Starts: 6:00pm Tuesday, 23 July 2019

Ends: 8:30pm Tuesday, 23 July 2019

Location: **Citi Bank**, 33 Canada Square, Canary Wharf, E14 5LB

See map: Google Maps

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Rising inequality, an ageing population and already-happening climate change are combining to create a greater need than ever for the services of charities. However, the ability of the sector to deliver is under question. How can the sector break through the culture of inertia and change for good?

Join leaders from across the charity sector at this thought-provoking event to discuss the findings of the Future Charity research and to explore how each of the themes below will be central to the sector's success.

- **(Re)defining purpose** – How can charities revisit their charitable purpose to remain relevant, regain public trust, fend off commercial competitors, and help meet the growing need for the services they provide?
- **Building confidence** – A culture of inertia prevails among charity leaders. How can they find the confidence to deliver the bold leadership that's needed?
- **Securing the right people** – How can culture, leadership, skills and investment be optimised to make the most of the positive opportunities presented
- **Measuring meaningfully** – How can we put data around impact at the heart of decision making and make the experience and behaviours of all audiences as important to us as income?
- **Collaborating actively** – How can entire-sector collaboration address the issues of eroding trust, reinvigorate the culture of giving, tackle the failing trustee model and help charities prepare for the challenges that lie ahead?
- **Looking beyond the sector** – How can the specialist skills, capabilities and access of commercial organisations be utilised to help inject new energy into the sector and help it learn how to compete with commercials for the best talent?

Speakers

Richard Taylor

Richard has worked in the charity sector for over 20 years in fundraising, marketing and communication leadership roles. He was a member of the executive board at Cancer Research UK for 12 years and for the past three years at Macmillan Cancer Support. He also served as Chair of the Institute of Fundraising. He is now an executive coach and works with many of the top UK charities to help individuals thrive and excel in their demanding roles.

Richard will be joining us to discuss how, as leaders, we can overcome fear and have the confidence to galvanise our influence

Michael Docherty

Michael Docherty is Interim CEO of Air Ambulance Kent, Surrey and Sussex (AAKSS), world leader in pre-hospital emergency medical services.

Previously, he held the role of Trustee and Chair of AAKSS's Income Generation Committee. Prior to that, Michael as Director of Digital and Supporter Experience at Cancer Research UK, he led digital transformation, driving lasting change through a new operating model, and accelerating digital income growth.

With 20 years' experience gained across the commercial and charity sectors, Michael was recognised as a key player in the UK digital marketing industry in the 2018 Digital Leaders 100, the 2013 BIMA Digital Hot 100 and the 2013, 2014 and 2015 Drum Digerati.

Claire Rowney

Claire is Executive Director of Fundraising, Marketing and Communications at Macmillan Cancer Support. Previously she has held leadership roles at Save the

Children UK and Cancer Research UK. Claire has managed diverse portfolios including Race for Life and Stand Up To Cancer, marketing transformations, innovation and corporate partnerships. Claire is a trustee of the Institute of Fundraising and mentors fundraisers in the UK and overseas.

Asif Afridi

Asif Afridi is a published researcher promoting equality and human rights. He is Deputy CEO at brap, a national equality and human rights advisory organisation, transforming the way we think and do equality. Asif sat on the Civil Society Futures Inquiry Panel and continues to plays an active role.



Olivia Curno

Olivia Curno CEO of Greater London Fund for the Blind and Trustee of UK poverty charity Turn2us. Olivia previously ran fundraising and communications at children’s

charity Place2Be and autism charity Autistica. Before joining the charitable sector Olivia was a lecturer in Evolutionary Biology.

Linda McBain

Linda is Digital Director of Save the Children, leading on the organisation’s digital transformation, to ensure the charity is fit for the future and delivers experiences expected by today’s consumers. With 12 years’ experience as a digital leader in the not-for-profit sector, Linda has developed award winning campaigns such as the ’Most Shocking Second a Day’ video which has had 61 million Youtube views, and Christmas Jumper Day, where Jumper selfies and donations have become a seasonal social media highlight.

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