

Annual Convention

A Fundraiser's Toolbox

29th June 2006
Ramada Hotel
Shaw's Bridge Belfast



**BURSARIES
AVAILABLE**

Special Prices for Community Groups

incorporating the annual Institute of Fundraising awards.



Welcome by Jill Houston

Dear Colleague

Welcome to the Institute of Fundraising Annual Convention 2006 'A Fundraiser's Toolbox'. We have taken on board your comments from a tremendously successful conference last year to make it an even better day of learning and networking for all delegates.

We have moved location to the more accessible Ramada Hotel, we have retained and improved the bursary scheme, we have a dedicated section for the increasing number of community groups who attend and we have special fundraising awards for professionals and for volunteers. Most importantly we have a wide range of speakers on many different cutting edge fundraising topics. We will also after lunch, for the first time, facilitate three key debates to really challenge your views on some controversial fundraising issues. Finally in tribute to our colleague we will also award the Nichola James bursary at the end of the convention.

This convention is only possible through the hard work and dedication of the Committee and the generosity of the sponsors, for which I am grateful. I wish you an inspirational and rewarding day, and success in your fundraising efforts.

Jill Houston
Convention Chair 2006

programme

9.15 - 10.00 am	Welcome & Introduction – Paul Kane & Jill Houston Opening Plenary – Alan Clayton			
	Community Section			
10.15 – 11.15 am	Innovation and Creative Thinking Alan Clayton	Getting Going in Direct Marketing John Grain	Raising Core Funds Simon George	Writing a Successful Grant Application Trevor Gill
11.15 - 11.30 am	Morning Tea and Coffee			
11.30 - 12.30 pm	Prospect Research for Fundraisers: a DIY Guide Robin Jones	Developing Legacy Fundraising Jonathan Parris	The Principles of Donor Care John Grain	Books, Bytes, Buddies and Broadband – Funder Research Neil Irwin
12.30 pm	Fundraising Awards Presentation and Lunch supported by Lloyds TSB Foundation			
2.00 pm – 3.00 pm	Debate Session	Emergency Appeals: a fundraising disaster? Facilitator: Paul Kane	Too many charities – too little difference? Facilitator: Jill Houston	Who needs Peace III anyway? Facilitator: NICVA
3.00 pm	Afternoon Tea and Coffee			
3.15 pm – 4.15 pm	Engaging Staff in Fundraising: B&Q Case Study Paul Connelly	The Key to Healthy Partnerships Stevie Wilson PSNI & Caitriona Moore NSPCC	Planning for Sustainability – Big Lottery Fund Joanne McDowell	Kicking the Addiction to Grants Kevin McCaughan
4.15 pm	Closing Plenary - Special Guest Speaker			
4.45 pm	Nichola James Bursary, Prize Draw and Close			
5.00 pm	Institute of Fundraising (NI) AGM – all members welcome			

Whilst every attempt is made to adhere to the published programme, the Institute of Fundraising reserves the right to make changes without notice

the speakers

Alan Clayton, Managing Director, Cascaid Group – founded Cascaid in 1999 after a career in fundraising and creative, including the British Diabetic Association (now Diabetes UK) and two agencies. Alan has contributed to award-winning campaigns in Direct Marketing, Corporate Fundraising and 'Best Fundraising Strategy'. He has several years' experience of regional and community fundraising.

Paul Connelly, General Manager, East Belfast B&Q - Moved to Northern Ireland 4½ ago, after 17 years in his native Scotland years after after 17 years with Sainsbury's in his native Scotland. Paul is currently building his own house!

Simon George, a Director of NCVO – approved Wootton George Consulting and has worked in fundraising since 1987. A consultant for the last ten years, he has specialised in strategy and revenue fundraising. He is an active member of the Institute of Fundraising, where he founded the Trusts Special Interest Group. He is also listed on the national Business Link consultants' register.

Trevor Gill, Fundraising Consultant (www.gillassociates.com) - 25 years fundraising experience in London and Northern Ireland. As a full time consultant for 6 years Trevor specialises in assisting organisations with strategic planning, project and organisational evaluations and major funding applications. He is a partner in the training agency, 'Training People' (www.trainingpeopleni.com) and has worked as a facilitator or grants assessor for a range of funding agencies including the Belfast European Partnership Board, BBC Children in Need, the Children's Promise, the Charities Aid Foundation and the Lloyds TSB Foundation.

John Grain, Director, Supporter Care – an experienced fundraising consultant and associate with Cascaid. John has worked in fundraising for over 15 years and is a specialist in donor relationships and donor care, creativity and innovation, in-memoriam giving and direct marketing.

Jill Houston, Business Development Manager, The National Trust – Previously Head of Fundraising for Sense International, London with regular work in India, East Africa and Romania to set up fundraising teams and develop local income generation initiatives. Over 10 years experience in individual, corporate and grants fundraising. Chair of the Institute of Fundraising Convention.

Neil Irwin, Member Services Manager, NICVA - Responsible for funding and information services. Over 13 years experience in the voluntary and community sector at a local, regional and national level. Responsible for delivering the Grant Tracker website and an Institute of Fundraising committee member.

Robin Jones, Partner Milestone Research – formerly Managing Director of the Factory Ltd, a leading prospect research agency. Over 10 years experience in research and training, a regular speaker in the UK and overseas and Co-Chair of the Institute of Fundraising's Special Interest Group, Researchers in Fundraising. He is a member of the Institute of Fundraising and the Association of Professional Researchers for Advancement.

Paul Kane, Regional Fundraiser, Trócaire – previously Grants Officer and Research Assistant with Northern Ireland Chest, Heart and Stroke Association, and Project Manager of a pan-European medical research project with Queen's University Belfast. Paul is also Regional Chair of the Institute of Fundraising Northern Ireland.

Kevin McCaughan, Consultant and Director, Advantage Solutions (advantage2@btinternet.com) – specialises in supporting not-for-profit organisations and statutory agencies with business solutions and development. Over 14 years experience in fundraising with charities and community groups in Northern Ireland, and more recently throughout the UK.

Joanne McDowell, Head of Policy, Development and Public Affairs, The Big Lottery Fund – Prior to joining the New Opportunities Fund in 1999, Joanne lectured in European Studies at the University of Ulster.

Caitriona Moore, Fundraiser, NSPCC

Jonathan Parris, Director, Remember a Charity – previously Chief Executive of Sharing the Caring and Director of Fundraising at Diabetes UK. Jonathan has worked in the charity sector for over 15 years and is also a trustee of a local charity.

Stevie Wilson, Inspector, PSNI with 26 years service. A high profile fundraiser within organisation and member of the Deputy Chief Constable's fundraising committee for NSPCC 2004/5 which raised over £200,000.

committee members

Institute of Fundraising Northern Ireland

Paul Kane Trócaire	Chair	Siobhan Hanley Concern Worldwide	Membership Secretary
Jill Houston The National Trust	Convention Chair	Susan Bennett East Belfast Mission	Membership Secretary
Charlotte Trinder The British Red Cross	Vice Chair & Events	Bryan Walliker Diabetes UK (Northern Ireland)	
Gill Heyworth GH Associates	Secretary	Neil Irwin NICVA	
Julie Forster Phab (NI)	Treasurer	Ciara Gallagher MENCAP	
Nicky Conway Belfast Central Mission	PR Officer		

