



In association with:

impact! fundraising



Invitation to our charity seminar

‘Effective, Innovative and Transparent Fundraising’

FREE seminar for our charity clients and friends

Date: Monday 31 March, 4.30pm – 6.30pm

This seminar is ideal for executives, trustees and fundraisers of any charities and not-for-profit organisations who would benefit from a better understanding of how to make their fundraising more innovative and effective. This seminar will also help you to pick the right avenues for income and understand the different types of fundraiser. It will also cover matters regarding accountability and transparency of fundraising endeavours.

Location: Neurosupport, Norton Street, Liverpool L3 8LR

Parking: There are numerous bus routes close by and Liverpool Lime Street railway station in just a 5 minutes walk away. Free on-site parking for Blue Badge holders and several pay and display car parks situated close by for your convenience.



Please book with Vicki Harper 0151 236 1494 or email vicki.h@bwm.co.uk

Speakers, to be followed by a buffet and networking:

Victoria Symes, Director, impact! fundraising

Identifying the right income streams for your charity, overcoming fundraising obstacles and being innovative and effective in your fundraising

impact! fundraising is a strategic fundraising consultancy established by Victoria Symes to help arts, education, heritage and other not-for-profits flourish. Passionate about helping organisations unlock their full potential, Victoria has spent over ten years developing fundraising strategies for the Science Museum, the British Film Institute, English Heritage, FACT, the University of Liverpool and the Seashell Trust. In her spare time she serves on the boards of Action Transport Theatre and St George's Hall and is an active member of the Institute of Fundraising.

Clare Beavan, Philanthropy Development Manager, LCVS

Ingraining fundraising into your organisation, different types of fundraiser and the benefits and risks of partnership fundraising

Clare, is Philanthropy Development Manager at LCVS, a Liverpool based charity that promotes philanthropy and voluntary action. Clare has worked in the not-for-profit sector for over 15 years, with local, national and international charities. She has experience in many areas of fundraising, with special interests in the challenges of revenue generation from the private and corporate sector. She is an active member of the Institute of Fundraising in the North West and is passionate about supporting others in fundraising.

Laura Irving, Director of Fundraising, Roy Castle Lung Cancer Foundation

Innovative fundraising that really delivers your message – some useful case studies

Leading her fundraising team to raise the £2.5M per year needed to support vital Lung Cancer research and support for people living with cancer across the UK, Laura is responsible for the delivery of multiple fundraising initiatives and has lots of useful experience to share.

Ian Henry, Relationship Director, Education, Community & Government, Lloyds Bank Mid-Markets

The role of banks in facilitating charities

Lloyds bank plays a major role in supporting the UK's charity sector, providing banking services to some of the country's major charities, by gaining the commitment of colleagues and customers to support charitable giving and through making financial awards through the group's bespoke grant awarding body, the Lloyds TSB Foundation. Ian works within the Mid-Markets team in Merseyside and leads the local provision of the Bank's offering to the not-for-profit sector.

Peter Taaffe, Managing Partner, BWMacfarlane

Overall accountability and transparency of fundraising organisations. Fundraisers are often the main contact between charities and the public, and key to their work is communicating about causes, donations and most importantly outcomes, and how the three interrelate.

Peter's blend of skills from his FCA, DChA and CTA qualifications and practice experience provides clients with a broad perspective and practical advice. His focus is on improved business performance and enhanced value for clients, working with a variety of SME and charity projects.