop

Learning Labs...what's on?

Wednesday 28 June

Learning Labs:
£55

Day rate:
(incl. lunch)
£150

2 Day rate:
(incl. lunch)
£285

09.00-09.40 Event opens with welcome talk & complimentary breakfast

09.45-11.15 Choose your Learning Lab:

Marketing

Maximising search engine marketing



Session Leader: John Onion, upriseUP



Guest Speaker: Kapwom Dingis, upriseUP

Targeting the people looking for you at that exact time they are searching for you is the lowest hanging fruit. Discover how to:

- Successfully embrace the opportunities with Google AdWords, (including Google AdGrants), SEO and Google Analytics
- Utilise quick wins that will make a sizeable impact on your Digital Marketing.

Governance

Hot issues in charity law and regulation



Session Leader: Jay Kennedy



Guest Speaker: Andrew O'Brien, CFG Head of Policy and Engagement

2016 was a busy year for regulatory changes that affect many charities, particularly the Charities Protection (and Social Investment) Act. We'll get you up to speed with:

- Developments to the online register of charities
- Reviews of the Annual Return
- Key Charity Commission guidance and the Code of Fundraising Practice.



All Learning Labs include a Q&A session... so have your questions ready.

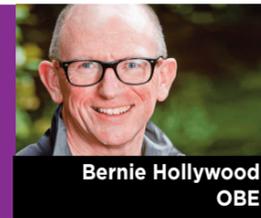
Book your sessions now:

www.charityfair.org.uk

FREE

11.30-12.15 Inspirational Talk Let's collaborate...connecting charities with businesses

In this economic climate, more charities are looking to corporate partners to help diversify their funding. However, businesses have much more to offer than just financial input- including time, skills and commitment of employees. We'll explore 6 ways to help make that connection: Think local and informal, get talking, find a good match, make use of your networks, sell yourself and weigh it up.



Bernie Hollywood
OBE

FREE

12.30-13.00 Cyber Session

Scrutton Bland Insurance Brokers have a dedicated division that specialises in the provision of insurance and risk management solutions for charities, social enterprises and care organisations. Our charity insurance specialists will be discussing how the insurance industry has reacted to the increasing threat around cyber security and advising on solutions which are available to further protect charity.



13.15-14.45 Choose your Learning Lab:

Marketing

10 ways to write for any medium



Session Leader: Jennifer Campbell



Guest Speaker: Matt Chittock, Freelance copywriter and editor

Do you find it hard to create copy that engages your audience whilst trying to convey the message of your charity? This lab will cover:

- How to fine-tune your website copy
- What language packs a punch on social media
- How to excite audiences with reports, magazines or other publications
- 10 must-know tips to make your writing brilliant.

Governance

Taking your pulse: Evaluating board effectiveness



Session Leader: Tesse Akpeki



Guest Speaker: Anne Moynihan, Governance Consultant

Because the board are responsible for the successful operation of your charity, the benefits of taking a fresh look at its governance can be boundless. This lab explores:

- Best practice techniques
- Tools and tips of how you can use board effectiveness review to achieve peak governance performance.

Fundraising

Trust proposals: What you say and how you say it



Session Leader: Gill Jolly

It's competitive out there so getting your proposal right is vital. Perhaps you don't know where to start? Is this something you struggle with? Are you just writing what your predecessor did? This lab will give you:

- Hints, tips and guidance
- Help you think about what to say and why
- Enable you to achieve success more often.

Leadership & Management

Maximising volunteer impact: The vital role of senior managers



Session Leader: Rob Jackson



Guest Speaker: Chris Reed, Head of Volunteering,

Volunteers are at the heart of our organisations yet, as a senior leader, have you had the opportunity to explore your role in establishing an environment where volunteers can flourish? In this lab you'll learn:

- How your philosophy and daily actions lay the foundation for the greatest accomplishment in volunteer involvement
- How your role is central to creating a culture of effective volunteer involvement.

15.00-16.30 Choose your Learning Lab:

Leadership & Management

Integrity in leadership - Have you got yours?



Session Leader: Cathy Shimmin



Guest Speaker: Jacky Bourke-White, CEO Age UK Lewisham & Southwark

It's been hard to miss that all over the world the integrity of leaders is being called into question, so why is this vital characteristic of good leadership increasingly absent, or perceived to be absent? This lab will look at:

- Why you need integrity
- How do you and those you lead know when they see it
- Why success and progress are harder to achieve without it.

Fundraising

Your corporate pitch

Session Leader: Gill Jolly



Guest Speaker: to be announced

Success in corporate fundraising is often centred around your 'pitch' but this can be a daunting experience if you don't know where to begin. So whether it's for a partnership, sponsorship opportunity or other corporate involvement you will find out lots to help you win that pitch, including:

- Helpful information and practical tips to make the most of the opportunity you have to be in front of a potential corporate supporter
- Getting the confidence to make your pitch stand out.

Marketing

30 ways to supercharge your digital writing

Session Leader: Matt Kurton



Guest Speaker: to be announced

Engaging people online means never letting their attention slip. So, in this lightning-paced session, specialist charity copywriter Matt Kurton will take you through:

- 30 ways to supercharge your impact online
- Addressing social channels and emails
- Grab a coffee and prepare for whistle-stop inspiration...

FREE

16.30-17.30 Open Session



Got something more to say?

It's an open space where you bring the agenda DSC's Cathy Shimmin will facilitate the talk. We will bring the wine and nibbles, you bring the topic.



Drinks & Networking

FREE

12.15-13.15 & 16.30-17.30 1:1 Consultancy

- Digital marketing experts upriseUP will discuss your Google Ad Grant Account or review your website home page to improve SEO.
- Jennifer Campbell will offer advice on websites, newsletters, reports, magazines and annual reviews to proofreading and editing.

Learning Labs... what's on?

Thursday 29 June

Learning Labs: £55

Day rate: (incl. lunch) £150

2 Day rate: (incl. lunch) £285



All Learning Labs include a Q&A session... so have your questions ready.

09.00-09.30 Registration and refreshments

09.30-11.00 Choose your Learning Lab:

Fundraising

Effective fundraising strategy

Session Leader: Kathy Roddy



Guest Speaker: to be announced

All organisations need a fundraising strategy to ensure that there is a long-term plan for growing and diversifying income. This lab covers:

- An overview of how to prepare a fundraising strategy for your organisation
- Key areas of content and structure for the document itself
- Research that needs to be undertaken to ensure that your strategy is realistic.

Marketing

Digital transformation

Session Leader: Matt Haworth, Co-Founder Reason Digital



Guest Speaker: to be announced

Digital transformed posted letters into email, bookshops into Amazon, and now it's transforming charities too. For many charities, it's innovate or die. It's about taking a new approach to solving old problems - often using technology that's been around a while. Don't get left behind, attend this engaging session filled with:

- Practical examples of successful digital transformation from both existing charities and plucky new ones
- Rethinking how you deliver services, how to connect with supporters and even how your organisation is structured.

Governance

New ways to maximise campaigning impact

Session Leader: Sue Tibballs



Guest Speaker: to be announced

Sue Tibballs, CEO of the Sheila McKechnie Foundation, will provide invaluable insight to organisations seeking to make change happen efficiently and effectively. In this lab you will hear about:

- Networked campaigning - making change happen in a complex world
- Activism and social movements - how to make the most of public engagement in campaigning
- Campaigning eco-systems - how to create the right environments for campaigns to thrive.

FREE

11.15-12.00 Inspirational Talk

We know that the work of charities doesn't come without its challenges but this inspirational talk will leave you feeling ready to face anything that comes your way.

FREE

12.15-12.45 Cyber Session

Scrutton Bland Insurance Brokers have a dedicated division that specialises in the provision of insurance and risk management solutions for charities, social enterprises and care organisations. Our charity insurance specialists will be discussing how the insurance industry has reacted to the increasing threat around cyber security and advising on solutions which are available to further protect charity.



13.00-14.30 Choose your Learning Lab:

Leadership & Management

Leading change in a Brexit world



Session Leader: David Barker



Guest Speaker: Alan Arnett

Today charities face unprecedented challenges as the political and economic climate continues to create uncertainty, with Brexit just the latest and most visible example. This lab will cover:

- Ways for you to be more personally resourceful when times are tricky
- Ways to have more meaningful conversations that result in action
- Ways to navigate challenges with more impact and less stress

Governance

Governance and fundraising

Session Leader: Daniel Fluskey, Institute of Fundraising



Guest Speaker: to be announced

This lab will explore governance and the role of trustees in fundraising, including:

- The roles and responsibilities of being a charity trustee
- What trustees need to know about the fundraising regulations and their responsibilities

Fundraising

Fundraising playing field - Put your best foot forward

Session Leader: Paul Ticher



Guest Speaker: to be announced

Fundraising regulations are changing - are you absolutely up to speed? Although data protection legislation and the Code of Fundraising Practice are perhaps unlikely to muster much enthusiasm, it has never been more crucial for all fundraisers to be in-the-know.

Understanding the basic definitions and terms is important, but this lab will take it one step further and arm you with the practicalities of putting them into practice.

14.45-16.15 Choose your Learning Lab:

Fundraising

Writing a letter to a grant-making trust

Session Leader: Kathy Roddy



Guest Speaker: to be announced

Many funders ask for a written letter of application as opposed to providing an application form, but it can be hard knowing where to start. This lab will cover:

- What grant-making trusts are looking for in a letter of application
- The 'dos and don'ts' of letter writing, communication and language style
- A template for structuring letters of application.

Marketing

Future of charity digital

Session Leader: Matt Haworth, Co-Founder Reason Digital



Guest Speaker: to be announced

Take a tour through the digital tools and trends that are set to reshape the sector. Don't miss this if you want an accessible, engaging introduction to what's next for charities. This lab will cover:

- How the latest tech is set to impact the sector in surprising ways - from augmented reality, to chatbots, to DNA testing
- How some charities are already harnessing these new tools to get results.

Leadership & Management

Be the change you want to see in the world

Session Leader: Mike Phillips



Guest Speaker: to be announced

For charities, core values and our beneficiaries are at the heart of everything we do to help others. Nevertheless, it can be easy to lose sight of this, amongst the hustle and bustle of our daily work.

You will learn how to use your core organisation values to motivate, encourage and support your colleagues and staff.

Learn and share the fundamental tools to unlock the potential and growth of your charity's vision and values.

FREE

16.30-17.15 Closing Inspirational Talk

Women & Leadership

Julie Bentley will consider how well the UK is doing to support women in leadership roles. She will share some personal reflections and tips and will talk about the work Girlguiding does to empower the next generation of female leaders.



Julie Bentley, Chief Executive of Girlguiding



Drinks & Networking